

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Custom Sales at Perfect horse Auctions

- ◆ Custom Sales at Perfect Horse Auctions are set up for associations, ranches, non-profits, or businesses. There are specific requirements and recommendations which will apply specifically to these types organizations which differ from individual auction or classified listings on Perfect Horse Auctions. The following are very specific instructions for adding listings to your sale catalog and conducting your sale to ensure the integrity and success of your sale. Please read through all of them before placing your first listing.
- ◆ If you are a return customer, please be aware that some details may have changed since a previous sale.
- ◆ Failure to read and apply the instructions provided here may result in additional charges.

Pre-sale Checklist

- ✓ **Who will be the sale administrator?** One person from your organization should be designated the sale administrator. Responsibilities of the sale administrator are included below.
- ✓ **What email address will be used for this sale?** All communications regarding the sale will use a single email address, and must be checked daily for the duration of the sale.
- ✓ **What are you selling?** Perfect Horse Auctions manages many kinds of auctions: breeding services (stallion auctions), training or other professional services, horse auctions, and fundraisers. The listing format is slightly different for breedings, horse sales, and other items for sale, so we'll need to know what you will be including in your sale before we begin setup, so that we can provide the proper format.
- ✓ **How many items are you listing?** Some choices will be affected by how large your sale is, such as how much time you need before the sale opens to add all the items, and what time to begin closing the sale.
- ✓ **Is the order your items are sold important to you?** If so, you will need enough time to gather all items before you begin, since the order in which the listings sell is determined by the order in which they are added to the sale catalog.
- ✓ **If your sale offers donated services, how are contracts and fees going to be handled?** Who will be mailing contracts to winning bidders? How will the owners / donors be notified? Who will collect the fees? The Perfect Horse Auction system automatically sends emails to you (the seller) and the winning bidder when the listing closes, with complete contact information. In addition, the winning bidder information is available to the seller on the website after the auction closes.
- ✓ **What is your plan to follow up with winning bidders to collect payment?** Although the Perfect Horse Auctions system does send email notification immediately to both the winning bidders and the seller, providing them with complete contact and payment information, some users do not receive the notices due to spam filters, a high volume of email (they get overlooked), or problems with their email account. A phone call shortly after your sale closes is highly advised. Please note that your payment information is also posted in the winning bidder's account, in their bid list.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

- ✓ **How will you manage late or non-payment?** You should not advertise this publicly on your listing, but you should have a plan, since this is an unfortunate aspect of sales. In some cases, winning bidders are just negligent, and a reminder will be enough to collect payment. Any users which have not paid by your specified due date should be contacted promptly. If contact is unsuccessful, or if the user refuses to pay, Perfect Horse Auctions should be notified without delay. Non-paying users will not be allowed to bid on future auctions.
- ✓ **What forms of payment will you accept?** Accepted payment methods will be displayed on each listing so that bidders know what to expect. You will need to make sure that you have options suitable for both domestic and international bidders. International bidders often desire to pay using bank transfers or credit cards.
- ✓ **When will your sale begin and end?** Be sure to allow enough time for setup, and adding the listings to your sale. You will need to provide a completed contract and sale registration form before we can begin setup. Setup may take up to 2 weeks from the time we receive all the necessary information. Once your sale is setup you can begin adding listings, up to 30 days prior to the date bidding will begin. Therefore, if you desire the full 30 days to add listings, you will need to provide all required documents no less than 6 weeks prior to the beginning bid date of your sale. We recommend allowing at least 2 weeks to add listings, especially for first time users. You may continue to add listings even after your sale has opened, but there are some limitations (see more detailed information below).

