

2010 AQHA World Show Sale

Thursday - Friday - November 18-19, 2010

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Quarter Horse Directory, www.qhd.com

Posted: 12/6/2010

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Purpose:

To provide the quarter horse community with a independent analysis of horses sold at public auctions during the fall of 2010.

It is not my intent to pass judgment good or bad on this or any other public horse auction. I simply present more breakdowns than is usually provided by auction houses when analyzing their own data.

This is the 3rd independent analysis we have completed this fall. The first was the Dan and Carol McWhirter Dispersal Sale followed by the Quarter Horse Congress Super Sale and now the AQHA World Show Sale. All of these are available at our website: www.qhd.com

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INTRODUCTION

Definition of Terms and Abbreviations

AVERAGE PRICE

- **Figuring the Average:** Add up the sale prices in a category and then dividing by the number of horses in that category.
- **The average for 5 horses selling for: \$25,000, \$8,000, \$3,000, \$2,000 & \$1,000 would be: (\$25,000 + \$8,000 + 3,000, 2,000 + 1,000) divided by 4 = \$9,750**
- **In this case, even though 5 horses sold, only 1 horse actually sold for the average or above.**
- **This is one of the problems with looking only at averages, a few horses that sell high can significantly increase the AVERAGE for the other horses in that category. e.g.**
 - **In 2009, the AQHA World Show Sale average was \$5,311 with 281 horses sold.**
 - 4* horses sold for \$40,000 or more and collectively generated 11.8% of the total sale revenue.
 - When we figure the “Average” horse sold, we divide: \$1,492,300 (Total Revenues) by 281 horses sold to get the \$5,311 Sale Average
 - If however, we delete the 4 high end horses, and the revenue they generated, the remaining **277 horses averaged \$4,752 or \$559 less** than the overall sale average.
 - In other words, 4 high end horses added \$550+ to the average of 277 other horses that sold at the sale.
 - **In 2010, the same thing happened:**
 - **6* horses sold for \$40,000 or more and generated \$497,000 or 24% of Total Revenue**
 - When figuring the “Average” horse sold, divide \$2,050,900 (Total Revenue) by the 305 horses sold and get the average of: **\$6,724.26.**
 - If, however, the 6 high end horses and the revenue they generated are deleted, the remaining 299 horses **Average: \$5,097**
 - In other words, the 6 high end horses added over \$1,627 to the average of 299 other horses sold at the sale.
- **I do figure the AVERAGE in most of the calculations, but in many, I give you both the AVERAGE including the high end horses and then the AVERAGE excluding the high end horses. I feel that the second average is a more realistic figure when assessing what the AVERAGE horse actually sold for.**

MEDIAN PRICE

- **Figuring The MEDIAN:** The MEDIAN is the middle value in a set of values. It is the value that separates the upper half of the data from the lower half. In the following set of prices: \$35,000, \$20,000, \$18,000, **\$6,000**, \$4,000, \$3,000, \$1,000, the **MEDIAN is: \$6,000**; There are as many prices above the \$6,000 as below the \$6,000 figure.
- **The AVERAGE for this example is \$12,429**, significantly higher than the **MEDIAN**.
- **I will provide the MEDIAN PRICE in most categories so the reader can see what the middle horse in that category sold for as well as the AVERAGE PRICE.**

ABBREVIATIONS

- **HLT = Halter; WP = Western Pleasure; WK = Working; HUS = Hunter Under Saddle**

DISCLAIMER

- All information published herein was gathered from Professional Auction Services, Inc. and the 2010 World Show Sale Catalogue and Supplement. Every effort has been made to make sure that the content of this report is accurate, but **the reader should not assume that the information is official, final, or error free.**
- The publisher does not assume responsibilities for errors, and all data is subject to change without notice. The publisher further makes no guarantees or warranties, either expressed or implied with respect to any data or information in this report.
- **The Publisher would like to thank Professional Auction Services, Inc. for freely submitting their sale records for review. Many auction services are NOT willing to undergo such scrutiny. On 12-13-2010, I received a document from Tim at Professional Auction Services, Inc. with 2009 sale results. This file is different from the one posted on your website 12/25/2009. I have up date this document to reflect the information contained in this new document.**
- The Publisher acknowledges that horses are sometimes "Run Up" at public auctions to increase the perceived value of the horse. I have used the figures submitted by Professional Auction Services, Inc. and do not see anyway of knowing when this might happen or how to fairly adjust the analysis when is does happen. I simply am analyzing and reporting on the data submitted by Professional Auction Services, Inc.

