

Building a Legacy

When it comes to buying a horse, there are many methods to choose from. Classifieds, one-on-one sales, online sales and live sales all have their merits. Live sales are one method and often attract high-quality prospects and broodmares. Western Bloodstock is a sale company that produces live sales. Jeremy Barwick took over Western Bloodstock in 2013 and has made a few changes along the way to innovate the company.

FOCUSED ON CUSTOMER SERVICE.

Horse sales are a challenging business, and Barwick says Western Bloodstock's goal is to be at the forefront.

"My big thing is customer service," Barwick says. "You stay ahead of everyone by having the best customer service there is."

CREATING INTEREST.

Including other attractions alongside a sale boosts attendance. Western Bloodstock has added ancillary activities to the sale schedules, which draws in more potential buyers.

"We're a lot more than a horse sale — it's actually become an event," Barwick says. "We get tons of buyers and sellers, but a lot of people just want to come and watch. I think we do a pretty good job of producing it and making it a production, rather than a horse sale where you just lead horses in and out."

EVOLUTION ONLINE.

More and more online sales are gaining traction, but Barwick still prefers an in-person sale.

"I still like a live horse sale where I can actually see that horse, touch that horse, talk to the people face to face about the horse," Barwick says. "So, I think live sales that are well-produced will always take the lead over any sale."

Even with an emphasis on live sales, the internet facilitates research with information like X-rays, pedigrees and videos. But still, Barwick says in-person discussion is your best bet.

"There's a lot of info you can get before the sale if you do your homework," Barwick says. "But you've got to be there in person to do some things. [It's] the face-to-face contact with people having a conversation. You're going to get a lot more information that way than just over the phone or reading a sale page."

BUYING AT A SALE.

The most important thing you can do before buying a horse at a sale is research thoroughly, Barwick says.

"Do your homework," he advises. "Whether you call me, and I help you do your homework, or you call the consignor and talk to them or the trainer if it's a show horse. But definitely do that — don't just blindly buy a horse. That's like buying a used car over the telephone; it's not a smart idea."

ENSURING FUTURE SUCCESS.

With increasing avenues to purchase horses, a good sale includes stellar horses and a seamless selling process. Barwick strives to produce sales that offers high quality horses and makes the buying experience a positive one for both sides of the purchase.

"As long as we continue doing our job and treating our customers right — our buyers and sellers — and making sure we have top-quality horses in those sales, I think we'll continue to stay on top," Barwick says. "It's a constant hustle to do your job and make sure you go out and round up those top-quality horses. But to me, it's all about the relationships you build with people. If you have good relationships with people, you're going to have a good business."

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Triangle Horse Sales

ANNUAL DATES

Oklahoma State Fair Park, Oklahoma City, Oklahoma

Triangle Sale Company is known as the leading Western performance horse sale in the country, offering Western performance horses, breeding stock and prospects suitable for cutting, cow work, ranching, reining, roping, barrel racing, trail and family horses. The 44th Triangle Fall Sale, held in conjunction with the AQHA World Show, will be on October 26-28, 2023. The 41st Triangle Winter Sale is a large three-day sale hosted in January 2024.

trianglehorsesales.net



Memory Ranches Foal Sale

AUGUST 19, 2023

Memory Ranches, Wells, Nevada

Seventy head of foals will sell on the side of their dams at the sale, available for pick up in the month of October. These foals carry the blood of Driftwood, Joe Reed, Colonel Freckles and Oklahoma Fuel. They excel as ranch and performance horses to the highest level. Videos of each foal will be available prior to the sale. The in-person auction will be livestreamed with internet and phone bidding options. On Saturday morning, there will be a team roping jackpot, with a \$10,000-added incentive for Memory Ranches horses.

memoryranches.com

League of Legends Invitational Horse and Stock Dog Sale

AUGUST 4-5, 2023

Turner Performance Horse Ranch, East Helena, Montana

League of Legends is an invite-only horse sale featuring 65 elite horses. Horses are pre-screened for skill set, disposition and soundness with X-rays and a veterinary soundness letter. The sale is devoted to providing the entire family with versatile horses in and out of the arena. Friday is dedicated to potential buyers to "Ride and Try" to find their perfect match. Every horse is provided five days of insurance from Specialty Risk Insurance.

turnerperformancehorses.com



Nebraska Quarter Horse Classic

AUGUST 26, 2023

Ogallala Livestock Auction market, Ogallala, Nebraska

This sale features 90 registered Quarter Horses from St. Clair Performance Horses, Lance Most Quarter Horses and a hand-selected group of guest consignors, focusing on horses for ranch work and arena riding in many different disciplines. The sale offers 60 riders and rope horses at every level of training. The Nebraska Quarter Horse Futurity and new this year, the Rope Horse Futurity, will be held in conjunction with the sale on Friday, August 25. The sale is Saturday, August 26. For more information, please contact Jana Jensen: 308-458-9685, Mike St. Clair: 319-795-4649.

Facebook: Nebraska Quarter Horse Classic

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ELKO, NEVADA

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STEVE FRISKUP, MULESHOE, TEXAS

PREVIEWS
Aged Horses: Friday, 10:00 AM
All Riding Horses: Saturday, 8:00 AM

LIVE AUCTION & WEBCAST
Saturday, 1:00 PM

Absentee Bidding via
Phone & Internet available

Previews and the Sale will be Webcast Live

For more information contact Linda Bunch
775-756-6509 (CELL) 775-934-7404
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SPECIAL ADVERTISING SECTION

Van Norman & Friends Production Sale

SEPTEMBER 15-16, 2023

Elko County Fairgrounds, Elko, Nevada

The 27th Van Norman & Friends Production Sale offers approximately 100 horses from Van Norman Quarter Horses, Rhoads Ranch, Deadwood Quarter Horses, Lisle Quarter Horses, Matt and Leah Mori and several invited guest consignors.

These breeding programs include sires by proven classic and contemporary horses. Horses in the sale are ranch raised and mostly used as working ranch horses. The preview and auction will be livestreamed with internet and phone bidding available.

vannormansale.com



PHOTO CREDIT: KATHY BENOVA



Return to the
Remuda
£ 6666 ♀ ♂ M W ♂ O - Sale

DEMONSTRATION:
Friday, October 6th

SALE:
Saturday, October 7th

LOCATION:
Four Sixes Ranch
Guthrie, TX

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Return to the Remuda Sale

OCTOBER 6-7, 2023

Four Sixes Ranch, Guthrie, Texas

The annual Return to the Remuda Sale features approximately 180 of the industry's finest Western performance bloodlines from the Four Sixes Ranch, Beggs Cattle Company, King Ranch, Pitchfork Cattle Company, Tongue River Ranch, Wagonhound Land & Livestock Co. and guest consignor Circle Bar Ranch. A demonstration of sale horses will be on October 6, and the sale will be on October 7 at the Four Sixes Ranch in Guthrie, Texas.

6666ranch.com

League ^{OF} Legends

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