



Quick Reference Guide

TO KEENELAND BUYER ACCOUNT MANAGEMENT



Accessing your Online Buyer Account with Keeneland Sales

We're excited to share that buyer account management for Keeneland Sales has officially migrated to a new online environment. This upgraded experience consolidates your account activity into one easy-to-use location, making it simpler to manage your information, bid online and request credit. Account access and functionality are available on our new platform: account.keeneland.com

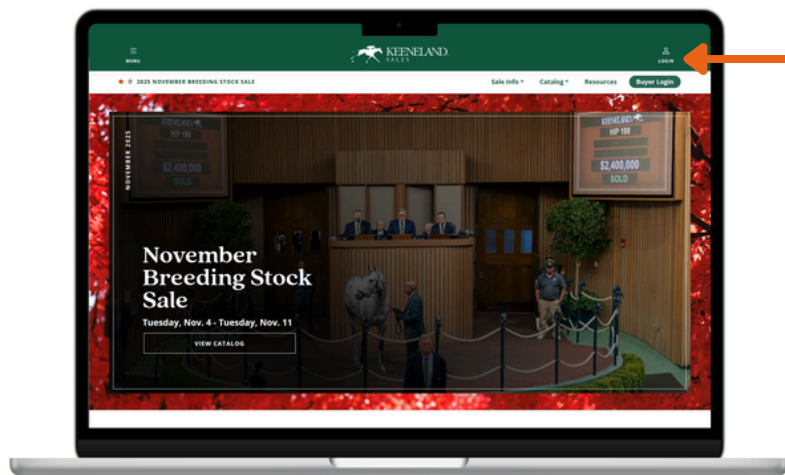
**The Classic Keeneland Sales Portal is still accessible*

FEATURES IN THE NEW ACCOUNT EXPERIENCE

- ✓ Account Dashboard
- ✓ Account Management
- ✓ Online Bidding
- ✓ Sale Registration & Credit
- ✓ Buyer Resources

FEATURES COMING SOON

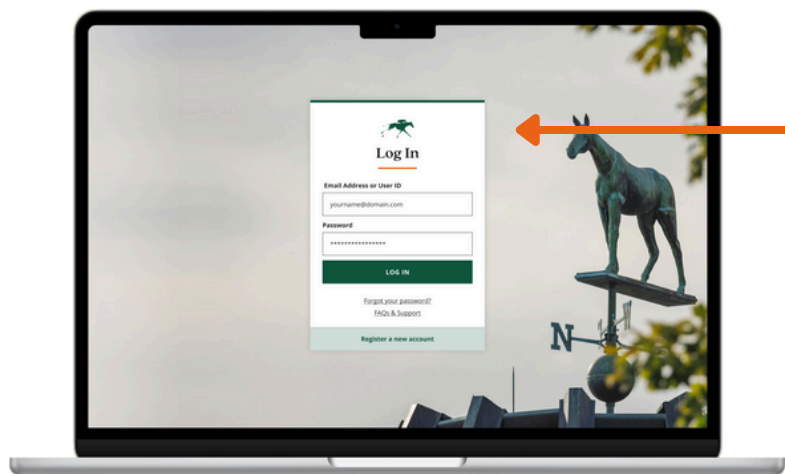
- Timed Auctions
- Access Purchase History
- Catalog Subscriptions
- Shortlists
- Authorized Agents



A NEW PLACE TO LOG IN

Access your Keeneland Sales account at keeneland.com/sales and click "Log In" in the top right corner, or go directly to account.keeneland.com.

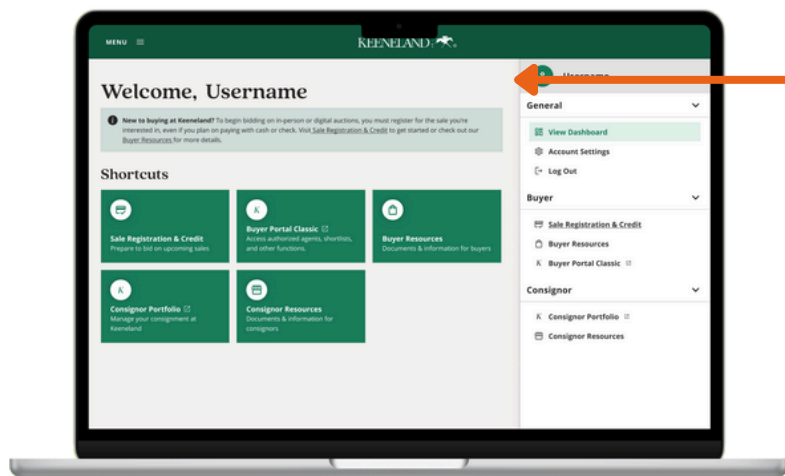
This is now your primary login location.



