



HOW TO PARTICIPATE AS AN ABSENTEE BUYER

We have made preparations to bid and buy livestock through Superior Productions' "Call or Click-To-Bid" service for those unable to attend in person on sale day. **Please note that all of the lots in the sale will also be available for viewing online prior to sale day at www.superiorlivestock.com.**

HERE'S HOW IT WORKS

Turn in Bids Over the Phone. This is our traditional method of buying livestock and is the suggested process for anyone who does not have consistent, high-speed internet. To get started simply go online to www.superiorlivestock.com and click on the tab titled "Register for a Buyer Number". Select the registration form for Superior Productions and print the registration form. Fill it out and fax it in to Superior Productions at (817) 378-3380 with a signature on it, or scan and email the form to info@superiorauction.com. You can also mail it in to the address provided on the form. Upon receipt of this information Superior will call you with a buyer's number and the bid line phone number that you will use on sale day to place bids over the phone.

Click-To-Bid. This is Superior's online bidding platform for cattle buying. **Please note that high speed internet is required – this is not for dial-up or satellite internet.** Registration is free, but you must become a member of www.superiorclicktobid.com to sign up. Becoming a member is easy – just go to the homepage of www.superiorclicktobid.com and follow the out-lined steps to get started. Input your information and select a username and password. You will receive an e-mail confirming you are a member. From that point forward you just have to sign in and select the sale you would like to register for and once approved you will receive an e-mail or call confirming which sale you are now registered for.

Viewing the Auction. The sale will be broadcast via satellite on Dish Network channel 232 and DIRECTV channel 603. *Please note that there is a delay if you are watching the auction on television so be sure to call in a couple lots ahead of the lot you are interested in bidding on.* There are 2 places to view the sale broadcast live on the internet: www.superiorlivestock.com or www.superiorclicktobid.com. Just go to the home page of either website and select the auction. If you just want to watch the auction on your computer, smartphone or tablet go to www.superiorlivestock.com, but if you want to bid over the computer you must go to www.superiorclicktobid.com. Remember you can call in to bid whether you watch on the TV or on the internet, but you must be a member of www.superiorclicktobid.com to "click-to-bid". Your computer must have Flash Media Player installed for this website to view the auction. If you have any questions, please call the Superior Productions office at 800-431-4452.

Buyers will be contacted by the ranch after the sale for payment and delivery details. IF YOU NEED ANY ASSISTANCE CALL SUPERIOR AT (800) 422-2117.