

# What's in Store for Sales in 2012?

The Cavan Equestrian Sales Team are working hard to make the first sales of 2012 a huge success and are exploring all avenues and bringing in a number of initiatives to make this happen and in turn ensuring that the remaining auction calendar for 2012 will proceed successfully for both vendor and purchaser.

Firstly with four different types of sales all in the same week

- **Registered Connemara Sale** - Monday 5th March
- **International Performance Sale** - Tuesday 6th & Wednesday 7th March
- **Young Stock Sport Horse Sale** - Thursday 8th March
- **Registered Irish Draught Sale** - Thursday 8th March

in March this should make the sales amenable for all and that most people will only have to make the one journey, therefore overseas purchasers can extend their stay to take in a number of sales.

Already we have confirmation of a strong Swedish and UK contingent with numbers to the groups being added all the time and along with a strong French connection adding to the already interested parties from Holland, Greece, Denmark, England and the U.K. along with our own 'homegrown' buyers the outlook would seem very positive.

To attract more Lots there are new deals on entry prices for multiple entries and to appeal to the more experienced animal a reduction on the entry fee is being introduced for Lots with 50 or more points. These initiatives are intended to make it more appealing to the vendor with multiple or experienced animals to enter in the sale and in turn

The part the vendor plays is also extremely important in the success of a sale as the small things can sometimes be the item that can make the animal stand out i.e. grooming, enough time to show animal prior to going into the sales ring, lodging paperwork in the office early so potential purchasers have ample time to study both the paperwork and the Lot, etc. With the experience of past sales it has also been proven that well turned out animals have a better chance of attracting the eye of a potential purchaser that may not have had them marked in their catalogue.

As per usual throughout the year you will be able to enter sales online or download sale catalogues at [www.cavanequestrian.com](http://www.cavanequestrian.com).

We look forward to meeting you all again in 2012!