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Custom Sale Accounts

- Your Custom Sale will be set up on Perfect Horse Auctions under one user account, which will be referred to as the "Sale Administrator account" or "Sale Admin account" in this document.
- The username of the Sale Admin account must reflect the name of your association in an appropriate and recognized manner. The username will be displayed as "the seller" for auction purposes. A recognized acronym for your organization is the recommended choice, or a shortened form of the name of your ranch or association which will be easily recognized by bidders.
- Your Sale Administrator Account should only be used to add listings to your own sale catalog. If you want to list items for other kinds of auctions or Classified Ads, please use your personal account.
- The Sale Administrator Account should not be used to bid on any listings. If the Sale Administrator wishes to bid in their own sale (or any other sale), they must use a separate, personal account registered on Perfect Horse Auctions to place their bid.
- You will not be able to begin adding listings to your sale until we have completed the set up. You will be notified when your sale is ready for you to begin adding listings.
- Fees, deposits, and payments for your sale will be posted to your account balance. Some items are updated manually by our staff, and some are posted automatically.

Sale Administrator Responsibilities

- The Sale Administrator will be responsible to enter the listings in the sale catalog, answer questions from bidders throughout the sale, and communicate with winning bidders / owners after the sale to complete the transactions.
- You must check the Sale Administrator email every day during the sale, from the time listings are first added until all listings for your sale are closed and all transactions are completed.
- For your convenience, messages from bidders can be seen in the "My Messages" section of your account at Perfect Horse Auctions, and are sent to the Sale Administrator email address as well. You may respond to the messages using the system that is preferable to you.
- Questions can be answered publicly so that the question and answer will appear in the listing. Use this feature if the question and answer will apply to other bidders. To answer a question publicly, you must log into your account and answer the question from the message system (rather than using your default email program).

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

My Account

- Once logged into your Sale Administrator account, take time to familiarize yourself with the various features on "My Account".
- These features are important to both you and your bidders, so it is a good idea to know what they are, and see how they work before you get started.
- The features accessed from My Account page include:

* Account Information

* Account Balance

* Account Payment

* Add New Listings

* Active Listings

* Expired Listings

* Messages

* New Listing Alerts

* Watch List

* View Sale Catalog

* Catalog Settings

The Shopping Cart

- Listings are added to your sale catalog via a "shopping cart" system. When you begin a new listing, it is immediately placed in your cart. To save your work, you must click the "Preview & Save" button at the bottom of the page. To complete your listing, click the "Accept & Submit" button from the preview page. Listing fees are not charged in the shopping cart for custom sales.
- New listings will remain in the cart until you have completed checkout, or until you cancel and remove the listing, even if you did not enter any data for the listing.
- If you leave the page without clicking the "Preview & Save" button first, the data you entered will be lost.
- Do not add more than 1 listing to the shopping cart at a time. You must complete your order after each listing. This is necessary to increment the end time for each listing at the proper intervals.
- If you add several listings to the shopping cart at one time before you check out and finish the listings, each listing in the shopping cart will be given exactly the same ending time, instead of having an interval between endings, and will need to be adjusted manually, *for an additional fee*.
- When you create your first listing, please preview it carefully and check to make sure start and end dates and other information has been set up and is displaying correctly, before you finish. Please note that the pedigree may not display in the preview, even though it is entered properly.
- Closing the preview window without accepting the listing will return you to the listing page so that errors can be corrected.
- You will know if a listing has been added successfully if you can see the listing in "My Current Listings" from your account page.
- Once you have accepted a listing from the preview page, it will be viewable to the public.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Listing Edits

- Listings may be edited at any time before the sale opens for bidding.
- Listing edits also use the shopping cart system. Only one listing may be entered or edited at any one time. If you edit a listing, you must either complete or cancel the edit before you will be able to edit a different listing, or add a new listing.
- **Note that a listing cannot be edited or changed once a bid has been received on that listing.** Please allow enough time to enter complete information regarding your listings before the sale opens for bidding.

