

ADDIS EQUINE MARKETING SERVICES

The fee for listing horses on the Addis Equine Marketing Services page is **\$350.00** for one horse. If you have two horses to list, the fee is **\$325.00** per horse. For three horses, the fee is **\$300.00** per horse. And, with 4 or more horses, the fee is **\$250.00** per horse. No commission is charged on the horses sold on the Addis Equine Marketing Services pages. Note: There will be no 'pop up' ads to distract potential buyers.

The listing is for 90 days. If your horse is not sold within the first 30 days, you can then, at your discretion, add your horse to one of our upcoming auctions with no additional consignment fee. Our regular commission will be charged on all auction horses.

Each Monday, we will send out an email blast to all pertinent email lists with a minimum each week of **25,000 emails**. The email blast will send viewers directly to the private treaty horses. Addis Equine, Inc. will feature different horses each week with horses with the most draw given preference.

Following are a few statistics to let you know about our website traffic:

In 2016 alone, there were 76,000 individual people that logged on to the website with over 1/3 of those being new viewers. They logged on for 193,000 visits and looked at 1,120,000 pages. Viewers stayed logged on for an average of just under 6 minutes.

How do I list my horse(s)?

1. Fill out the simple listing form.
2. Provide us with a good video of your horse. Along with a standard video of your horse being ridden or trotting through the pasture, we also need a video of your horse walking toward the camera, away from the camera, and close up shots of the horse's front legs and feet, hind legs and feet, and a close head shot. Please provide the video according to the following specifications:
 - Video length - 1-2 minutes, Video Format - QuickTime movie, .mp4, .avi, .wma Size (this is **critical**) – **720 x 480**
 - NO AUDIO, NO 'EMAIL SIZE' VIDEO**
 - We can download videos that are on YouTube or Vimeo**
3. Send a good photograph. It is true that "a picture is worth a thousand words" unless it is a lousy picture. Professional photos are best.

We very much appreciate your interest in Addis Equine Marketing Services. Here are a few tips to help us maximize your dollars on each and every one of your horses consigned:

1. THE VIDEO IS OF THE UTMOST OF IMPORTANCE.
PLEASE DO NOT SEND A VIDEO USING A CELL PHONE.
SEND A VIDEO WITH YOUR HORSE GROOMED AS IF HE WOULD BE GOING INTO A SHOW RING.
2. TAILS DOWN, POLO WRAPS OR SPLINT BOOTS ARE FINE
3. WESTERN HORSES – RIDER SHOULD WEAR A WESTERN HAT. HORSES 5 YEARS OLD AND UNDER – A SNAFFLE BIT OR HACKAMORE IS NEEDED. **OVER 5 YEARS OLD – THE HORSE SHOULD BE IN HIS BRIDLE.**
4. SADDLESEAT HORSES – RIDER SHOULD WEAR A WHITE SHIRT AND KENTUCKY JODPHERS. HORSES FOUR AND OLDER SHOULD BE IN A DOUBLE BRIDLE. A HORSE OLDER THAN 3 THAT IS VIDEOED WITH A SNAFFLE, MARTINGALE OR DRAW REINS RUNS UP A RED FLAG THAT THE HORSE HAS BRIDLING PROBLEMS, WHETHER THEY DO OR NOT.
5. HUNTER- HAVE YOUR HORSE BRAIDED AND RIDER SHOULD WEAR A NICE SHIRT, HUNT BREECHES AND HUNT BOOTS.
6. BREEDING STOCK SHOULD BE VIDEOED TURNED LOOSE IN A PEN. PLEASE MAKE SURE THAT THE HORSE IS CENTERED AND THERE IS NOT A LOT GOING ON IN THE BACKGROUND TO DISTRACT THE VIEWER'S EYE. THE HORSE MUST BE THE CENTER OF ATTENTION.

**ADDIS EQUINE MARKETING SERVICES
LISTING FORM**

NAME OF HORSE: _____ REG.#: _____

SIRE: _____ DAM: _____ SIRE OF DAM: _____

SEX: _____ COLOR: _____ DATE OF BIRTH: _____ BREED: _____

BRED TO: _____ WITH BREEDING TO: _____

SWEEPSTAKES NOMINATED: YES NO HEIGHT: _____ Measure in inches from top of wither to ground

CRIBBER: YES NO WEAVER: YES NO STANDS WELL FOR CLIPPING: YES NO

STANDS WELL FOR FARRIER: YES NO GOOD STALL MANNERS: YES NO

LOADS WELL IN TRAILER: YES NO TRAILERS WELL: YES NO

NEEDS MORE THAN ONE SPOT IN TRAILER: YES NO LOCATION OF HORSE: _____

ANY VICES? Please Describe Below

OWNER OR LISTING AGENT: _____

FARM NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

PHONE: _____ E-MAIL: _____

CONTACT NAME: _____ PRIMARY PHONE # _____

SECONDARY PHONE # _____

EMAIL: _____

ASKING PRICE TO BE LISTED: _____

OWNERS STATEMENT (description of horse that would be of interest to prospective buyers)

