Perfect Horse Auctions

Custom Auction & Premier Sale Administration

Custom Auctions and Premier Sales at Perfect Horse Auctions

◆ Custom Auctions or Premier Sales at Perfect Horse Auctions are set up for associations, ranches, non-profits, or businesses. Following are specific instructions for adding listings and conducting your sale to ensure the integrity and success of your sale. Please read through all before placing your first listing.

◆ If you are a return customer, please be aware that some details may have changed since a previous sale. Perfect Horse Auctions frequently adds new features to meet the needs of our clients!

Seller Accounts

- You will need to register a user account for your Custom Auction or Premier Sale. This account will be referred to as the "Sale Admin Account" or simply "your account" in this document.

- Choose a username that reflects your organization to be displayed as the "seller" for each listing in your sale. 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.   User names must be 5 - 20 characters in length. You may include spaces, dashes, underscores, and a mix of uppercase and lowercase letters and numbers. For example, a ranch named "Blue Ridge Quarter Horses" might choose the username "*blridge95*" for a personal account, but "*Blue Ridge QH*" would be more suitable for an Administrator Account.

- Your Sale Admin Account can only be used to add listings to your own Custom Auction or Premier Sale.

- The Sale Admin Account cannot be used to bid on any listings.   If you want to bid on, or purchase your own listings or any other listings on Perfect Horse Auctions, you must use a separate, personal account registered on Perfect Horse Auctions.

- Custom Auctions: Once your account is created, you will need to submit a sale registration, a signed contract, and your deposit before we begin setup. Once we have received all of these items, our staff will set up your auction. You will be notified when your sale is ready for you to begin adding listings. Setup may take up to one week.

- Premier Sales: After your Sale Admin Account has been created, please contact customer service to activate your seller account. Please allow 24-48 hours for activation. Once your seller account is activated, you may add listings at any time.

- 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 using on the web site, answer questions from bidders throughout the sale, and communicate with winning bidders / owners after the sale to complete the transactions.

- The Sale Administrator should check the account messages or 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 account 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. We recommend using 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).

My Account

- Once logged into your Sale Admin 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 may include:

* Account Info / Profile	* Active Listings	* Watch List
* Account Balance	* Expired Listings	* View Sale Catalog
* Balance History	* Messages	* Catalog Settings
* Add New Listings	* New Listing Alerts	* Listing Updates

Adding Listings

- 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.

- 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.

- When you click the "Accept and Submit" button, your listing will be added.

- You will know if a listing has been added successfully if you can see the listing in "My Active Listings" from your account page.

- Once you have accepted a listing from the preview page, it will be viewable to the public.

- To discard a new listing (before it is submitted), choose "Cancel and Remove". Once a listing has been submitted and is live, it can be deleted from your account at anytime until it is sold or has received a bid.

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. If you cancel an "edit", the original listing (and any previous edits) is kept, you will not lose the listing, only the edits that you began in that edit session.

- **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. If information is provided to you regarding your listing AFTER a bid has already been received, you can use the "listing update" feature to ADD information to the listing. See the Listing Update section for more information.

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.

- Custom Auctions: Under "Expired Listings" there is an option to "withdraw" 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 if the item had to be withdrawn from the sale due to foreseen circumstances.

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!

- 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 and hyphens, which will not be apparent until your listing is "live". 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 after they have been added! The live listing page may appear different from the data entry / editing page.

- Although text formatting is not available (tab indents, bold, centering, etc), line breaks are preserved in text area boxes (more than single line entries).   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 breeding contracts or trainer services), 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 view the listing (before bidding begins, for custom auctions). This is extremely important, since changes cannot be made to listings once a bid has been placed. Please verify ahead of time that the donor email address is current and valid, as our system will use it exactly as entered. If you change the donor email address during editing, a new notification will be sent to the new donor email address.

- Most Custom Auctions and Premier 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, we recommend that you 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, especially if copying a listing from a previous event.

- 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.

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 link to a valid web page which includes the donor'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 https://. Please check the links once the listing is live and verify that they open the correct pages.

- The following is a list of possible information that can be displayed on each listing. You can enter this information as you add each listing. Some sale categories may have slightly different options.

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
* Link to AllBreedPedigree.com
* Photos
* YouTube Video
* Link to Your Web Site
* Terms of Sale
* Payment Types Accepted
* Delivery Terms

Stallion Auctions Specific:

* 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

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• 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, Website, Facebook Page

* Payment Due By

* Retail Value

* Payment Details

* Shipping & Handling (if needed)

* Delivery of Contract

Listing Displays

- All Listings will be visible to the public as soon as you add them to the web site.

- All listings will be searchable from any Perfect Horse Auction page

- All listings will be included in the browse category pages (Breeding Auctions, Trainer Sale, Embryo Transfer, Equine Services, Equine Items, Horse Auctions).

- By default, listings will be shown on the web site in the order they will close (soonest first). However, viewers may reorder the display of the listings according to name or price if they choose.

- Seller Page (Premier Sales): Displays only your own current listings, with your account name and profile image.

- Sale Catalog: (Custom Auctions): Displays only your own listings (current and sold), with your custom banner, custom pages, and any previous sale catalogs.

Custom Auction Listings: Bidding Preview, Catalog Sorting, Late Listings, New Listing Bid Delay

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- Bidding Preview allows the listings to be displayed publicly before bidding opens. Listings 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. Listings 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.