Removing a Listing

- An active listing with no bids can be deleted at any time, from within your account. Deleting a listing is permanent, and cannot be undone. A deleted listing will not be shown in Expired Listings.
- Current listings with bids cannot be edited or removed. If there is an unusual circumstance that requires removal of the listing, please contact customer service.
- Under "Expired Listings" there is an option to remove the listing. The expired listing is not actually removed from the system, but is crossed off from the sale result page, and the bid amount, if any, is not included in the sale total. It will no longer be shown in Expired Listings. This option is used when payment cannot be collected from the winning bidder, or when if the item had to be withdrawn from the sale.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Listing Information

- Many detailed instructions are provided on the web site page where you enter the information for each listing - please read all instructions carefully!
- Please fill in all information as completely as possible. Users will be more confident in bidding if you provide detailed information.
- Information may be copied and pasted into a listing. Please remember that copying from a word processing program (such as Word, or WordPad) is discouraged, because this often produces strange symbols. Word processors often use different symbols for non-letter characters, especially apostrophes. Instead, use a plain text program, such as Notepad, or copy from another listing you have already entered. Sometimes copying from a web page also produces strange characters, so please always proofread your listings!
- Although text formatting is not available (tab indents, bold, etc), line breaks are preserved. This means that you can separate paragraphs of text by pressing "enter" to create spacing for easier reading. Please note that text will not "wrap" at the same place on every screen so paragraph text should be allowed to wrap naturally, without forced line breaks within the paragraph.
- If the item you are selling is a donated service, a written contract with the service provider must be available to Perfect Horse Auctions on request.
- For donated service contracts (such as stallion breedings or trainers), you are required to enter the donor's email address in the space provided. The donor's email address must be provided before the listing can be added to the sale catalog. The donor will be notified that their service has been added to your sale catalog, and given a chance to preview the listing before bidding begins. This is extremely important, since changes cannot be made to listings once a bid has been placed. Please verify that the email address is current and valid, as our system will use it exactly as entered.
- Most custom sales have a YouTube video option. Instructions are provided on the listing registration page how to add a YouTube video. You may use any public YouTube video that is an accurate representation of the item being sold. You do not need to have your own YouTube account unless you want to add your own videos.
- In order to maintain a professional sale, you are to required to enter information under the correct headings for each listing. If information is not available for a specific heading, it may be left blank, and that heading will not be displayed. Please be sure all information provided is accurate and up-to-date.
- Bid increment amounts are determined by the current bid price, and cannot be changed. Please refer to the [bid increment chart on our FAQ page](#) online.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Breeding Auction and Horse Auction Specifics

- The title of your listing will be generated automatically using the name of the stallion or horse for sale, and is limited to 25 characters.
- The description is an optional brief note that will appear in the catalog listing and under the lead photo of the horse. It is recommended to complete this field for each listing.
- **Horse name and registration # are required** - you will not be able to save your listing without these. Most other information can be added later if you do not have time to complete the listing in one setting.
- If you direct the viewer to "ask the owner" for information, be sure to provide a valid web site which includes the owner's contact information.
- A space is provided for a link to the donor's web page and also their facebook page. These must be entered as complete urls, beginning with http:// (or https://). Please check the links once the listing is live and verify that they open the correct pages.
- Make every effort to provide all information on the listing itself, rather than directing the viewer to another web site.
- The following is a list of possible information that can be displayed on each listing. You will enter this information on the web site, for each listing in the sale. Some sale categories may have slightly different options.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Stallion Auctions and Horse Sales:

- * Horse Name
- * Breed
- * Lifetime Earnings
- * Brief Description: (150 Characters)
- * Link to Horse Owner's Web Site
- * Registration #
- * Color
- * Height
- * Weight
- * Date Foaled
- * Genetic Disease Testing
- * Performance Record
- * Notes
- * Produce Record
- * Sire's Performance / Produce Record
- * 1st Dam Performance / Produce
- * Complete Pedigree
- * Photos (up to 5)
- * YouTube Video
- * Link to Your Association Web Site
- * Terms of Sale,
- * Payment Terms
- * Delivery

Stallion Auctions Specific:

- * Regular Fee for this Stallion
- * Shipped Semen Available?
- * Frozen Shipped Semen Available?
- * Shipped Semen Fee
- * International Shipped Semen Policies
- * Counter to Counter Fee
- * Chute Fee
- * Booking Fee
- * Mare Care
- * Other Charges
- * Live Foal Guarantee
- * Stallion Incentive Program Enrollment