2010 SALE RESULTS vs. 2009 SALE RESULTS

- **More Horses were Sold in 2010 vs. 2009:** (305 vs. 281)
- **In 2010, 126 were No Saled or Out vs. 113 in 2009**
- **Total Revenue was up \$558,600 in 2010:** (\$2,050,900 vs. \$1,492,300)
- **Averages Price for All Horses Sold was up \$1,413:** (\$6,724 vs. \$5,311)
- **Even when the top horses* are exclude, 2010 horses averaged +\$345 (6.8%) over 2009:** (\$5,097 vs. \$4,752)

2010 SALES RESULTS

- **305 Horses Sold - 71%; 88 No Sale - 20%; & 38 Outs - 9%**
- **Average Sale Price for all horses sold was: \$6,724**
 - **76 (25%) sold for the average or more**
 - **229 (75%) sold for below the average**
- **Average Sale Price excluding the top 6 horses was: \$5,097**
 - **89 (30%) sold for this average or more**
 - **210 (70%) sold for below this average**
- **Median Price for all horses sold was: \$3,400**
- **Median Price excluding 6 highest selling horses was: \$3,200**
- **There were 2 high selling horse at \$100,000***
- **There were 2 low selling horse at \$500**

***2009 Highest Selling Horses:** 59 MTK Elegant - 2003 Mare - \$40,000; 108 Please Dont Touch - 2004 Mare - \$44,000; 501 Rock Starlet - 2004 Mare - \$50,500; 221 Dunit On The Range - 2008 Stallion - \$41,500

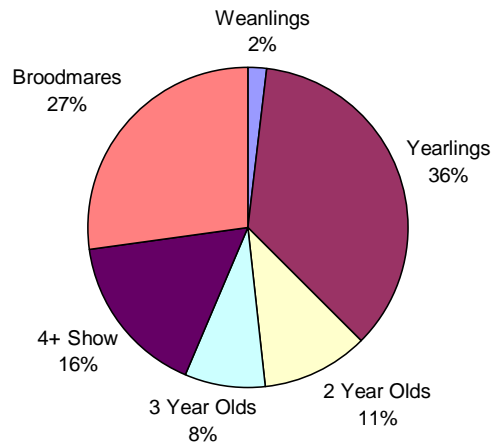
***2010 Highest Selling Horses:** 63 Born With Luck 2009 Stallion \$100,000; 104 Hot Lady Born Lopin – 2009 Filly - \$100,000; 44 Sure A Pretty Blaze – 2008 Filly - \$87,000; 84 Sure Hes Hot – 2008 Stallion - \$80,000; 54 So Hot Im Trouble – 2009 Mare - \$75,000; 60 Born To Love You – 2009 Stallion \$55,000

2010 SALES SPECIFIC COMPARISONS

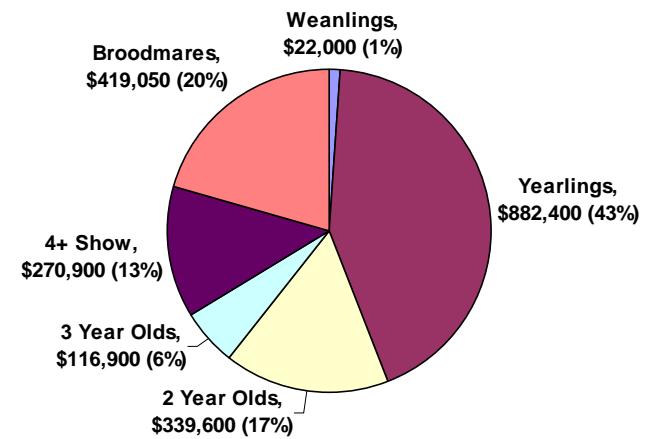
Horses Sold by Age:

