

HOW THE LIVE ONLINE AUCTION WORKS

Your cattle remain at your farm until they are "SOLD". We list the cattle online for 3-4 weeks and send out weekly email blast to our over 30,000 subscribers. Four days before the auction goes LIVE we will send out daily email blast reminders. We have found that Tuesday evenings at 8:00 pm CST works best as most people are home from cattle shows, vacations, etc. At that time our staff goes to work for you. Our partner, DV Auction, has us set up with an online auction system where the buyer is able to watch the video of the cattle being auctioned off and hear the auctioneer in real time. The buyer watches the video and clicks their mouse to bid. When someone bids it appears on our monitor telling us who that bidder is and their location. When the cow reaches its final bid it is either sold to the highest bidder or, if it has not reached its reserve, it is declared "Reserve Not Achieved". All proceeds are deposited into a non-interest bearing auction trust account and are distributed to sellers within 20 business days.

In order to bid at the auction you must register and apply to bid at www.AddisEquineLive.com. Someone will then contact you by email or phone to obtain credit card information and will then approve you for bidding.

We can customize an auction for you with as little as 15 head of cattle or you can participate in one of our upcoming auctions. We prefer to limit each live auction to a maximum 35 head per night.

What does it cost?

1. Consignment fee is only \$100.00 per head.
2. Commission - Please refer to the attached commission schedule.
3. There is a no sale fee (if cattle does not receive an opening bid, a no sale fee will not be charged). - Please refer to the attached commission schedule.
4. Once the cattle appear on the website it must go through the auction. If it is sold before the live auction a full commission of 10% will be charged on the sale price.

How do I consign?

1. Fill out the simple consignment form.
2. Provide us with a good video of each head of your cattle. The video should be in .wmv (Windows Media Video) format and be 10 megabytes or less so that buyers with slower internet connections are able to view them.
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.
4. Original Registration papers must be signed but not dated and sent with your consignment forms. Registration papers are kept in a fire proof safe until the cattle are sold. We send the papers to the Piedmontese Association of the United States for transfer to the buyers within 20 business days of sale by Priority Mail with delivery confirmation. If the cow does not sell, we send the papers back to you by certified mail.



C. JARVIS INSURANCE AGENCY INC.
- PROVIDING EQUINE, LIABILITY, RANCH AND FARM INSURANCE SINCE 1944

Immediate full mortality insurance coverage is effective upon fall of the hammer, for the total purchase price. The insurance arranged by the sale management (addis equine auctions) with C. Jarvis Insurance Agency Inc, of Solon, OH will remain in effect until the purchaser signs the contract or until midnight of the first business day after the sale, whichever occurs first by which time it is the obligation of the new owner to arrange permanent coverage if desired.

ADDIS LIVE PIEDMONTESE CATTLE ONLINE AUCTION

CONSIGNMENT FORM

NAME OF CATTLE _____ REG.# _____

SIRE _____ DAM _____ SIRE OF DAM _____

SEX _____ DATE OF BIRTH _____ BREED _____

BRED TO _____

CONSIGNOR _____

FARM NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

TERMS AND CONDITIONS

A. SALE CONSIGNMENT AND COMMISSION FEE: The consignment fee of \$100.00 per head will be due and payable with the completion of this agreement and acceptance of the cattle for Addis Live Online Auction. Commission - Please see the attached commission schedule. The commission will be charged against the final hammer price and will be withheld from the sale proceeds on all lots. **There is a no sale fee - Please see the attached commission schedule. This no sale fee is in addition to the consignment fee. Cattle that do not receive a starting bid will not be charged the \$50.00 no sale fee. Any cattle that is listed on the site and that sells prior to the live online auction will be subject to the commission.**