ADDIS EQUINE MARKETING SERVICES TERMS AND CONDITIONS

- A. **LISTING FEE:** The listing fee of \$350.00 per horse will be due and payable with the completion of this agreement and acceptance of the horse for Addis Equine Marketing Services web page. If you have two horses to list, the fee is \$325.00 per horse. For three horses, the fee is \$300.00 per horse. And, with 4 or more horses, the fee is \$250.00 per horse.
- B. **DUTIES OF ADDIS EQUINE, INC.:** Addis Equine, Inc. will use all commercially reasonable efforts to maximize the sale price of every horse listed on the Addis Equine Marketing Services web page but does not guarantee a selling price on the horse.
- C. **LAW:** This agreement shall be interpreted and construed pursuant to the law in the state and county of the Addis Equine, Inc. and, in the event of any dispute, jurisdiction and venue shall be in that state and county.
- D. **RISK OF LOSS:** Risk of harm to a horse or loss of horse shall lie with the owner or listing agent until the horse is sold, thereafter, such risk shall lie with the buyer.
- E. **RESPONSIBILITY:** Addis Equine, Inc., its agents, employees or assigns, shall not be liable to owner or listing agent, or to owner's successors in interest, in any action whatsoever. Addis Equine, Inc. shall not be liable for any action whatsoever on the part of the Owner or listing agent or the purchaser. The Addis Equine, Inc. is not liable in the event of accident or injury to animals, persons, or property.
- F. **INDEMNITY:** Owner or listing agent shall defend Addis Equine, Inc. in any action and shall indemnify company for any liability howsoever such action or liability may arise, including, but not limited to, negligence or strict liability of the company.
- G. **AGENT FOR REPRESENTATION:** Owner or Owner's agents shall be available to represent the horse's training, show history, known defects, tricks, vices, unsoundness, or other faults.
- H. **WARRANTY OF TITLE AND POSSESSION:** Owner or listing agent warrants that upon horse's sale he shall deliver title and possession free and clear of any liabilities whatsoever.
- I. **WARRANTY OF HORSE'S HEALTH:** Owner or listing agent warrants all representations of health made by him or his agents.
- J. **WARRANTY OF PEDIGREE:** Owner or listing agent warrants horse's pedigree to be correct as represented.
- K. **WARRANTY OF REGISTRATION:** Owner or listing agent warrants horse's registration as represented.
- L. **WARRANTY OF SOUNDNESS:** The owner or listing agent warrants the horse to be sold as sound subject to any qualifications stated at the time of sale. Other than the aforementioned warranties, owner or listing agent makes no other warranties and the horse is sold "as is". Addis Equine, Inc. makes no warranty whatsoever, including, but not limited, to soundness or merchantable value of any horse.
- M. **VETERINARY EXAM:** Insurance exams as requested by potential buyers may be performed at the buyer's expense by licensed veterinarians by appointment. **EACH HORSE MUST HAVE AN INDIVIDUAL NEGATIVE COGGINS** dated within the last year.
- N. **NO WARRANTY OF PAYMENT:** Addis Equine, Inc. does not warrant buyer's payment. Addis Equine, Inc. does not investigate the financial or credit reputation of buyers. No assurance is given that the buyer's payment obligation, if other than cash, will be fulfilled, or that checks will be honored when presented for collection. But in the case where a horse is not paid for fully in cash and/or check, the Owner or listing agent agrees to receive it back as unsold, without attaching any liability to the Addis Equine, Inc.. This condition includes in its obligation the stoppage of payment of check or draft, or any action of that nature which includes cases where a horse has been removed from the premises by the purchaser and payment of check is stopped or is returned marked insufficient funds, or no account, and the like.
- O. **WARRANTY OF LISTING INFORMATION:** Owner or listing agent agrees to be the sole guarantor of the accuracy of all sale information regarding the horse herein listed. Owner or listing agent agrees to review such information prior to the sale and to report to Addis Equine, Inc. any inaccuracies or omissions which may be material and further agrees to hold Addis Equine, Inc. harmless from any claims arising out of any such inaccuracies or omissions.

I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS OF THE SALE.

I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS OF THE SALE.

OWNER OR LISTING AGENT SIGNATURE

DATE

MAKE ALL CHECKS PAYABLE TO: *Equine Marketing Services*

PLEASE MAIL LISTING FORMS, CHECKS, AND OTHER DOCUMENTS TO:

TERRY ADDIS
ADDIS EQUINE AUCTIONS
1820 CINNAMON RIDGE ROAD
EDMOND, OKLAHOMA 73025
PHONE (405) 330-5464, FAX(405) 513-8480

Checklist of items needed for listing to

Addis Equine Marketing Services

1. Signed and completed listing form for each horse
2. Signed check for your listings - **Make checks payable to Equine Marketing Services**
(We will also accept Visa/MC/Am Exp/Discover) - Horses will not be listed until payment is received
3. Training and show history with regional and national eligibility
4. Owner's statement - highlight the horse's finer points (This statement will be included on the website and is **very important!**) Statement is to be limited to 100 words or less.
5. A professionally taken photograph and professionally recorded video. Please provide the video according to the following specifications: (There will be an additional charge for any video we have to edit)
Video length - 1-2 minutes, Video Format - quicktime movie, .mov, .mp4, .avi, .wma
Size (this is **critical**) – **720 x 480 - NO AUDIO, NO 'EMAIL SIZE' VIDEO**
We can download videos from YouTube and Vimeo

Return all items to: Terry Addis

1820 Cinnamon Ridge Road
Edmond, Oklahoma 73025
(405) 330-5464
(405) 513-8480 fax
info@addisequineauctions.com
www.addisequinelive.com