Revenue by Age

305 Horses Sold by Age

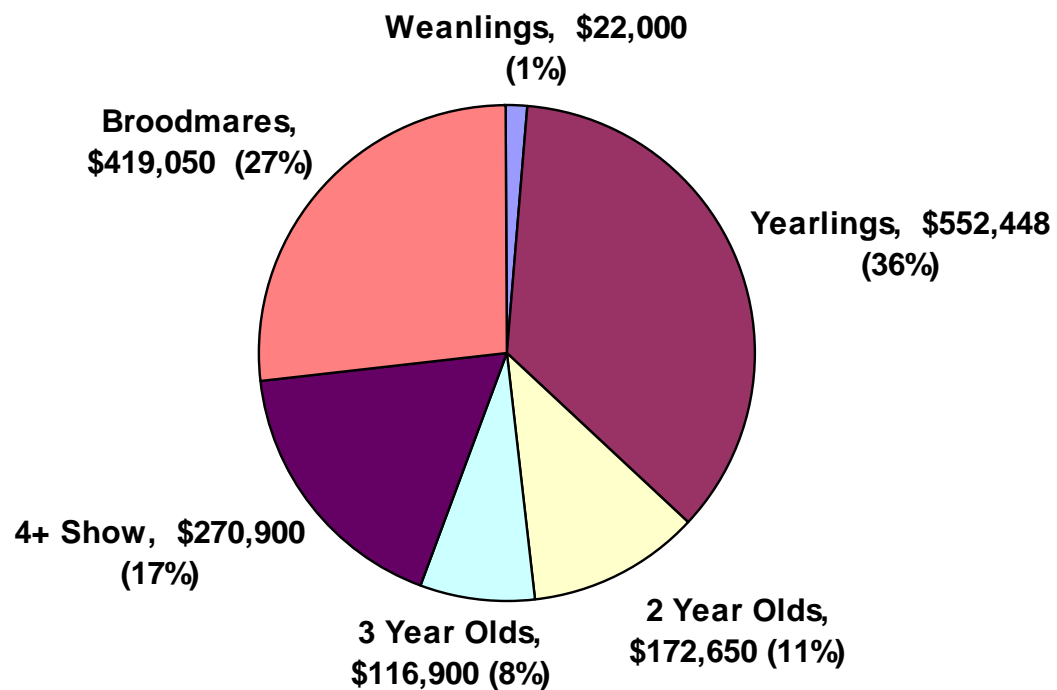


Revenue by Age on All Horses Sold