Horse Auction Specific:

- * Gender
- * Training Level
- * Discipline
- * Health Declaration
- * Vaccination Record

Trainer Auctions, Embryo Transfers, Equine Services & Equine Items

- These categories refer to items that are not specifically breeding contracts or horse sales.
- When you choose the appropriate category for your item, the listing form will be adjusted to provide relevant details for your item.
- Most of the information regarding these items for sale will be placed in the large description area. Please be thorough and add as much information as possible.
- Other specific listing information includes:
 - * Donor Name and website
 - * Retail Value
 - * Shipping & Handling
 - * Payment Due
 - * Payment Details
 - * Delivery of Contract

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Catalog Listing Order

- Listings will be visible to the public as soon as you add them to the web site, but will not be able to receive bids until the sale opens for bidding on the date specified.
- By default, listings will be entered into the auction catalog in the order that you add them to the web site. Bidding will close in the same order. The first listing added to the sale will end first, at the time you specified on your sale registration.
- New! Listings may be sorted after they have been added to the catalog, to display and close in the order you choose.
- You must complete the sort process at least 2 days before the bidding will close. In order to avoid confusion, the actual end time for each listing will not be displayed to the public until after the sort deadline.
- By default, listings will be shown on the web site in the order they will close. However, viewers may reorder the display of the listings according to name or price if they choose.
- New Listings may be added even after the sale has opened for bidding. New listings will be placed at the end of the sale, and will be the last to close (however, you may re-sort the catalog, if desired, until the deadline).
- Some sales require a 3 day waiting period before new listings can be bid on, even if bidding is open for other listings in the sale. Please read "Special Rules" at the end of this document.
- Some sales may restrict adding new listings very near the end of a sale. Please read "Special Rules" at the end of this document for more information.

Copy Listings

- You can copy your own previous or current listings to create a new listing.
- If you want to copy a listing from your previous sale, go to "Expired Listings".
- If you want to copy a current listing, go to "Active Listings".
- Next to each Expired or Current listing is a button to "Copy". This will begin a new listing, with data already filled in from the copied listing.
- If you copy a listing, please be very careful to update any data that may be different or may have changed from the copied listing. Performance records, earnings, web site for the horse, owner's email address may all have changed. Seller information (name, address, phone, email) must be updated for each listing.
- You are responsible for all the information displayed regarding the new listing.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Starting Bids and Buy Now

- Take time to understand each of these systems before you begin to add listings:
- Buy Now: If a Buy Now price is specified, the item may be purchased outright, for this price, without any additional bidding, and the listing will close immediately. If no Buy Now price is set, or is set to 0.00, the Buy Now option will not be offered to bidders.
- Buy Now Only: If Buy Now Only is checked, the item will only be sold for the Buy Now price - regular bidding will not be offered at all.
- You may offer both Buy Now and regular bidding. In that case, as soon as the first bid is received, the Buy Now option is automatically removed.
- Minimum Starting Bid: If you enter a value, the first bidder must bid at least this amount. If no starting bid price is entered, the bidding will begin at \$0.01 (one-cent).

Featured Listings

- All listings in custom sales are featured randomly on Perfect Horse Auctions home page.
- Additionally, you may select some of your listings to be featured at the top of your sale catalog.
- Featured listings will be displayed in sets, up to five at a time. If you have selected more than five featured listings, they will be randomly chosen each time the page loads.
- Featured listings will also be selected randomly with any featured listings from other associations, to be displayed at the top of search result pages.
- To feature a listing, check the featured listing box at the bottom of the page when you add a new listing. If you decide to feature a listing later, you can do so using the "manage" button from the "active listings" page.
- Note that you cannot "un-feature" a listing from your account, but if you contact us we can do it for you.