B. RESERVE BIDS: It is the consignor's responsibility to notify the auctioneer of any reserve bids he wishes to place on any lot. The auction management accepts no responsibility if the consignor fails to notify the auctioneer of the reserve bids, or if a mistake is inadvertently made in selling the cattle. **ALL RESERVES IN THIS SESSION WILL BE HANDLED BY THE AUCTIONEER ONLY. ANY CONSIGNOR USING THEIR OWN REPRESENTATIVE TO ADVANCE THE BIDDING PROCESS WILL BE CHARGED THE FULL COMMISSION OF THE FINAL BID AND WILL BE BANNED FROM FUTURE CONSIGNMENTS TO ADDIS AUCTIONS FOR 12 MONTHS. YOUR INITIALS HERE INDICATE YOU HAVE READ AND UNDERSTAND THE ABOVE.** _____

C. DUTIES OF THE AUCTION COMPANY: The Auction Company will use all commercially reasonable efforts to maximize the sale price of every cattle consigned to the Addis Live Online Auctions. The Auction Company does not guarantee price or even an opening bid on the cattle.

D. ORIGINAL CERTIFICATE: The original registration certificate, **endorsed** for transfer, **MUST** accompany this agreement.

E. LAW: This agreement shall be interpreted and construed pursuant to the law in the state and county of the Addis Live Online Auction and, in the event of any dispute, jurisdiction and venue shall be in that state and county.

F. RISK OF LOSS: Risk of harm to a cattle or loss of cattle shall lie with the consignor until the cattle is sold, thereafter, such risk shall lie with the buyer.

G. RESPONSIBILITY: The Auction Company, its agents, employees or assigns, shall not be liable to consignor, or to consignor's successors in interest, in any action whatsoever. The Auction Company shall not be liable for any action whatsoever on the part of the consignor or the purchaser. The Auction Company is not liable in the event of accident or injury to animals, persons, or property.

H. INDEMNITY: Consignor shall defend the Auction Company in any action and shall indemnify the auction company for any liability howsoever such action or liability may arise, including, but not limited to, negligence or strict liability of the auction company.

I. WITHDRAWAL OF CONSIGNMENT: Consignor will not withdraw consigned cattle from the sale except with the expressed written consent of the auction management. Consignor shall be liable for all consignment fees, commissions, training, and any other expenses incurred. The Auction Company may withdraw consignments from the sale without liability to anyone.

J. WARRANTY OF TITLE AND POSSESSION: Consignor warrants that upon cattle's sale he shall deliver title and possession free and clear of any liabilities whatsoever.

K. WARRANTY OF CATTLE'S HEALTH: Consignor warrants all representations of health made by him or his agents.

L. WARRANTY OF PEDIGREE: Consignor warrants cattle's pedigree to be correct as represented.

M. WARRANTY OF REGISTRATION: Consignor warrants cattle's registration as represented. **CATTLE THAT DO NOT MATCH THEIR REGISTRATION CERTIFICATE EXACTLY WILL NOT BE SOLD AND THEIR CONSIGNMENT FEE WILL BE FORFEITED.**

N. WARRANTY OF SOUNDNESS: The consignor warrants the cattle to be sold as sound subject to any qualifications stated at the time of sale. Other than the aforementioned warranties, consignor makes no other warranties and the cattle are sold "as is". The Auction Company makes no warranty whatsoever, including, but not limited, to soundness or merchantable value of any cattle.

O. VETERINARY EXAM: Insurance exams as requested by potential bidders/buyers may be performed at the bidder's/buyer's expense by licensed veterinarians by appointment prior to date of sale. **ANY COW WITH CALF MUST HAVE A HEALTH CERTIFICATE STATING PREGNANCY STATUS.**

P. NO WARRANTY OF PAYMENT: The Auction Company does not warrant buyer's payment. The Auction Company 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 cattle is not paid for fully in cash and/or check, the consignor agrees to receive it back as unsold, without attaching any liability to the Auction Company. 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 cattle 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.

Q. BUYER'S PAYMENT: Buyer shall pay for the cattle on the day of the sale and shall pay the sale price by cash, check, cashier's check, traveler's check, Visa, MasterCard or other approved monetary instrument.

R. DELIVERY TO BUYER: No cattle shall be delivered to the buyer until the buyer has made payment on the day of the sale. The safekeeping of registration certificates, payment of funds to seller and transfer of certificates to buyers shall be entrusted to the Auction Company.