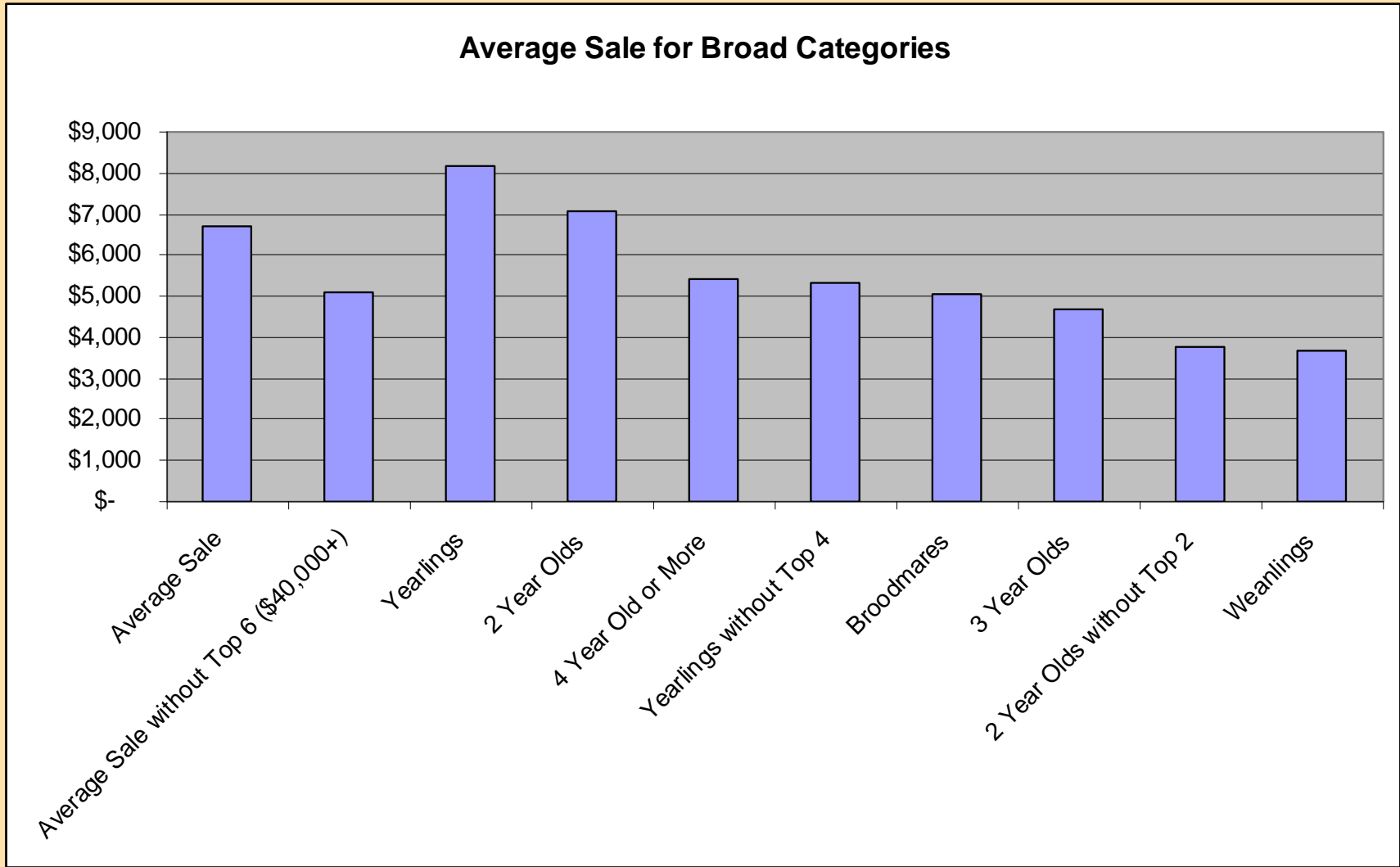
(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)

