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Randwick Bloodstock's Fillies and Mares For Sale

Dear Melissa,

Please find below our current listings of fillies and mares.

It is understandable many of you will have your eyes firmly set on what's in next week's Magic Millions National Broodmare Sale (29-31 May), however, you should always continue to keep a look out for what is available on the private market. Value can be found anywhere. You just have to be on the look out for it - plus you obviously need to know value when you find it!

It does continually amaze me how many people will allow the auction ring to value their purchases. People will tell me, "if that's what I paid for it in an auction, then that must be it's value". To my mind, that's crazy. Have you ever heard of the saying, "Nothing improves the value of a horse like ownership." In other words, a vendor will usually have a higher opinion of their horse's value than the rest of the market - than perhaps it true or intrinsic value. When a horse is being auctioned, on many occasions you and the vendor might be the only people actually bidding on the horse. Sometimes I have absolutely no problems paying the "vendor's price", that's because they have put a reasonable reserve on the horse. But the people that don't have a true understanding of values are continually paying overs for their purchases. If you are in the game to make money, you do not want to be paying too much for your stock.

I will be in attendance at the Magic Millions Broodmare Sale and should you require any help in respect of purchasing at the sale, please feel free to contact me on 0403 037 773. For anything purchased, our charges are as follows: Up to \$33,000 - \$1,100 (GST inc) flat rate. Over \$33,000 - 3.3% (GST inc) of the purchase price. As you are aware, this is a "high risk" game and at all times we should be looking to lower our exposure to risk. I would like think by employing our services at auctions you are getting exceptional value for money, i.e, if we cannot lower your exposure to risk by more than 3 cents in the dollar, I need to find another job!

Until next time.

Best Regards,

Brett Howard