

# MODE OF SALE

## Helmsman Buying System

The first Helmsman sale was conducted in 1990 by its originator Mr Bruce Milne of "Helm View" Hereford stud, Coleriene Victoria and was voted an outstanding success by buyers, and has now spread to other states. This method of purchasing livestock has earned the name of the "Buyer Friendly" sale. Farrer has used this buying system since 1997 and concurrently on AuctionsPlus since 2016.

### THE BENEFITS TO INTENDING PURCHASERS

1. You have more time to consider lodging a bid. You can place genuine bids on any sheep of your choice at any time during the sale period.
2. You have the opportunity to re-assess each lot during the sale period without any pressure to make an instant decision.
3. You take home ram/s you want, irrespective of the lot order.
4. You may use the buyers suggested price guide, which is based on measured production merit, to give you a good estimate of each rams genetic worth in relation to other rams.
5. If you are considering buying a number of rams, "HELMSMAN" will give you a better chance to average your purchase costs in order to meet your total budget.

### HOW "HELMSMAN" WORKS

- On arrival intending purchasers register at the bid table and receive a buying number
- All rams are displayed for your inspection as usual, with relevant information provided in the catalogue.
- When the sale commences all the ram lots are in the market simultaneously. You may bid on any ram lot/s, regardless of lot number, by filling in a card and handing it to the receptionist at the bid table, or to a "runner"

### FARRER WHITE SUFFOLK BID CARD

<b>Lot Number</b>	
<b>Bid Value</b>	
<b>Rams minimal bid increments of \$100</b>	<b>\$</b>
<b>Buyer Number</b>	

- You may open bidding on any lot at the rams Reserve Price and contest bids in multiples of \$100
- Bids are recorded with the buyer's number on a large board (Helmsman sale board) adjacent to the sheep display area. You can bid on any number of rams / lots at once and see at glance whether your bid still stands or has been overbid.

<b>Farrer White Suffolks</b>				
<b>SALE BOARD</b>				
<b>Lot Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Bid Value</b>				
<b>Bidders Number</b>				

- There is no pressure to commit yourself to another bid, and if your "first" choice ram goes beyond your limit, you can still bid on another ram in the sale.
- A bid, once submitted and recorded, cannot be retracted and a person submitting such a bid will be responsible for it until it is overbid.
- The sale will remain open for a minimum of 30 minutes. A bid registered in the last 1 minute will result in a 1 minute extension of selling time. Any further bids trigger the same process until a full 1 minute "No bid" period concludes the sale.

**NB:** The approximate sale time is 60 minutes: i.e. 30 minute sale open and approximately 30 minutes in the last minute trigger section until 1 minute of “no bids”.