Photos

- The maximum file size for each photo is currently 200K (kilobytes).
- Your listing will look best if the photos you choose are at least 400px wide and/or 400px high.
- If you need to resize your photo, try using [Web Resizer](#) - a free online service that will allow you to easily crop and/or resize your photo.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Payments from Bidders

- Perfect Horse Auctions does not process any payments between seller and buyer.
- Each listing allows you to specify what form of payment you will accept from the winning bidder. These choices will be displayed on the listing details page.
- If you choose to accept credit card payments, you must have your own method to process credit cards. Sellers who accept electronic payments should include instructions or a phone number in the winning bidder payment information.
- PayPal Buttons allow buyers to pay you for their listings directly through their PayPal account. A PayPal button will be automatically generated for you and placed into the payment instructions when the listing closes. To use this feature, you must have a PayPal account established and added to your account prior to adding your listings, and you must add PayPal as a payment option to each listing before bidding begins.
- **All winning bidder contact information is included in the closing email to you, for each listing.** This includes the bidder's registered name, email address, street address and phone number. Please save these emails for your reference to contact the winning bidders.
- **Winning bidder contact information is also available to you in a list format on the web site** for at least 30 days after the sale. You must be logged in as the sale administrator to access the page. The list is formatted to be easily printable for your records.
- If the winning bidder does not pay on time, please contact them promptly.
- In the event that you are unable to collect payment, you **must** inform Perfect Horse Auctions right away. Non-paying bidders will have their accounts suspended to prevent them from bidding on other auctions.

Post Sales (if offered for your auction)

- Post Sale is an option to extend the closing date for listings which have not sold during regular bidding. Post Sale listings are offered as Buy Now Only for a specified duration after your regular sale.
- If Perfect Horse Auctions will manage your post-sales, you **must** specify the post-sale price for each listing in the listing details **before** bidding ends.
- The post-sale price will be stored internally and will not be shown to users prior to the close of the listing.
- Unsold listings with no post-sale price specified will not be included in the post-sale, but will simply remain "unsold". In this way, it is possible to exclude specific listings from the post-sale, if needed.
- If the post-sale price must be added or changed or removed AFTER the sale has closed, an additional fee will be charged per listing affected.
- The normal post-sale extension process takes place immediately when the listing closes. The listing will display as "Buy Now", and will be displayed at the end of any remaining listings not yet closed.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

After the Bidding is Closed

- The Sale Administrator will be able to see the complete bidding history for each listing after the sale closes - each bidder's username and time and amount of each bid.
- Users are often confused when viewing the bid history, because of the way proxy bids are recorded. Please be assured that our system places the bids accurately. If you have any questions regarding the bid history, you may refer to our [FAQ on Proxy Bidding](#), where clear examples are provided.
- Bidding history will not be shown during the sale while bidding is open.
- Additional contact information (address, phone, etc) will only be provided for the actual winning bidder.
- When each listing closes, the system will send a notification email to both the winning bidder and the seller. A link will be provided to the buyer to view the payment instruction you provided, in their user account at Perfect Horse Auctions. Emails may also be sent to the donor when the listing closes, depending on the settings in your account profile. An email will be sent to the donor if the listing is extended as Buy Now.
- The catalog Result View will display the item name, winning bidder, and winning bid amount. This view is only available from within your sale catalog.
- Listings which received no bids, or did not exceed the reserve amount will be displayed as "not sold".
- Post-sales will display as "Buy Now" until they are purchased or until the listing expires.
- Listings MUST NOT be sold privately while they are actively listed for sale on Perfect Horse Auctions. Please direct ALL buyers to purchase listings through the Perfect Horse Auctions web site.
- The Sale Results on Perfect Horse Auctions will only reflect sales made online, during the advertised dates, through our web site. Once the listing has expired, no changes can be made to the listing or status. If the listing is sold by your office at a later date, the status on Perfect Horse Auctions cannot be changed to reflect that sale.

