

**Bid Closings are STAGGERED, with lots Closing every 6 minutes.  
All purchases are in US Dollars**

**BUY NOW** until Saturday, September 19 at 12 noon Central.

Bidding for remaining horses **OPENS Sunday, September 20** at 10 am Central  
Bidding starts **CLOSING on Sunday, September 27** starting at 10 am Central

### **Next Bid Price = BUY NOW Price**

- Find the horse you wish to purchase - Click the **BUY NOW** Button
- Enter your credit card information - Submit for Approval.
- A Buyer Confirmation email will be sent to the Buyer and to ProFit Equine that contains contact information. Contact ProFit Equine to arrange the shipping schedule.

**PLEASE NOTE:** The **BUY NOW** Price is NOT the Reserve Price for these horses.  
When the bidding starts, a lower opening bid will be shown and bidders  
can place bids to the amount they desire.

**BIDDER REGISTRATION** - is a two part process.

#### **1. Create an Account**

If you are new to our internet auctions you will need to create an account.

- Click on the "CREATE ACCOUNT" button or link
- Fill out the information
- Pick a screen name and a password
- Click SUBMIT
- You have an account!

#### **2. Get a Bidder Number**

- Log in.
- Click any link or button that says REGISTER
- REQUEST A BIDDER NUMBER.
- Bidder numbers are approved manually by auction management.
- Once approved you can proceed to bid in the auction.

In order to complete your request for a bidder's for the upcoming Internet Auction we require the following information:

- The name of your bank.
- Your bank's phone number.
- You will NOT be issued a Bidder Number if you do not provide this information.

## **PLACING A BID**

- Click on the “Bid” button for the horse that interests you.
- Next Bid is ... indicates what the next bid needs to be in order to get IN.  
Bidding is set in increment amounts.
- If two bidders bid at the same time, the first bid that reaches the internet auction computer will be given the amount - the second bidder will be asked to bid the next available amount.
- Click only once to place a bid.
- Your bid will be visible the next time your page refreshes.

## **EXTENDED BIDDING**

A **Soft Close** is used - if a bid is placed during the last 3 minutes on time clock, the system goes into EXTENDED BIDDING, and an additional 3 minutes will be added to the clock to allow the under-bidder to respond.

- Bidding will not close until a 3-minute period passes with no bids being placed.
- Watch the time clock below each horse’s name to view the time available for bidding.
- Refresh Your Page Often to view Updated Information.

## **USE THE MAXIMUM BID FEATURE.**

*It will keep you on top at the best price.*

Maximum Bid is the surest way to win the horses you are interested in at the lowest possible price. Max Bid works for you by automatically bidding the next increment until another bidder bids more than your Max Bid. Remember, it only bids what it needs to bid to keep you on top!

- Just enter your maximum price when bidding.
- The Max Bid feature is particularly useful when you are bidding on multiple horses.
- Max Bid places a bid for you at the next increment above any bid up to your maximum.

### **What happens when you come up against a Max Bid?**

- The Max Bid automatically, and immediately, bids the next increment higher than your bid. When you place a bid that is surpassed by an existing max bid you will see this message “Bid accepted. However, another bidder has placed a higher bid.”
- If your bid matches the top bid of a Max Bid, you will see this message, “Another bidder has bid this amount”. The Max Bid was in prior to your bid so it is placed first. Another bid will put you on top.
- In either case, you can place another bid immediately.