



KEENELAND DIGITAL SALES RING

QUICK REFERENCE GUIDE

SELLING IN THE DIGITAL SALES RING

Entry Fee & Commission Structure

The entry fee for the Keeneland Digital Sales Ring is \$300. The sales commission is 5% on bids exceeding \$10,000 with a minimum commission of \$500. There is no RNA commission.

How to Enter a Horse

Online entries for the Keeneland Digital Sales Ring operate in the same way as our traditional live auctions.

1. Visit [keenelanddigital.com](https://www.keenelanddigital.com)
2. Click the **Enter a Horse** button on the home page
3. Navigate through Keeneland's online entry system and submit your entry online
4. Once your entry has been accepted, you will receive login credentials to market your horse in the Keeneland Digital Sales Ring

How to Edit Your Entry

Once your entry has been accepted, you have the ability to input information related to your horse on the Digital Sales Ring.

1. Once the entry is finalized, receive your login details from Keeneland
2. Visit [keenelanddigital.com](https://www.keenelanddigital.com) and click **Login as Seller**
3. On the horse you wish to edit, click the **Edit** button on the right-hand side
4. Click **Edit Details** | *This section allows you to adjust the basic information about your horse including a description, key selling points on the horse, disclosures, reserves, etc.*
5. Click **Next Step**

6. Click **Finish Editing**

Important: *Your changes will not go into effect unless you click the Finish Editing button*

7. Click **Edit Images** | *This section allows you to upload photos or videos to market your horse. Please note that you may only submit YouTube or Vimeo links for videos.*

8. Click **Next Step**

9. Click **Finish Editing**

Setting Reserves

Sellers may set reserves electronically by using your provided seller credentials at [keenelanddigital.com](https://www.keenelanddigital.com). Upon login, follow these steps:

1. Click **Horses Up for Auction** under **Selling Activity**
2. Set your reserve for each horse and **Save**

A few key reminders when setting reserves:

- Reserves must be input **before** the auction begins.
After the sale begins, you will not be able to edit your reserves.
- In the Keeneland Digital Sales Ring, a reserve price is the **minimum amount you are willing to accept for the entry**. This means that a final bid that is equal to or greater than the specified reserve amount will be accepted as a winning bid. For example, if an entry has a reserve price of \$10,000, a bid that equals \$10,000 or greater will be accepted.
- If you instead plan to bid on your horses as the sale progresses, you will need to have a buyer account and credit established ahead of time.



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BUYING IN THE DIGITAL SALES RING

Register to Buy and Request Credit

Your ability to buy in the Keeneland Digital Sales Ring is linked to your buyer account in the Keeneland Sales Portal.

How to Enter a Horse

Online entries for the Keeneland Digital Sales Ring operate in the same way as our traditional live auctions.

1. Visit **keenelanddigital.com** and click the **Register to Buy** button
2. If you already have a Keeneland Sales Portal account, **log in** with your existing credentials
3. If you are a new buyer, click **Create Account** and complete the requested information. Once your request has been accepted, you will be able to log in.
4. Once logged in, **review your credit**.

How To Bid

On the day of the digital sale, you may log in and bid as you wish.

1. Visit **keenelanddigital.com** and click the **Login to Bid** button
2. Log in with your established Keeneland Sales Portal credentials
3. Upon login, click the **Keeneland Digital Sales Ring** button in the upper right corner

Types of Bids

- Direct Bid allows you to bid manually as you go throughout the sale.
- Max Bid establishes a top price that you are willing to pay for a hip. As the bidding progresses, the software will automatically bid on your behalf as you are outbid up to your maximum established amount.

SUPPORT

For assistance at any time in the Keeneland Digital Sales Ring, please contact a member of the Keeneland sales team at digitalsales@keeneland.com or Jordan Dorough from Horse Co at jdorough@horseco.com.