

STUD SALE

 AuctionsPlus



INFORMATION PACK



www.auctionsplus.com.au

CREATING YOUR CATALOGUE

In order to create your online catalogue, we first require an Excel copy of the catalogue, including all animal details. Please include the following row headers in your Excel file:

- **LOT NUMBER**
- **TITLE** - The title should include animal name, stud book number or an appropriate lot description.
- **DESCRIPTION** - The description should include a more detailed animal description, such as vendor comments. (Optional)
- **YOUTUBE URL**
- **EBV's/ASBV's Link**

Lot ID	Title	Description	Youtube URL	Link
Lot 1	NAME OF ANIMAL	VENDOR COMMENTS AND AGENT/VENDOR CONTACT NUMBER	YOUTUBE VIDEO URL	ABRI URL
Lot 2				
Lot 3				
Lot 4				
Lot 5				

* Please email a copy of both your Excel and PDF Catalogue *

Please ensure you complete all components of this pack prior to your sale. Should you have any questions please contact us on:
(02) 9262 4222 or studsales@auctionsplus.com.au

ADDING PHOTOS

Photos should be saved and labelled according to their lot numbers. E.g. Lot 1, Lot 2, Lot 3. If lots have multiple photos they should be labelled with lot number, full stop, then number in the series. E.g. Lot 1.1, Lot 1.2, Lot 2.1, Lot 2.2, etc.

-  Lot 1
-  Lot 2
-  Lot 3
-  Lot 4
-  Lot 5
-  Lot 6
-  Lot 7
-  Lot 8
-  Lot 9
-  Lot 10



Lot 2

* It is preferable that you send through your photos via Dropbox, WeTransfer or similar *

Please ensure you complete all components of this pack prior to your sale. Should you have any questions please contact us on:
(02) 9262 4222 or studsales@auctionsplus.com.au

PERSONALISING YOUR CATALOGUE

Further information about your stud and sale can be included in your catalogue header. This information can include:

- Your stud logo/and or pre-sale video.
- A brief snapshot (100 words) which may include stud history, your breeding philosophy or additional sale information.
- Vendor and/or agent contact details.
- Social Media links.
- Website links.

* Please note all content must be approved by AuctionsPlus *

The screenshot displays the header section of an AuctionsPlus Stud Sale. On the left, under the heading 'PRE-AUCTION DETAILS', it shows 'AUCTIONSPLUS STUD SALE', 'SEQ Auction 001', and the date 'Dec 13, 2018 1:11:00 PM SYD'. Below this is a status bar with 'Catalogue Not Released' and 'Administration Options'. On the right, under 'Auction Terms & Conditions', it lists 'Sale Conducted under AuctionsPlus User Agreement and Sale Terms' and 'Trading Terms are those of the Selling Agent'. A 'STUD LOGO' box is present, followed by links for 'PDF CATALOGUE LINK', 'ABRI CATALOGUE LINK', 'CONTACT DETAILS', and 'WEBSITE LINK'. At the bottom, there is a section for 'ADDITIONAL SALE INFO' with social media icons for Facebook, Instagram, Twitter, and YouTube.

Please ensure you complete all components of this pack prior to your sale. Should you have any questions please contact us on:
(02) 9262 4222 or studsales@auctionsplus.com.au

DEADLINES & CATALOGUE EMAIL BLASTS

AuctionsPlus requires **two business days** for your catalogue to be uploaded or for any changes thereafter, following **ALL** information being received.

Once complete, your catalogue will be emailed out to our network of subscribers. To receive maximum exposure of your sale, your catalogue will be emailed out at least 2 weeks prior to your sale date, unless otherwise discussed.

ADDITIONAL CHARGES

Charge	Price
Running a SIM sale and then switching it to a SEQ Sale	\$1,500
Streaming a classing day	\$1,500
Combining information from multiple vendors	\$1,000
Renaming Photos	\$200
Adding videos to YouTube	\$200
Adding ABRI Links (when catalogue not available)	\$200

* Additional charges will only apply where the sale details are provided in a format that don't adhere to the AuctionsPlus guidelines *

Please ensure you complete all components of this pack prior to your sale. Should you have any questions please contact us on:
(02) 9262 4222 or studsales@auctionsplus.com.au

RUNNING A SEQUENTIAL SALE WITH AUCTIONSPLUS

Full cooperation of the following processes are required by all parties involved to ensure equality between online and onsite bidders and that the sale runs efficiently.