Revenue by Age Excluding Top 6



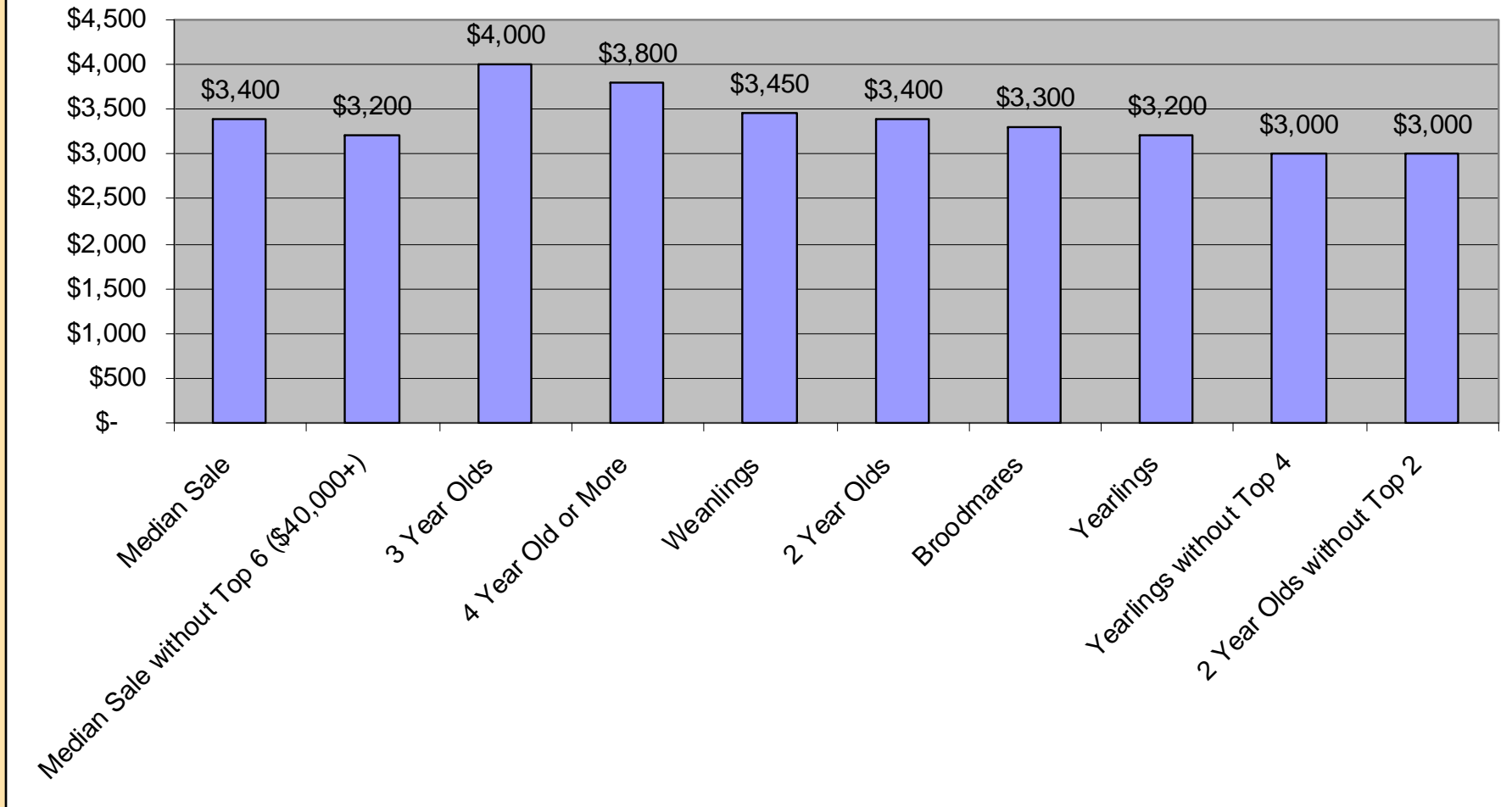
(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)

