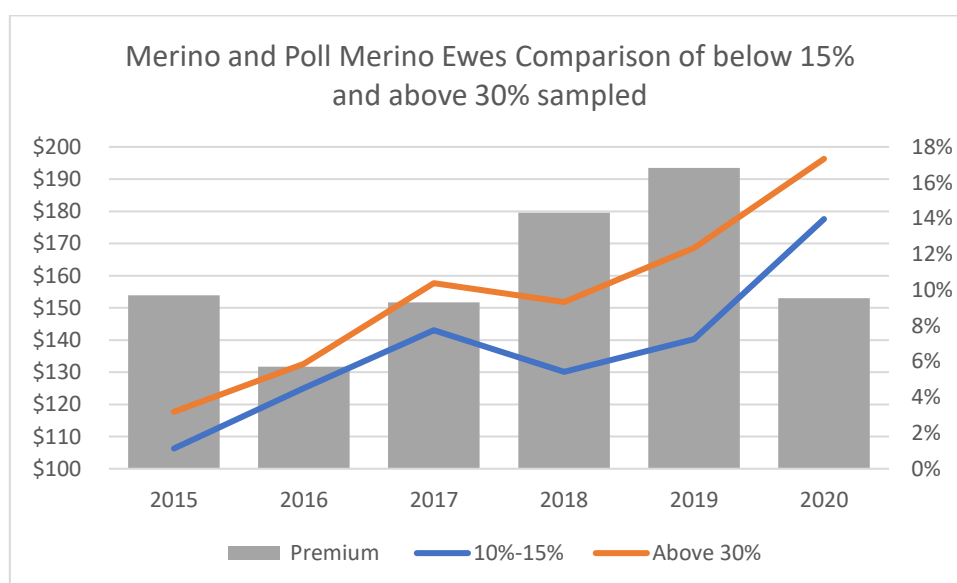
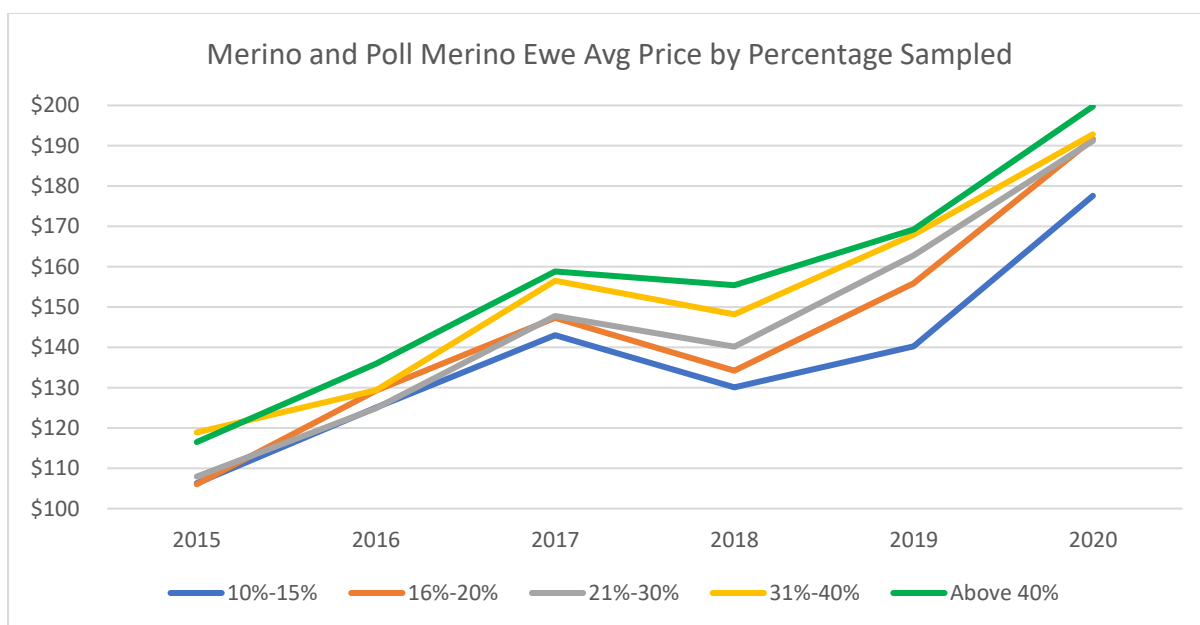


The AuctionsPlus Market Insights team (AMI), Tom Rookyard, Michael McManus and Teeah Bungey are looking to provide assessor specific insights and analysis for assessors. If you have any specific analysis you would like done using AuctionsPlus data please get in touch info@auctionsplus.com.au

Add \$17/head to Your Lot!

The first analysis looks to see if there is a correlation between the percentage of stock sampled by an assessor and the sale price. Analysing data from January 2015 to February 2020 highlights the consistent premium and the higher value buyers place on a lot which has a greater sample size. The first analysis is Merino and Poll Merino ewes sold online. The average premium received for lots which have above 30% sampled vs below 15% sampled is \$17/head or 11%.



Crossbred wether and mixed sex store lambs has slightly different picture. 2019 and 2020 so far have seen a massive 13% and 12% premium for stock that has been sampled above 30% compared

to below 15%. However, 2015 and 2017 only saw a 5% premium, while 2016 saw a deficit. On average 2019 and 2020 has seen assessors receive \$17 and \$18/head more respectively. The AuctionsPlus minimum for sample size is 10%, hopefully this analysis provides a reason and an insight for assessors in what is driving buyer behaviour.