S. DISPUTES: In all disputed cases, the Auction Company will have the sole right to appoint an expert who shall decide the point at issue, and his/her decision shall be binding on both buyer and seller. The buyer or seller, whoever is decided to be in the wrong, shall pay the expert's fee. The party at fault will be responsible for transportation, stabling and incidental expenses until dispute is settled.

T. SETTLEMENT WITH CONSIGNOR: The Auction Company will not settle with consignor earlier than the 20th banking day after the cattle is sold or the buyer's check has cleared the bank, whichever is later.

U. WARRANTY OF CATALOG INFORMATION: Consignor agrees to be the sole guarantor of the accuracy of all sale catalog information regarding the cattle herein consigned, and for the accuracy of any announcement regarding such cattle at time of sale. Consignor agrees to review such information prior to the sale and to report to the auction company and/or auctioneer prior to sale any inaccuracies or omissions which may be material and further agrees to hold the auction company harmless from any claims arising out of any such inaccuracies or omissions.

V. PRIVATE SALES: All sales of cattle listed on the Addis Live site will go through the Addis Live sale office.

W. ADDITIONAL RULES: The attached supplement named Additional Rules for the Piedmontese Cattle Online Auction is part of this contract. Please read and initial here that you have read and understand these additional rules. **Initial here** _____

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

CONSIGNOR SIGNATURE

DATE

**MAKE ALL CHECKS PAYABLE TO:
Equine Marketing Services**

PLEASE MAIL CONSIGNMENT FORMS, CHECKS, SIGNED REGISTRATION PAPERS AND OTHER DOCUMENTS TO:

**TERRY ADDIS
ADDIS AUCTIONS, INC.
1820 CINNAMON RIDGE ROAD
EDMOND, OKLAHOMA 73003
PHONE (405) 330-5464
FAX (405) 513-8480**

Checklist of items needed for consignment to Addis Live Online Auctions

1. Signed and completed consignment form for each head of cattle
2. Signed check for your consignments - **Make checks payable to Equine Marketing Services** (We will also accept Visa/MC/Am Exp/Discover)
3. Original, **signed** registration papers (if papers have two or more names on them with 'and' between them, all owners must sign)
4. Owner's statement - highlight the cattle'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 in .wmv (Windows Media Video) format and make sure the file is less than 10 megabytes.
6. Upon sale of the cattle, you need to have available for the buyer a current health certificate.

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

| Sale Price | 9% | Entry Fee | PAUS 3% | Deduction Total | Net Pay | No Sale (Entry Fee + \$50) |
|-------------------|-----------|------------------|----------------|------------------------|----------------|---|
| \$1,500 | \$135.00 | \$100.00 | \$45.00 | \$280.00 | \$1,220.00 | \$150.00 |
| \$2,000 | \$180.00 | \$100.00 | \$60.00 | \$340.00 | \$1,660.00 | \$150.00 |
| \$2,500 | \$225.00 | \$100.00 | \$75.00 | \$400.00 | \$2,100.00 | \$150.00 |
| \$3,000 | \$270.00 | \$100.00 | \$90.00 | \$460.00 | \$2,540.00 | \$150.00 |
| \$3,500 | \$315.00 | \$100.00 | \$105.00 | \$520.00 | \$2,980.00 | \$150.00 |

| Sale Price | 7.50% | Entry | 2.50% | Total | Net Pay | No Sale |
|-------------------|--------------|--------------|--------------|--------------|----------------|----------------|
| \$4,000 | \$300.00 | \$100.00 | \$100.00 | \$500.00 | \$3,500.00 | \$150.00 |
| \$4,500 | \$337.50 | \$100.00 | \$112.50 | \$550.00 | \$3,950.00 | Must Sell |
| \$5,000 | \$375.00 | \$100.00 | \$125.00 | \$600.00 | \$4,400.00 | Must Sell |
| \$5,500 | \$412.50 | \$100.00 | \$137.50 | \$650.00 | \$4,850.00 | Must Sell |
| \$6,000 | \$450.00 | \$100.00 | \$150.00 | \$700.00 | \$5,300.00 | Must Sell |
| over \$6000 | \$450.00 | \$100.00 | \$150.00 | \$700.00 | | Must Sell |