

Live Sale FAQ

WHAT IS GOFFS ONLINE – LIVE SALE?

Goffs Online is a bidding platform that allows users to bid through the internet on live Goffs' sales.

Goffs Online – Live Sale is purely a bidding platform. For general sale viewing, or for more information on lots such as breeze/race/conformational videos, images, pedigree updates, alterations etc., please follow the sale at www.goffs.com (for sales in Ireland) or www.goffssuk.com (for sales in Doncaster).

HOW DOES LIVE BIDDING WORK?

Bidding on a live sale is conducted in much the same manner as bidding in person. You can only bid on the horse in the ring and you cannot place any bids in advance of any lot entering the ring.

The online platform offers a real-time audio-only feed of the auctioneer, a live bid board showing the current price and a maximum of three bid increments from which you can select a bid to offer to the auctioneer.

HOW TO ACCESS THE ONLINE BIDDING SERVICE

If you wish to bid live online with Goffs, you must have a Goffs website account (see below for instructions on how to make an account). If you already have a website account, you still need to register to bid (see page 2 for instructions on how to register).

CREATING AN ACCOUNT

Online accounts are free and take approximately three minutes to create. You **must have an email address** to create an online account.



STEP ONE

Visit www.goffs.com or www.goffssuk.com and click **REGISTER** at the top right of the page.

You can also visit www.goffsonline.com and click **LOGIN / REGISTER TO BID** in the yellow box.



STEP TWO

Fill in the details and click **'CREATE ACCOUNT'**.



STEP THREE

You will be sent a verification email to your chosen address which you must open and click on the link to activate your account (*if this email is not in your Inbox, please check your Junk Mail*).



STEP FOUR

Once verified you will be able to register for online bidding.

REGISTER FOR ONLINE BIDDING

To bid online, you must first register to bid with Goffs. **You will be required to register prior to every sale.**



STEP ONE

Visit www.goffsonline.com, click **LOGIN / REGISTER TO BID** and log in. If you do not have an account, please see the instructions above to create one.



STEP TWO

You must **accept the Conditions of Sale, give an estimate of your proposed spend and provide your Goffs or Goffs UK account number** before submitting your registration to Goffs.



STEP THREE

When your registration to bid is submitted, your account will show as pending while Goffs processes your registration to bid.



STEP FOUR

Once Goffs have processed your registration, your account will inform you of the decision and **you will be emailed with a PIN number and any bidding limits**. You will need your PIN number to be able to enter the bidding platform when the sale goes live.

If you do not have a Goffs or Goffs UK account, or do not have access to any financial correspondence from Goffs which lists your account number, please contact **Rae Lawless at Goffs** (for sales in Ireland) or **Derek Forrest at Goffs UK** (for sales in Doncaster).

I HAVE BEEN SET A BIDDING LIMIT

You may be approved to bid online by Goffs subject to a bidding limit. This means that you cannot bid above that amount and it will take into account all your purchases and current bids. If you wish to discuss any bidding limit, please contact **Rae Lawless at Goffs** (for sales in Ireland) or **Derek Forrest at Goffs UK** (for sales in Doncaster).

Please note that bidding limits are subject to buyer commission, VAT and other charges associated with post sale procedures such as blood sampling etc., as outlined in the Conditions of Sale.

HOW TO BID

1. You must be logged in to www.goffsonline.com and have been approved to bid by Goffs on the sale.
2. Check the opening time of the sale. The online bidding service will open a few minutes prior to the first lot being offered.
3. To enter the bidding service, you will be required to enter your **four-digit PIN number** which is emailed to you when your registration is accepted by Goffs.
4. When your desired lot enters the ring and the auctioneer opens the bidding, you will be able to propose a bid by selecting one of a maximum of three bid increments. If the auctioneer accepts your bid, you will lead the auction. If you are outbid, you will be notified and invited to bid again.
5. At the fall of the hammer, you will be notified if you have been successful in your purchase or if it has been sold to another bidder.
6. At the conclusion of the sale, the bidding service will close.

CAN I RETRACT A BID?

No, once you have placed a bid and it has been accepted by the auctioneer, your bid stands.

I HAVE PURCHASED A HORSE – WHAT HAPPENS NOW?

If you are successful in purchasing a lot, an Acknowledgement of Purchase form will open in a new tab. You will have two minutes, 30 seconds to complete this form which requires a purchaser name for the results and if you require blood testing.

If you do not complete this form in the allotted time, your account name will be published in the sale results and no blood samples will be taken.

WHAT SECURITY IS IN PLACE FOR ONLINE BIDDING?

For every auction, your 'approval to bid' notification from Goffs will include a unique 4-digit PIN number. When you log in to bid online, you will be required to enter that PIN number prior to entering the bidding service. You will not be required to enter the PIN again for that session.

If there is no activity on your account for 30 minutes, Goffs Online will automatically log you out. If you log back in, you will be required to enter your PIN number again before bidding.