

FOR IMMEDIATE RELEASE

SUBJECT: Marketplace at Ardmore Sale Results
DATE OF EVENT: March 28, 2015
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Marketplace at Ardmore Spring Sale Averages \$5,995

ARDMORE, OK – The Marketplace at Ardmore’s spring sale saw close to record-breaking averages. “After the first 10 head, I could tell, they definitely came to buy,” says sale manager Susie Reed, “And, sure enough when we settled up, we had the second highest average ever.” The top 10 head averaged \$20,790, the top 20 averaged \$15,595 with an overall sale average (83% sold) of \$5,995. The sale was held March 28, 2015 at the Hardy Murphy Coliseum in Ardmore, OK.

The top seller was Pale Face Jose, a 1999 sorrel stallion with LTE of \$217,033 and sire of offspring earning in excess of \$250,000. Reed comments, “Dustin Adams consigned Pale Face Jose early on which gave us the opportunity to advertise him nationally in both print and in social media for several months,” she continues, “He generated lots of interest from day one, and from the number of phone calls I got, I was confident we would get him sold.” Pale Face Jose went to Keith McMahan for \$43,000.

Katsup, a 2010 sorrel mare and earner of \$15,520 was the high selling mare. She brought \$41,000, was consigned by Wayne Czisny (Agent) and sold to Juan Carlos Rojas.

The high selling gelding, Magnums Star (Magnum Chic Dream x Spooks Stylin by Grays Starlight), was consigned by John Amabile and sold to Teresa Kelly for \$16,000.

Four consignors took advantage of the “Free Ride” offered for the first time at the March 28 sale. An individual consigning 6 or more head got to sell 1 horse for free, meaning no catalog fee, no fresh cattle charge and no sales commission were collected on that one horse.

Reed concludes, “We always work really hard for the consignors promoting their horses to the best of our ability, and after the sale we enjoyed hearing lots of positive comments with many already talking about what they could bring to the fall sale. For a sale manager, it just doesn’t get any better than that.”

The next Marketplace at Ardmore Sale will be held November 7, 2015. For more information, contact Susie Reed 580-276-4830, cell 580-490-1103 or visit the website: www.themarketplaceatardmore.com.