



# STUD SALES INFORMATION PACK

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](mailto:studsales@auctionsplus.com.au)



# CREATE YOUR CATALOGUE

## SALE INFO

In order to create your online catalogue, we first require an Excel copy of the catalogue including all animal details:







- **Lot Number**
- **Title**
- **Description**
- **Sire**
- **Dam**
- **EBV's, etc.**

Please advise us if your catalogue is available on any ABRI society pages.

## 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 the lot number, full stop, then number in the series. **E.g. Lot 1.1, Lot 1.2, Lot 1.3, Lot 2.1, Lot 2.2, etc.**



-  LOT 1
-  LOT 2
-  LOT 3
-  LOT 5
-  LOT 6
-  LOT 7.1

'LOT 2.1'

# YOUR CATALOGUE

## FURTHER INFO

You can include further information in your catalogue, such as:

- Your stud **logo**/and or pre-sale **video**.
- Vendor and/or agent **contact details**. (include combined agency details)
- Website **links**.
- **PDF** Catalogue/ Society Catalogue/ Supplementary Sheet.
- Social Media **links**.
- A brief **overview** (100 words) which may include stud history, your breeding philosophy or additional sale information.

## VIDEO

Videos should be uploaded to YouTube & sent through in the below excel format:

	A	B	C
1	Lot Identifier	Title	URL
2	LOT 1	Animal 1	<a href="http://www.youtube.com/">www.youtube.com/...</a>

## ADDITIONAL LINKS

Links to society pages should be sent through in the below format :

	A	B	C
1	Lot Identifier	Title	Link
2	LOT 1	Animal 1	<a href="http://www.cowsociety.com">www.cowsociety.com</a>

# DEADLINES & CATALOGUE EMAIL



**2 weeks prior**

- Catalogue emailed out



**2 business days prior**

- All info received



**Sale Day**

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

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 **2 weeks prior** to your sale date, unless otherwise discussed.

# ADDITIONAL CHARGES

If you require any assistance or equipment in the lead up to, or on the day, we can provide equipment and services to help you out. We're here to support you to have a successful sale.

Indicative services and prices:

## PRICE (EXCLUDING GST)

Pre-Bidding (Changing a SIM sale to a SEQ sale)	\$1,500
Streaming a classing day	\$1,500
Combining information from multiple vendors	\$1,000
Zetifi Booster Hire Sale Day	\$500
Copying Sale Information from a PDF Catalogue	\$200
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 \*

# SEQUENTIAL SALES



**In order to deliver an efficient sale and maintain equal opportunity between online and onsite bidders, it is important that the following processes are followed.**

An AuctionsPlus sale contact will phone the selling agent **to confirm**:

- Nominated sale contact for sale day
- Back up sale contact
- Details of the AuctionsPlus Rep who will be running the sale.
- A time to be in touch the following day
- Outline 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

## **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

# SEQUENTIAL SALES

## DAY OF SALE



### 90 minutes out

- Test audio streaming quality and position phone for online viewers.
- Dial and Pin numbers will be text to sale contact and backup.
- A+ checks clarity of call / delay.



### 60 minutes out

- Selling agent details starts, reserves...etc, in **writing**.
- Lots may have different start and reserve prices
- **No guarantee that changes will be made after this point.**



### 30 minutes out

- A+ Staff will send link for access to bidspotter screen for auctioneer / sales contact to view online bids.



### Start of Sale

- Sale Contact in constant communication with A+ Contact.
- Sale contact bidding on A+ contact behalf and relaying info via phone. (holding bid / bid price, etc.)

# HELMSMAN SALE



## DAY BEFORE

**To ensure equality between online and onsite bidders, the following processes are required to be followed by all parties.**

AuctionsPlus Sale Rep will contact 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.

### **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.



# HELMSMAN SALE



## DAY OF SALE

### Guidelines

1. Lots may have different start and reserve prices and bid increments
2. When sale starts, all lots appear green as they are held by the selling agent
3. 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
4. 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

#### 60 minutes out:

- Selling agent details starts, reserves...etc

- A+ Staff enter prices and check bid increments fall onto reserve price.
- Will configure on-site laptops so each lot will be held by nominated selling agent via limited bid.

#### Auction Commences

The AuctionsPlus timer is used to close the sale

# ONLINE-ONLY SALE



## DAY BEFORE

**For online-only sales, an AuctionsPlus contact will be in contact with the selling agent to provide support as outlined below.**

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

# ONLINE-ONLY SALE



## DAY OF SALE



### 60 minutes out

- Selling agent details starts, reserves...etc
- A+ Staff enter prices and check bid increments fall onto reserve price.
- Lots may have different start and reserve prices



### Auction Starts

- A+ Timer runs at 60 seconds with new bids resetting timer.



### Settlement

- Online buyer details sent through to settling agent for invoicing.



### 24 - 48 hours Post Sale

- Full post sale report will be sent to agent and vendor.



### Invoicing





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