- 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.

- 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".

- Click "Manage This Listing", and then "Copy". This will begin a new listing, with some 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.

Starting Bids and Buy Now

- Take time to understand each of these systems before you begin to add listings. Your auction / sale may have only some of these options.

- 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 (Custom Auctions)

- All listings in Custom Auctions 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 Squoosh – a free online service that will allow you to compress and/or resize your photo to achieve the correct file size or Web Resizer is another a free online service. Or use your own photo editing software on your computer.

Payments from Bidders/Buyers

- 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 (will only be displayed to the winner/ buyer).

- 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 check the box to use PayPal buttons in EACH listing before bidding begins.

- For your convenience, the Current Listings page indicates if PayPal buttons are enabled for each listing.

- **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. The winning bidder/purchaser email address for each listing will also be available in your account, under "Expired Listings".

- **Custom Auctions:** 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. This page includes options for recording payment received, a printable invoice that you may send to the bidder if needed (the same invoice that the winning bidder will see in their account), or withdrawing a listing.

- 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.

- **Payment Received:** When payment is received, please mark the listing as "PAID" using the options on the Expired Listings page and the Winning Bidder Info page (for Custom Auctions) so that the listing will be marked as paid to both you and the bidder.

  ○ If you enabled PayPal buttons on the listing, and the bidder pays via the PayPal button, our system will mark the listing as payment pending, and there will be a button to confirm the payment.

  ○ Bidders have an option through the system to notify you that a check has been mailed. If they do so, their payment will be shown as pending, and there will be a button for you to confirm the payment.

  ○ If you have enabled Stripe credit card processing (Custom Auctions only), bidders have the option to authorize payment using the card you have on file. A system email will be sent to you, and there will be button for you to confirm that payment was charged to their credit card, marking the listing paid.

  ○ All listings will have a button to simply mark the listing as paid, regardless of other payment options. Optional information may be entered, such as payment type and check or transaction number.

  ○ Once a listing is marked as "PAID", there will be a button the view the payment information. The payment can be removed if needed (if for some reason the payment failed).

Post Sales (if offered for your Custom 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.

- For your convenience, the Current Listings page displays if a post-sale price has been entered.

- 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 listings will be displayed in the "Buy Now" tab in your sale catalog, until they are sold or expired.

Credit Card Vaulting (require credit card before bidding)

- Custom sales have the option to require bidders to register a credit card to be able to bid. Perfect Horse Auctions will charge a one-time setup fee to enable this feature.

- The seller must have a Stripe account, and must register their account with Perfect Horse Auctions. Once established, the seller may turn the feature on or off at any time.

- The bidder's credit card data will be securely collected and stored in the seller's Stripe account. Credit card data is not stored at any time on Perfect Horse Auctions.

- Bidders are NOT charged automatically using the saved credit card. Delinquent bidders may be charged directly from the seller's Stripe account using the saved credit card, if needed.

- Stripe automatically validates a bidder's credit card when it is stored, ensuring it is valid, not expired, not reported as stolen, etc. However, any of these conditions could change AFTER a credit card is vaulted. Additionally, a bidder's credit card MAY require further authorization at the time of payment, as determined by the credit card issuer. Perfect Horse Auctions cannot guarantee that a vaulted credit card will be successfully charged. By using this feature, the seller acknowledges and accepts these limitations.

- As noted above, the winning bidder will have the option to authorize payment for each listing using the credit card on file. If they choose this option, you will be notified by email, and you will see the authorization notice on the Expired Listings page and on the Winning Bidder Info page. Although Perfect Horse Auctions provides these features, the Seller is responsible for verifying the information. Perfect Horse Auctions is not responsible for any credit card processing or charges, or for any credit card authorization.

- **The Seller uses these features at their own risk. Any dispute regarding credit card charges must be resolved between the Seller and the Buyer.**

After Listings Close

- The Sale Administrator will be able to see the complete bidding history for each listing after the listing is closed. Bidding history will not be shown during the sale while bidding is open.

- 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.

- Additional contact information (address, phone, etc) will be provided for the winning bidder/buyer.

- When each listing closes, the system will send a notification email to both the winning bidder/buyer 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.

- Custom Auctions: 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-Sale listings 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

- Custom Auction and Premier Sale fees 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. Your payments to Perfect Horse Auctions will also be credited to your account balance. You will receive a notice by email of any fees or payments made. Details of each charge or payment will be shown on a printable invoice.

- Custom Auctions: 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.

- Premier Sales: Closing fees will be charged to your account balance for each listing that is sold.

- Account Balance Due notices will be automatically emailed once every 30 days.

- Please mail your check or money order to : Perfect Horse Auctions 32090 Spring Lane Rainier, OR 97048

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

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- 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.

- We have now added the feature to notify the donor if the donor email address is changed during a listing edit. This should help in the case that the donor's email was previously added incorrectly.   Perfect Horse Auctions will attempt to notify you if we see a failure notice for donor emails, and request you to update the donor email in the 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.

- 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 may 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.

Listing Updates

- **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.

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 may be provided to you, to the donor, and to the winning bidders and buyers.

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.

Email to Donor, 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 as soon as possible 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

Email to Seller When Listing Is Sold

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 Auction & Premier Sale Administration

Revised Sep 25, 2023

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.

Email to Donor 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]