

# Beef Cattle Marketing By Walnut Grove:

## *(Terms of Sale)*

### **Advertising with Walnut Grove:**

Our website based listings create a platform for sellers to promote and market their cattle. The ads are not limited by space and will feature full sized photos, video (if provided), and a detailed description of the particular set of cattle. Each listing features a certain amount of required factual information to give potential buyers a clear and honest representation of the livestock. Additional space is provided for the seller to include personalized claims about the cattle and their programs. The advertisement will contain contact information for the seller and interested buyers will contact sellers directly in order to arrange viewing and or purchasing of the livestock.

### **Advertisement Pricing:**

**Origination Fee:** \$25.00 - charge for creating the advertisement. Ad content will receive final approval from the seller once it is prepared.

### **Cost Structure:**

Walnut Grove offers a variety of ad prices and run times to fit different selling situations. From one time sales to seasonal sales, you can select a predetermined cost and length of time for your ad to suit your needs. As an ad nears its expiration date, it is the responsibility of the seller to contact Walnut Grove to renew the listing. Unrenewed ads will be removed from the Walnut Grove website at the end of their predetermined run time.

- **Monthly Package:** Advertisements are run for **30** days for a cost of **\$30**.
- **3 Month Package:** Advertisements are run for **90** days for a cost of **\$80**.
- **6 Month Package:** Advertisements are run for **180** days for a cost of **\$150**.
- **1 Year Package:** Advertisements are run for **365** days for a cost of **\$275**.

### **Total Advertising Cost:**

The total ad cost is determined by adding the **\$25.00 Origination Fee** to the sellers selected advertising package. Payment of the advertising fees is due prior to publishing the ad. There is no additional Origination Fee for ad maintenance and adjustment. Adjustments to currently running ads can be made at no additional charge by contacting Walnut Grove. Examples of adjustments include changes in head count available, age, weight, breeding info, etc. **Additional Origination Fees** are incurred when advertisements have to be reconfigured. Here is an example of an ad that is reconfigured and incurs additional charges. The customer has created an ad for a group of 10 replacement heifers and purchased a 3 month package. The group of heifers sell within 1 month, leaving 2 months of unused paid advertising. The ad is then reconfigured for a listing of 4 yearling bulls and reposted on the Walnut Grove website for the remaining 2 months, or until another reconfiguration is required. Each reconfiguration incurs an additional Origination Fee of \$25.00. If you have any questions regarding your package selection or our price structure, please contact us. Ad costs are non refundable once they have been approved and the ad has been published. Ads can be removed anytime at the customer's request.

## Example of Ad Template - Required Factual Info

**Ad Heading:** Ex: "Quality Replacement Heifers Available" - **Brief ad description**

**Listing Number:** - Assigned by Walnut Grove

**Listing Active Since:** - Posted date

**Location:** City, State - Where cattle are located

**Ship From:** City, State - Location the cattle can be picked up or hauled from

**Breeds:** Ex: Black Angus, Hereford, etc.- Breed or breeds of listed group for sale

**Registered:** - Are the cattle registered?

**Number for Sale:** - Total available

**Origin:** Ex: Home grown, purchased, etc. - Were they bought or native to the farm?

**Age:** Ex: 7 months - Age as of ad listing

**Est. Weight:** Ex: Average 450 lbs. - Estimated weight average

**Frame:** Ex: Moderate, small, large, etc. - Description of frame and build of cattle

**Condition:** Ex: Fleishy, thin, etc. - Description of condition of the cattle

**OCV:** Ex: Yes/No - Officially Calfhood Vaccinated

**Vaccinations:** Ex: Bovi-Shield Gold 5, CattleMaster GOLD FP 5, Ivermectin - List of all vaccines given to listed cattle

**Horns:** Ex: None, dehorned, etc. - Have they been dehorned or are they polled?

**Pasture/Feed:** Ex: Fescue forage, TMR, silage, pasture, hand feeding grain, etc. - What feed source have the cattle been on?

**Implanted:** Ex: Yes/No - Have they been given a growth implant / hormone?

**Breeding:** Ex: Open, confirmed pregnant, exposed, etc. - Have they been bred or exposed to a bull?

**Weaned:** Ex: 7/25/2019 - Weaning date if applicable

**Sell Part/All:** Ex: Any number, must take all, must take a certain number, etc. - Are the cattle only available as a group or can they be purchased in singles or small groups?

**Delivery Date:** Ex: Available now, available shipping dates, etc. - How soon can they be bought and moved?

**Price:** Ex: \$750 per head - Asking price

**Firm/Negotiable:** Ex: Negotiable - Is the price negotiable?

**Payment Terms:** Ex: Certified Funds or Cash - Method of payment

### Seller Info:

**Farm Name:** - Farm where cattle are located

**Owner:** First and last name - Owner of the cattle

**Location:** City, State - Location of owner

**Contact:** First and last name - Person to contact regarding info and purchasing

**Contact Phone:** (555) 555-5555 - Preferred number to be reached on

**Contact Email:** - email for person of contact

**Alternate Contact:** First and last name - Person to contact if primary contact is unavailable

**Alternate Contact Phone:** (555) 555-5555 - Phone number for secondary contact

## **Ad Template Info:**

Each advertisement will be accompanied on our website by media content such as photos and video of the cattle available. The above info will need to be provided by the seller to give buyers a clear interpretation of the cattle available for sale. A section will also be provided for additional comments by the seller.

## **Advertising Process:**

If you are interested in initiating an ad listing for your cattle with Walnut Grove, call us @ (864) 576-9244 and select the sales option or email us @ [sales@walnutgroveauction.com](mailto:sales@walnutgroveauction.com) . Once the connection has been made our listing process generally follows these steps. Admittedly, each deal varies so the following steps are general guidelines for the advertising process. Feel free to call us with any questions or for additional information.

1. A phone conversation about the cattle and an opportunity for us to become familiar with your cattle and operation.
2. Seller completes the Beef Cattle Advertisement questionnaire form in order to construct factual content for the ad. In the event that the customer is unable to access the form digitally, the form can be completed verbally. The form also contains an acknowledgement of payment and advertising terms. At this time secure payment via credit card, cash, or check will be made to Walnut Grove.
3. Seller provides media content (photos and video) of cattle for sale. These can be sent via email, text, or other methods preferred by the seller. In the event that the seller is unable to produce media content for their cattle, Walnut Grove can arrange to provide the service of a site visit, photographs, and video.
4. Walnut Grove constructs the advertisement with the completed information from the seller and compiles the information with the photos on our website. The advertisement will then be published and sent to the customer for approval.
5. The live advertisement will be supported by referrals by Walnut Grove to our current listings, social media posts that promote our website content, email updates directing potential buyers to current listings, and our current daily website traffic from our established customer base.

## **Creating connections for increased profitability**

Walnut Grove aims to provide a digital and physical marketplace for beef farmers to connect. We are firm believers that farm to farm transactions maximize values for sellers and prove to be better investments for buyers.

Thank you for your consideration - please contact us with any questions!