

Tattersalls

ONLINE

INFORMATION GUIDE

Tattersalls Online is a fast and cost-effective way to trade all year round. A digital auction takes place monthly on the Tattersalls Online website with the ability to stage bespoke sales within as little as 48 hours.

All types of entries are accepted, including Horses in/out of Training, Broodmares, Foals, Yearlings, Point-to-Pointers, Stores, Stallion Breeding Rights and Shares. Tattersalls Online provides the platform to sell at optimum times, targeting a receptive global audience.



WEST END GIRL
*sold online by Kingsley Park
 to Badgers Bloodstock
 for £420,000*

“The Tattersalls Online platform offered us an effective way of selling these horses and we’re pleased with the prices that they all made. It was a very positive experience.”

**Matt Coleman,
 Stroud Coleman**
 following the Johnstown Stud Dispersal



“The Tattersalls Online platform worked seamlessly and it’s a format we are all becoming increasingly comfortable with.”
Michael Donohoe, BBA Ireland

BENEFITS OF SELLING ONLINE

- Tattersalls Online provides a transparent, inexpensive, and informative platform to trade on
- The regular online sales allow for greater flexibility and reduced stress without any interruptions to your horse’s routine. Your horse remains in training or on the farm until sold
- Frequent opportunities to reach Tattersalls domestic and international client base and beyond without travelling to a sales complex
- Registered buyers from the United Kingdom, Ireland and across Europe, as well as from the Middle East, USA, Canada, Australia and New Zealand
- Significant cost saver with limited or no expenses for accommodation, transport, staff or extensive sales preparation
- Ability to hold dispersals, reductions and individually tailored sales with ease and at a minimal cost
- Significantly shorter deadlines for entries and vendor requirements enable faster trading without the necessity to enter several months out from the sale
- Opportunity to trade all types of horses at any time, without being confined to live sale dates. Looking to sell your foal in October or a mare in April? The online sale provides a fast and effective solution

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COSTS & FEES

The standard Entry Fee is £150 with the option to upgrade to an enhanced Entry Fee Package where we can arrange professional photos and videos of your offerings, as well as race replays. Tattersalls Online seeks to maximise your opportunities when selling and aims to provide prospective buyers with a high quality catalogue for each sale.

Our online auctions are conducted in Guineas with a fixed rate of 5% vendor commission on sold lots. There is no commission charged on Lots Not Sold and no commission on declared vendor buy-ins. There are no buyers' premiums or agent's fees and proceeds of sale are available 35 days after the sale.

Our dedicated Sales team is committed to delivering the highest standards of service and are available to assist with all aspects of buying and selling online.

COMMISSION

- 5% Vendor Commission on Sold Lots
- 0% Commission on Lots Not Sold & declared Vendor Buy Ins

ENTERING A HORSE

- 1 ENTER HORSE
- 2 UPLOAD PHOTOS & VIDEOS
- 3 SUBMIT HEALTH DOCUMENTS

Entering a horse is an easy three-stage process. Simply logon or create your Tattersalls Account via our website. Enter the horse details including location for viewing the horse leading into the sale. Upload photos and videos or select to have professional photos and videos arranged by Tattersalls. Follow the guidelines for submission of lot documentation & health requirements.

ENTRY FEE PACKAGES

Entry Fee **£150** +VAT

Entry Fee, Photos, Videos **£300** +VAT

Entry Fee, Photos, Videos, Race Replay **£400** +VAT

SUCCESS OF ONLINE SALES

West End Girl	£420,000	Badgers Bloodstock
Jet Powered	350,000gns	Highflyer
Halka du Tabert	260,000gns	Rathmore Stud
Madmansgame	250,000gns	W P Mullins
Classical Wave	240,000gns	Oliver St Lawrence Bloodstock
Great House	£175,000	Highclere Thoroughbreds

"The online sales represent another opportunity to buy a horse, and definitely deserve our backing. We all get orders to buy a particular horse that sometimes you can't find, but these sales really help with that process. I'm delighted to be a part of it."

Tom Malone



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