Average Sale for Broad Categories



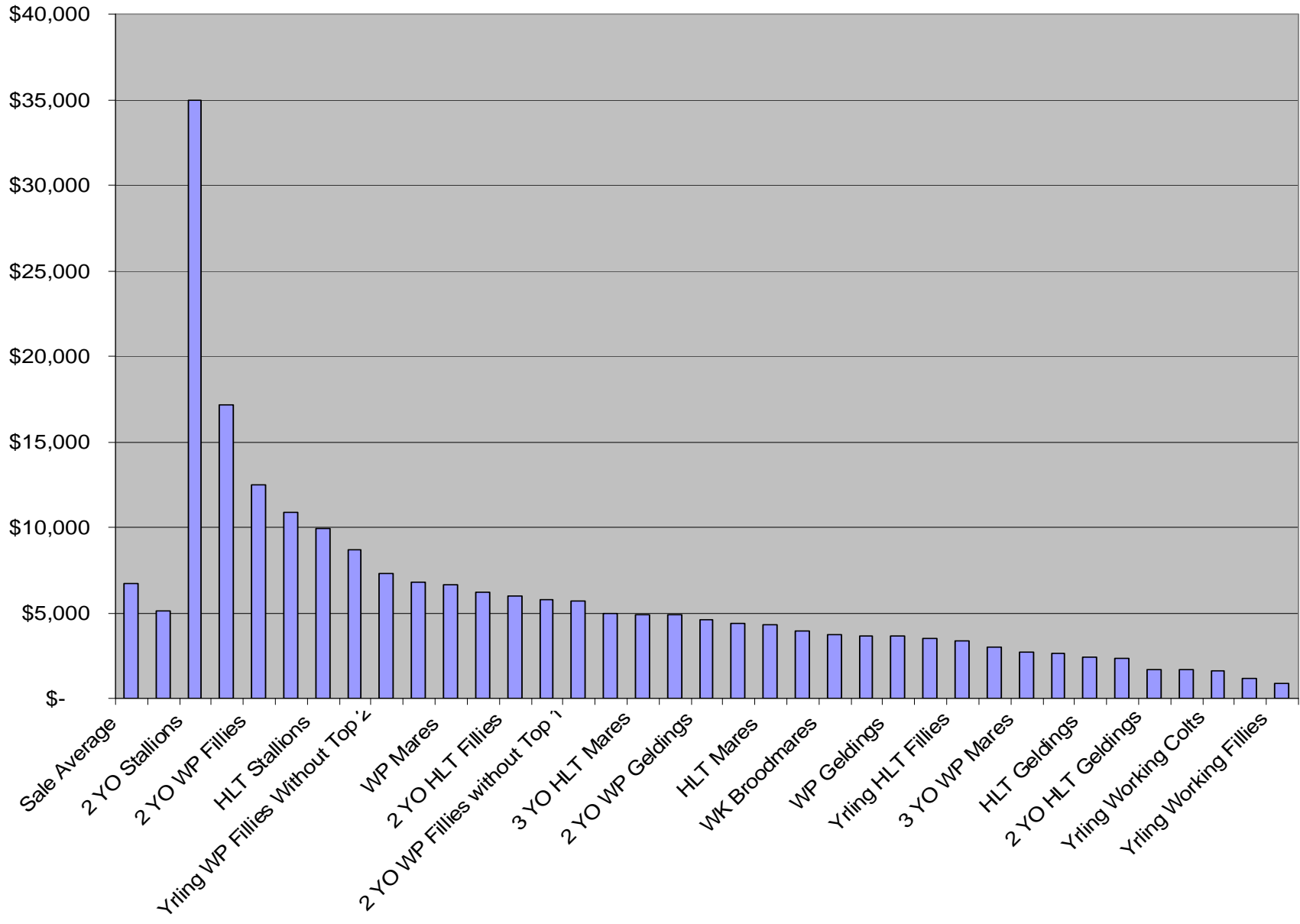
For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)