Equipment required at sale centre

- Mobile Phone + headphones (we advise against using air pods)
- Backup phone & sale contact (in case connection is lost with sale contact)
- Spare Mobile Phone - If the vendors have nominated the audio package then a spare phone to dial in the audio stream is required
- Stable internet connection and phone connection

Day before sale

AuctionsPlus Sale Contact will phone selling agent and confirm

- Nominated sale contact for sale day
- Back up sale contact
- AuctionsPlus Rep who will be running the sale – provide name and phone number
- A time to be in touch the following day
- The process to follow if connection is lost between AuctionsPlus and the sale centre
- Any changes to the selling order (or other) must be made in writing, no less than 24 hours before the sale

Day of sale

1. If your sale includes audio streaming, begin testing at least **90 minutes** before the start of the sale
 - The conference numbers (number to dial and pin number) will be text to the sale contact & back up
 - Find the best position for the phone during the sale to ensure the best audio for online viewers. This is likely the rostrum in front of the auctioneer or on top of a speaker.
 - The conference number is dialled and AuctionsPlus checks the clarity of the call, delay etc
2. The Selling Agent (or nominated sale contact) must communicate starts, reserves, bid increments and withdrawn lots at least **60 minutes** prior to the commencement of the sale in writing
 - Lots may have different start and reserve prices
 - We cannot guarantee changes will be made if directions given are <60 minutes prior to the sale start time.
3. An AuctionsPlus bidspotter screen allows the auctioneer and/or sale contact to view online bids digitally (on an ipad, laptop or phone)
 - AuctionsPlus staff will send through a link for access prior to the sale commencing
4. The sale contact will call the AuctionsPlus contact prior to the sale starting and be on the phone for the duration of the sale
 - They will bid on behalf of AuctionsPlus at the sale and relay sale activity over the phone; if they're holding the bid or what the bid price is at the sale centre

RUNNING A HELMSMAN SALE WITH AUCTIONSPLUS

Full cooperation of the following processes are required by all parties involved to ensure equality between online and onsite bidders and that the sale runs efficiently.

Equipment required at sale centre

- Laptop (optional; if not available, then the central contact is required on the phone)
- Mobile Phone
- Backup phone & sale contact
- Stable internet connection
- Positioned with back to crowd facing the board

Day before sale

AuctionsPlus Sale Contact will phone selling agent and confirm

- nominated sale contact for sale day
- back up sale contact
- AuctionsPlus rep who will be running the sale
- a time to be in touch the following day
- Instructions on how the sale will be run and when the timer will come on to control the auction

Day of sale

1. The Selling Agent (or nominated sale contact) must communicate starts, reserves, bid increments and withdrawn lots at least **60 minutes** prior to the commencement of the sale
 - Lots may have different start and reserve prices and bid increments
2. AuctionsPlus staff enter these prices and check that bid increments fall onto reserve price
3. If staff on site have laptop, AuctionsPlus will configure each lot to be held by the nominated selling agent via a limit bid
 - When sale starts, all lots appear green as they are held by the selling agent
4. The selling agent on the phone or laptop **must be** the first and central point of contact for all physical bid cards to go through at the sale centre
 - Physical bid cards are entered on AuctionsPlus **before** they are written on the board
5. Any bids placed at the sale centre, will be placed by the nominated selling agent on AuctionsPlus, to reflect the bid at the sale centre
6. Any online bids placed will result in the lot becoming red, indicating it is not held onsite
7. A bid card must be written out to reflect each online bid as it is placed and shown on the screen
8. If any mistaken bids are placed online by the agent or if they are on the phone by the AuctionsPlus Rep in the office, then the AuctionsPlus Rep must immediately be notified so they are able to rectify the situation.
9. Prior to the completion of the sale, cross checking the bids on the physical board with those displayed on AuctionsPlus screen must take place to ensure consistency of bid price
- 10. The AuctionsPlus timer is used to close the sale**

RUNNING AN ONLINE ONLY SALE WITH AUCTIONSPLUS

Full cooperation of the following processes are required by all parties involved to ensure equality between online and onsite bidders and that the sale runs efficiently.

Day before sale

AuctionsPlus Sale Contact will phone selling agent and confirm

- Nominated sale contact for sale day
- Back up sale contact
- A time to be in touch the following day
- Instructions on how the sale will be run and when the timer will come on to control the auction

Day of sale

1. The Selling Agent (or nominated sale contact) must communicate starts, reserves, bid increments and withdrawn lots at least 60 minutes prior to the commencement of the sale
 - Lots may have different start and reserve prices
2. AuctionsPlus staff enter these prices and check that bid increments fall onto reserve price.
3. Sale will commence at allocated time. To conclude the sale the AuctionsPlus timer will control the auction from the appointed time by the agent. Generally run at 60 seconds if there is a bid within the time period the timer will reset. If there is no bid within the timer period then the sale will finish.
4. At the conclusion of the sale online buyer details will be sent through to the settling agent for invoicing.

After the sale

1. At the conclusion of the sale, online buyer details will be emailed to the settling agent or alternative nominated sale contact.
2. A full post sale report will be sent to the agent and the vendor between 24 and 48 hours post-sale.
3. Invoicing will take place.

After the sale

1. At the conclusion of the sale, online buyer details will be emailed to the settling agent or alternative nominated sale contact
2. A full post sale report will be sent to the agent and the vendor between 24 and 48 hours post sale.
3. Invoicing will take place