

## **Recommended Steps to Increase the overall Bids on your Sale Animals.**

1. Do not set a Reserve on your sale animal. Animals entered in the sale *WITHOUT* a reserve will sell at the beginning of the sale (order to be decided via random drawing). Then, animals *WITH* a reserve will sell next via random drawing.
2. Add weight to your animals. Fattened cattle sell much higher than thin cattle.
3. Groom your cattle- A groomed animal is more eye catching then one that isn't. (Even if it is just to brush and remove manure off the animal in a chute. There is also an Easy Spray Wash that just attaches to the end of a hose).
4. Socialize your animal- A calm animal that is not fearful of humans will be incredibly appealing to the buyer.
5. Worm and vaccinate your animals- Advertising that a health record comes with your sale animal allows the buyers to what they are buying has been cared for.
6. Selling a pregnant cow or heifer? Have her preg tested and provide good photos of the sire.
7. Test your animals- If there are two animals of equal quality, a buyer will likely chose the tested animal over the non-tested animal. Types of tests include; color (hidden color/carries), polled (Homo vs. Hetero), Chondro, PHA, etc. However, it is not necessary to test for PHA or Chondro if both parents are proven free.
8. Take a good, complementary photo(s) of your sale animal. \*\* See the attached "How to photograph your sale animal" help sheet.

**These simple steps could award you with a considerably higher profit in the sale ring as well as greatly contribute to a Quality Dexter sale that will proudly show off our awesome breed.**

Thank you,

The MDBA Show & Sale Committee