Median Sale by Broad Category

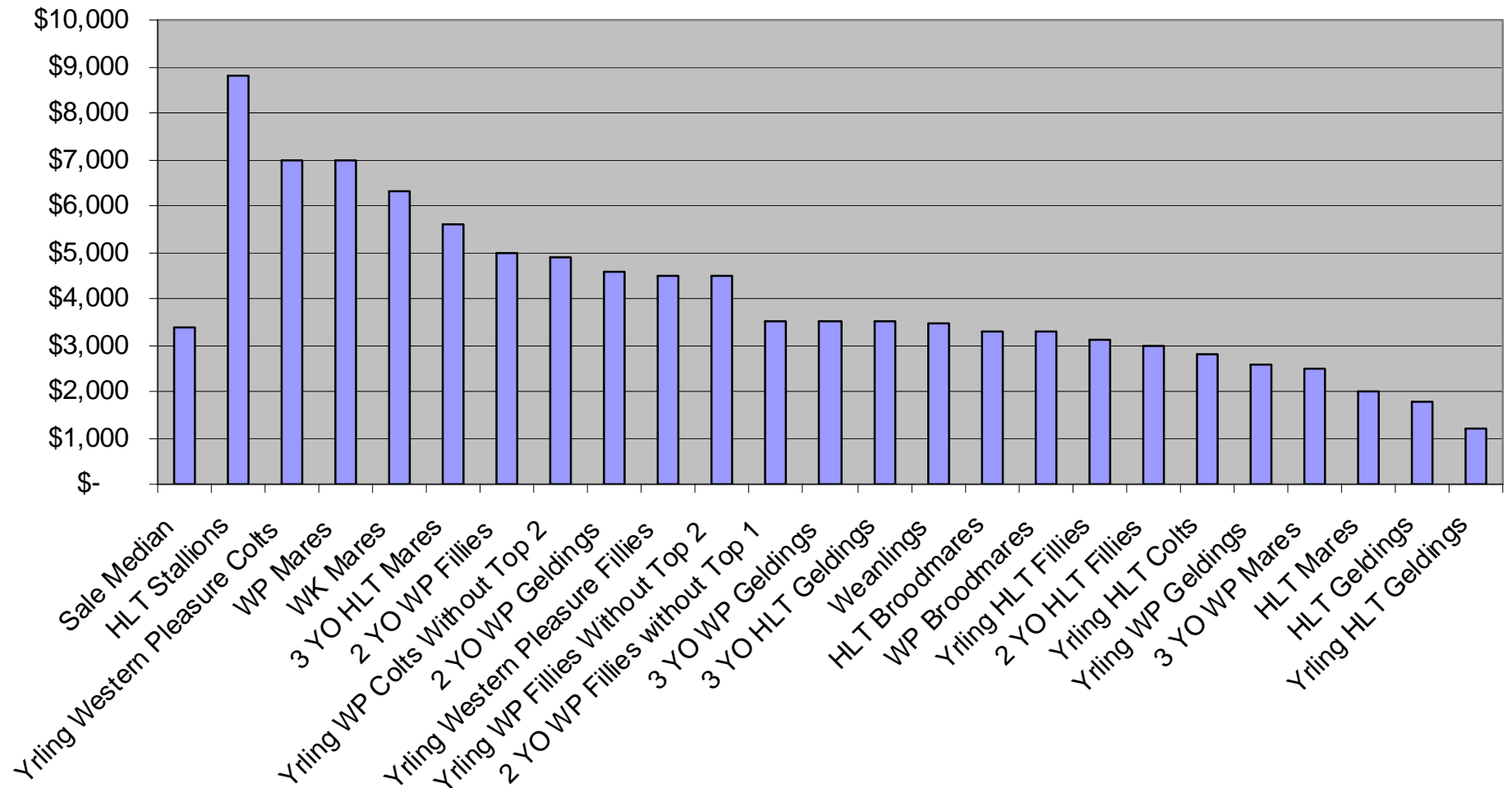


For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)

