

May Multi Breed Sale

Dear Customer,

Following the Government's announcement to extend the current UK lockdown, we have taken the difficult decision to market your Bulls directly rather than hold our usual live sale in May.

The continuing restrictions and social distancing measures in place will prevent vendors from presenting and leading their Bulls, limit buyer numbers, and with no inspections or shows, we believe that direct marketing is the best way for the sale to proceed for both you the seller and prospective buyers.

The main advantage of marketing your Bulls this way – over and above internet or timed auctions sales - is that we can draw on the sheer depth of knowledge and experience of our team: Raymond Kennedy, John Roberts, David Brown, Ross Fotheringham and Murray Rainnie. With more than 100 years' experience between us, we can talk to prospective buyers with passion and understanding to directly convey the value of each bull and accurately speak to their locomotion, style, definition and feel in a way that is far superior to online descriptions.

To directly market your Bulls this Spring, we have created an online database and are producing a catalogue of Bulls. In addition to all the relevant sire information and EBVs, the new catalogues will include pictures and descriptions of each Bull. Our extensive database of 18,000 customers nationwide will be able to access the catalogue and we will match your Bull to their requirements.

To further reassure both buyer and seller, these private sales will also be governed by Breed Society rules, sale guarantees and the offer of insurance by NFU Mutual. The tradition of selling in guineas will continue but there will be no additional Buyer's Premium added to the purchase.

If you have any questions, our experienced pedigree cattle team are on hand to guide sellers and buyers through this process. Please contact them directly on the following mobile numbers.

Raymond Kennedy	07545 207927
John Roberts	07885 580778
David Brown	07768 152628
Ross Fotheringham	07387 090081
Murray Rainnie	07595 413340

John A Roberts FIA (Scot)
Group Sales Director
United Auctions