Payments to Perfect Horse Auctions

- Fees and payments will be added to your account balance by our staff, and can be viewed from the Account Balance History page in your Perfect Horse Auctions account. You will receive a notice by email of any fees or payments made.
- The deposit is due before the sale begins (or as specified in your contract), and the balance should be paid at the close of the bidding. Final fees may be added to your account at the end of the sale according to the terms of your contract.
- Details of each charge will be shown on a printable invoice. Deposits and any payments you make will be credited to this account. If you owe a payment, a monthly email reminder will be sent automatically until the balance has been paid.
- Please mail your check or money order to : Perfect Horse Auctions 32090 Spring Lane Rainier, OR 97048

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Special Rules for Donated Breeding Contract, Service Contract, or Other Items

- Donated Services (stallions, trainers etc) need special handling to be certain that donors and their services are properly represented.
- When you enter the listing, a space is provided for the donor's email address (owner, manager, or stable, whichever is appropriate). Please be sure you have a valid email address for donor.
- **The donor's email address must be added to the listing *before* you complete /accept the listing**, in order for an email to be sent to the owner with the new listing information. This step is very important to allow the owner to preview the listing and make certain that they have been represented correctly. No emails are sent to the donor when you edit a listing.
- Please enter data for donated services very carefully, using the data provided by the donor. If in doubt, contact the donor before placing the listing.
- **Listings cannot be edited or changed after any bid has been received. Changing the information on a listing after a bid has been received could be considered unethical and a breach of contract.**
- If a listing with bids has an error which significantly affects the value of the item, the only recourse is to contact Perfect Horse Auctions to cancel all current bids on the listing. Bidders should be notified.
- However, if you need to add minor information to the listing, you can "update" your listing. The new information will not replace information already in the listing, but will be ADDED to the listing in a special "updates" tab. Please use this feature cautiously.
- Listing updates can be made from the listing display page or from the "current listings" page in your account.
- To avoid potential errors, listings for donated services must be added at least 3 days prior to live bidding. If your sale begins in less than 3 days, or has already begun, a 3 day delay will be added to any new listings.
- Listings added near the end of a sale are still subject to the bidding delay. In order to open the bidding for late listings, you will need contact Customer Service and verify that the owner has reviewed the listing for accuracy. Perfect Horse Auctions **does NOT guarantee** that late listings will be opened in time for bidding before your sale closes.
- Donors should not bid on items they have donated. If the listing is not sold during regular bidding, however, the donor may "buy back" their donated item using the "Buy Now" feature. The item must be purchased through Perfect Horse Auctions in order to be marked "sold" on the sale results page. Once the listing has expired, the status cannot be changed. If a listing is purchased after your sale has closed, it cannot be marked as "sold" on your sale result page, and the sale price will not be included in the sale total. All sales include a generous "post sale" option during which listings can be purchased, so please advise your buyers make their purchases during that time.

Perfect Horse Auctions

Custom Sale Administration

Revised Sep 3, 2019

Appendix: Sample System Emails

For your reference, the following pages contain sample emails that may be sent out by our system on your behalf.

Please note that the text of the emails may be updated from time to time as needed, and may vary slightly depending on the type of sale, and the circumstances that generate the email.

These emails have been provided so that you know what type of information will be provided to you, to the owner or donor, and to the winning bidders.

Listing titles, user names and email addresses have been changed for privacy. Text displayed in [brackets] denotes placeholders where actual information will be added. e.g. [Listing Title] denotes where the name of the stallion would be displayed.

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Seller When New Listing Added

Hello Seller,

Your auction listing has been successfully added to the sale catalog. Click on the link below to view it.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

Starting Bid: \$500.00 USD

Buy Now Price: \$750.00 USD

A notice has also been sent to the owner' email: owner@gmail.com

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Owner of Donated Item, When New Listing Added

Dear Donor:

We are pleased to inform you that your donation has been entered in a sale catalog on Perfect Horse Auctions by [seller username]. Please review the listing within 2 days to be certain all information has been entered correctly. If you notice any errors or omissions, please contact the seller immediately. No changes can be made to a listing once it has received any bids. You can see the listing at:

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=3021>

Starting Bid: \$500.00 USD

Buy Now Price: \$750.00 USD

If you have any concerns about this listing, please contact the seller, using the link above.

