

INFORMATION PACK

ENQUIRIES

Please direct all enquiries to:

Amy Gorman
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ABOUT

Arabian Horse Auction is owned by Amy Gorman of Impressive Web Design. The auction site was started to provide a method of allowing Arabian horse owners and enthusiasts to meet in a central location of the world wide web. The auction site offers:

- Online “real time” auctions of horses
- Online “real time” auctions of horse gear and accessories
- Classifieds
- Wanted advertisements
- Links
- Commercial advertising
- Show news and results (as available)
- Members area to keep track of your auctions and watch list
- ‘Reputation/Feedback rating’ to help you bid and sell with confidence

The Arabian Horse Auction site is continuously advertised in various mediums including magazines, print advertisements at horse events and other websites.

HOW IT WORKS

Arabian Horse Auction is a “real time” site, meaning that bids are instant and the auction time is the current Australian Eastern Standard Time.

Everyone (Bidders and Sellers) must register prior to bidding or placing a horse on the site. Registration is quick and easy, and is done by filling out the online form on the site. Once registered, Bidders and Sellers have an online account where they can view their buying and selling information and any auction progress.

Sellers submit their horse or gear item using the easy instructions on the site. They can select the start price and length of auction, as well as uploading photos and information about the auction item. Then, the auction begins!

Interested Bidders bid on the item, and the highest bidder at the end of the auction wins! The Bidder and Seller then communicate between each other to arrange payment and delivery of the item.

As for the length of the auction, choose your time! You can have an express auction (14 days) or a normal auction (30 days).

Submit your ad now and take advantage of the sites advertising campaign!

FEES

Buyer and Seller Registration

Free.

Online Horse Auctions:

Listing fee: \$45.00 per horse + 5% of final sell price.

Online Gear Auctions:

The fees are calculated as per the sell price of the item.

Listing Fee:

<i>Price</i>	<i>Fee</i>
.01 - 60.00	\$2.00
61.00 – 150.00	\$5.00
151.00 – 500.00	\$10.00
Over 501.00	\$45.00

End of Auction Fee:

<i>\$ sell price</i>	<i>Fee</i>
.01 - 60.00	\$2.00
61.00 – 150.00	10%
151.00 – 500.00	8%
501.00 – 2000.00	7%
2001.00 – 5000.00	6%
5001.00 – 7500.00	5%
Over 7500.00	4%

There are many ways to promote your listing (i.e. featured on the home page, bold heading, etc., please see the website for full details).

You can also group your horses together with our Stud groupings (named 'Stores' under the website).

Submit four horses, and get a free listing!

Wanted Advertisements:

Free.

Commercial advertising:

Horse related businesses can secure a banner advertisement on the website from just \$80, which includes a website link. Please contact Amy on 0404 206 006 to discuss your requirements.

Links:

Website links for studs/businesses: \$5 per month or \$50 for twelve months
Website links for Arabian horse clubs: Free.

TERMS AND CONDITIONS

See separate document.