

LONGHORN CATTLE **ONLINE TIMED AUCTION**



Classes available for BULLS & FEMALES

On behalf of the
LONGHORN CATTLE SOCIETY

ONLINE TIMED AUCTION – APRIL 2021

Bidding starts 12 Noon WEDNESDAY 7th APRIL 2021

Bidding finishes 12 Noon THURSDAY 8th APRIL 2021

Catalogue Viewing of Sale Entries available ONLINE from 1st April

ENTRIES CLOSE MONDAY 8TH MARCH

All Photos and Videos to be with H&H by MONDAY 22nd MARCH (see note below)

ONLINE TIMED AUCTION works as follows:

The Sale will take place over Wednesday 7th April until Thursday 8th April.

Entries are open to Longhorn Cattle Society members.

Up to 4 images and a video of the sale entries to be submitted to the H&H.

Reserve prices for all entries will be taken from the vendors prior to the sale – H&H auctioneers to receive this information.

A full sale catalogue will be on display through the Society and H&H auctioneers website (as per normal).

Bidders can enter a maximum bid.

Bidders are notified if they have been outbid on any lot.

There is also a 'Buy Now' option for buyers.

The bidding will finish at one minute intervals to allow purchasers the opportunity to bid in on other entry lots.

If there is a fast pace of bids at the end of any lot, then the finishing time is extended - similar to the live ringside bidding until one bidder gives in.

To help you understand how the system will operate, previous sales have already been up and running through H&H Ltd and all the details for the On-Line Timed Auctions and how they will operate can be found on their website at - <https://handh.auctionmarts.com/help>

METHOD OF SALE – Each Lot will be sold in pounds sterling (£) and a buyers' premium of 5% (plus VAT) will be added to the bid price.

No entry fee is required. A vendor's commission of 2% (plus VAT) is chargeable.

TRANSFER FEE – A Transfer Fee of £15 + VAT (£18.00) shall be paid by both the vendor and the purchaser. Pedigree certificates will only be transferred on payment of the transfer fee.

All statements in the catalogue at the time of sale along with the correct identification of the animals are the entire responsibility of the Vendors. The Society or the Auctioneers take no personal responsibility for the correctness of such statements or identities.

CONDITIONS OF SALE – The Sales will be held under the Auction Rules and Conditions of Sale drawn up by the L.A.A. The Sales will be held subject to these rules and the Auctioneers' General Conditions of Sale, both available on request. In the event of any discrepancy between the two sets of conditions, the L.A.A. Conditions of Sale shall prevail.

Information Displayed on the On-Line Timed Auction:

Animal Sale Details - each entry will have its own page (just like a normal sale catalogue page) and there will be facility to have the full pedigree link which will also be linked back to the Breed Society website to search through the back pedigree information.

All animals to be registered.

Footnotes – this information within the completed sale catalogue will also be added to the Online web page with a maximum of up to 30 words included, just like a normal H&H sale catalogue.

Images/Videos - to support the animals you will be offering for sale, the images and video supplied will be on view on the webpage to assist in the marketing of each entry.

1. Up to four images/photos can be supplied in a high resolution, landscape viewing (if the photos are taken on a mobile phone please make sure the phone is turned on its side).
2. All images to be supplied in a jpeg format. Please make sure the background and surrounding area of where the photo is being taken is presentable. The video only requires to be between 30 - 40 seconds long.
 - Still images should be taken on concrete or other hard surface, so feet and legs can be seen clearly.
 - Sideway Views
 - Rear/three quarter side views
 - Front/three quarter side views
3. The presentation area/background of where the images and video are taken are a key element to the final process, please remember to be aware of what is around the animals when doing this.
4. All images and videos to be sent in the following methods -
 - Whats App (contact number 07714761311)
 - Email – onlinesales@borderway.com
 - We Transfer – onlinesales@borderway.com
 - Dropbox
5. Please ensure each image and video is identified with the animal's name or tag number, as this will make things so much easier for placing the information against each lot.

H&H Ltd will release sale proceeds once confirmation of sale animal(s) have been delivered to the successful purchaser after the Auction. Preferably all payments will be made by BACS system, for further information please email H&H Ltd at michaela@borderway.com for more information of the BACS system.

The movement/haulage of purchased animal(s) will be agreed between vendor and purchaser. The purchaser will have 24 hours following delivery to satisfy the soundness of the animal(s).

Any disputes from the sale of animals to be notified to the auctioneers within 24 hours of arrival along with a veterinary certificate to justify any faults.

Auctioneers: HARRISON & HETHERINGTON LTD

Borderway Mart, Rosehill, Carlisle CA1 2RS

Tel - 01228 406230