Sincerely,

Terry Deaton

www.perfecthorseauctions.com

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Seller when Bidder Asks a question About the Listing

Hello Seller,

[Message text here]

Regarding your listing at Perfect Horse Auctions:

[Listing Title](link) [listing id]

contact name: xxxxx

contact phone: 000-000-0000

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Bidder when successful bid has been placed.

Bidder,

You are the new high bidder in the auction listed below. Please check often to make sure you have not been outbid. Good Luck!

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

[Sale Name] ([Seller Username])

The Current Bid Is Now: \$2,250.00 USD

Your Maximum Bid Is: \$2,525.00 USD

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Bidder When They Have Outbid

Bidder,

We are sorry. You have been outbid in the auction described below. Please return to the auction to increase your bid if you would like. Thank you for using our auction site.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

[Sale Name] ([Seller Username])

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Seller When Listing Is Sold Through Bidding

Dear Seller,

Your auction has ended and the item has been sold. Below is a link to view the auction for 30 days after it has closed.

The winning bidder information is shown below. Keep this email for your records and the link back to the auction.

If you are the owner of a donated item or service, this notice is for informational purpose only. Please do not fulfill this contract until the seller has collected fees as arranged in your donation agreement.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxx>

final bid amount: \$875.00 USD

Winning Bidder:

First Name / Last Name (username)

Ranch Name

1111 Main St

Anytown, OR 000000 United States

000-000-0000

xxxx@gmail.com

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Winning Bidder When Auctions Closes

Buyer,

You won this auction! Please make your payment to [seller username] promptly.

Pay Now

See complete payment details when you [login to your account](#).

Below is a link to view the auction for 30 days after it has closed. Keep this email for your records.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

bid: \$875.00 USD

*Additional Fees:\$100.00 USD

Total Cost:\$975.00 USD

* For more information on any additional fees, see the listing detail page.

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Seller When Unsold Listing Closes (No Bids, or Reserve Not Met)

Dear Seller,

We are sorry. Your auction has ended and this listing was not sold. Either your listing received no bids, or the closing bid for the auction did not meet or exceed your reserve price. You can see the auction at the link below for 30 days to review any bidding activity on the auction.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

Perfect Horse Auctions
Custom Sale Administration

Revised Sep 3, 2019

Email to Owner/Seller When Unsold Listing is Extended to Post Sale

Dear Seller and Donor,

Bidding has closed and this auction listing was not sold. According to your settings, this listing has been extended and will be available for immediate purchase without further bidding. You can see this auction at the link below.

If you are the owner of the donated item or service and you wish to buy back the item yourself, you must do so through Perfect Horse Auctions before the listing expires.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

Buy Now Begins: [Date]

Buy Now Ends: [Date]

Buy Now Price: [Price]

Perfect Horse Auctions
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Revised Sep 3, 2019

Email to Seller When Listing Sold through Buy Now

Dear Seller,

This listing has been sold using the "Buy Now" option. Below is a link to view the auction for 30 days after it has closed.

The buyer information is shown below. Keep this email for your records and the link back to the auction.

If you are the owner of a donated item or service, this notice is for informational purpose only. Please do not fulfill this contract until the seller has collected fees as arranged in your donation agreement.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

Buy Now Price: \$325.00 USD

Winning Bidder:

[First Name / Last Name] (username)

xxxx@gmail.com

xxxxxx Street

Anytown, Oregon 97048 United States

000-000-0000

Perfect Horse Auctions
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Email to Buyer When Purchased as Buy Now

Buyer,

Thank you for your purchase! Please make your payment to [seller] promptly.

Pay Now

See complete payment details when you [login to your account](#).

Below is a link to view the auction for 30 days after it has closed. Keep this email for your records.

[Listing Title]

<http://www.perfecthorseauctions.com/index.php?a=2&b=xxxx>

Buy Now Price: \$100.00 USD