SIMPLIFIED ACCESS

Log in using your account's **email address** or your **existing six-digit account ID**.

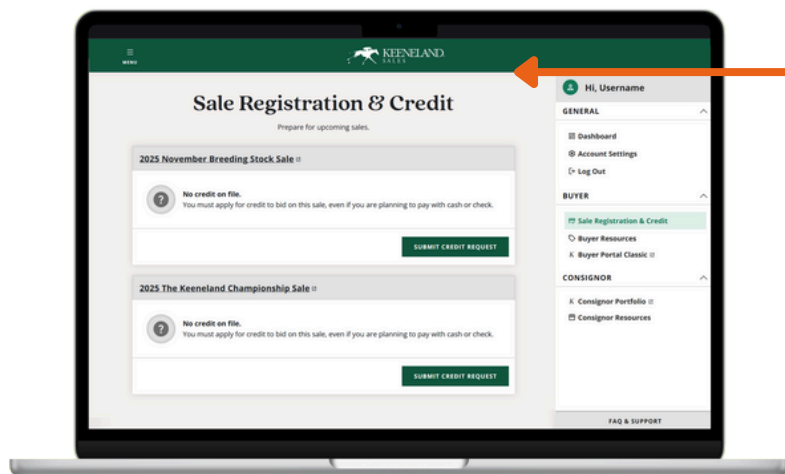
Over time, login will transition to email-only.



ACCOUNT ALL IN ONE PLACE

From online bidding and credit requests to account management, most **buyer functions** will now be **accessible through keeneland.com**.

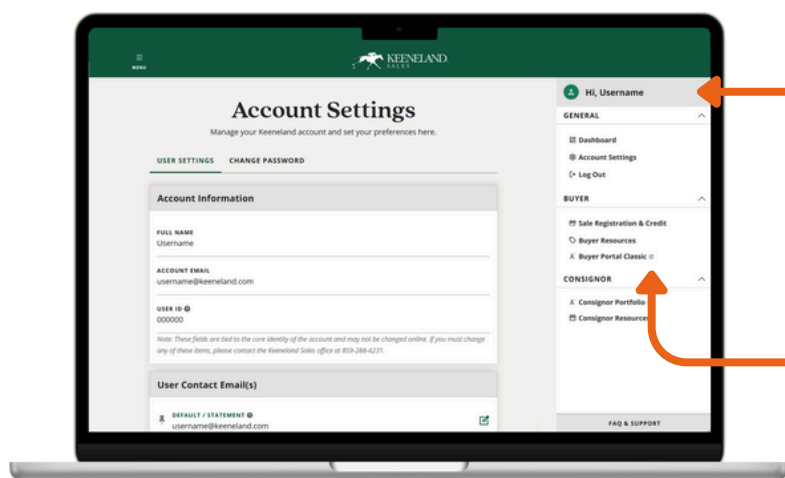
This applies to primary administrative buyer accounts.



CREDIT REQUESTS

Planning to bid in the **Championship Sale** or **November Sales**?

Log in and follow the prompts to request credit for those events ahead of time.



MAKE ACCOUNT CHANGES

Log in to adjust your **account settings**, change your password, contact information and more.

CLASSIC PORTAL STILL AVAILABLE

While we complete the transition, a **classic version of the Sales Portal** will remain **accessible** for a limited time to ensure uninterrupted access to any remaining features.

FOR ASSISTANCE

Visit our Frequently Asked Questions page by [clicking here](#).
Or, contact **Brent Hacker** at bhacker@keeneland.com or (859) 288-4231.