Average Sale by Sex, Age & Specialty

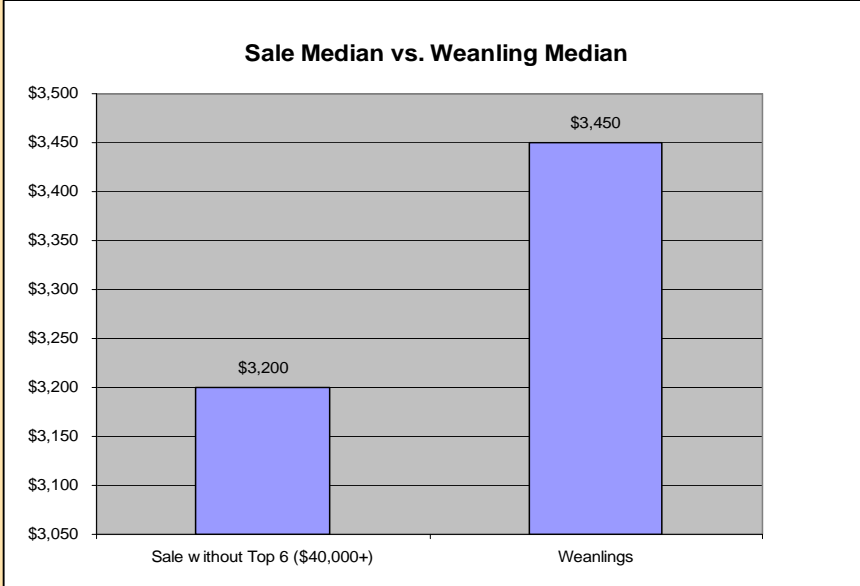
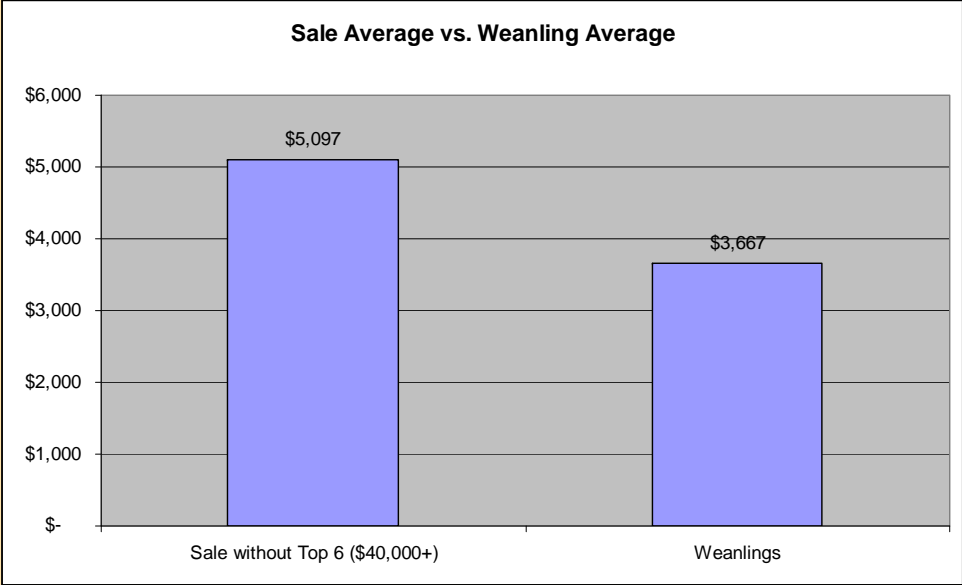


Median Sale by Sex, Age & Specialty



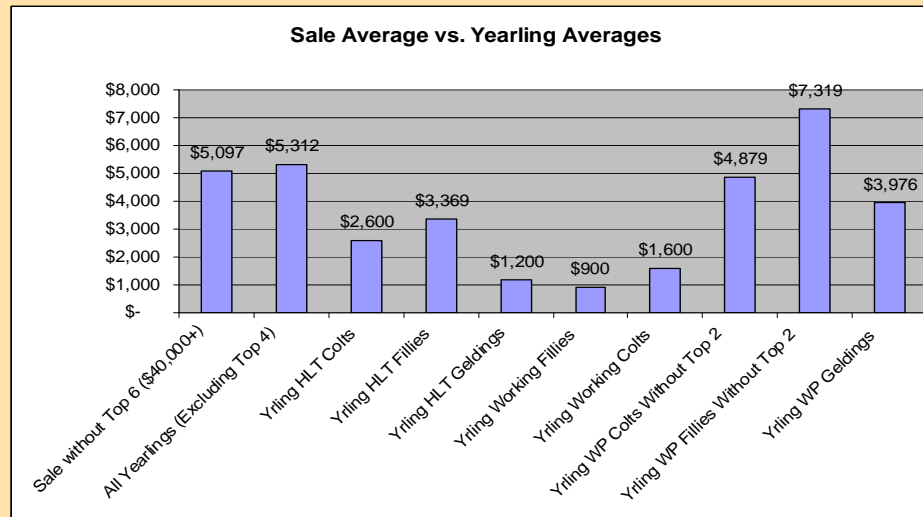
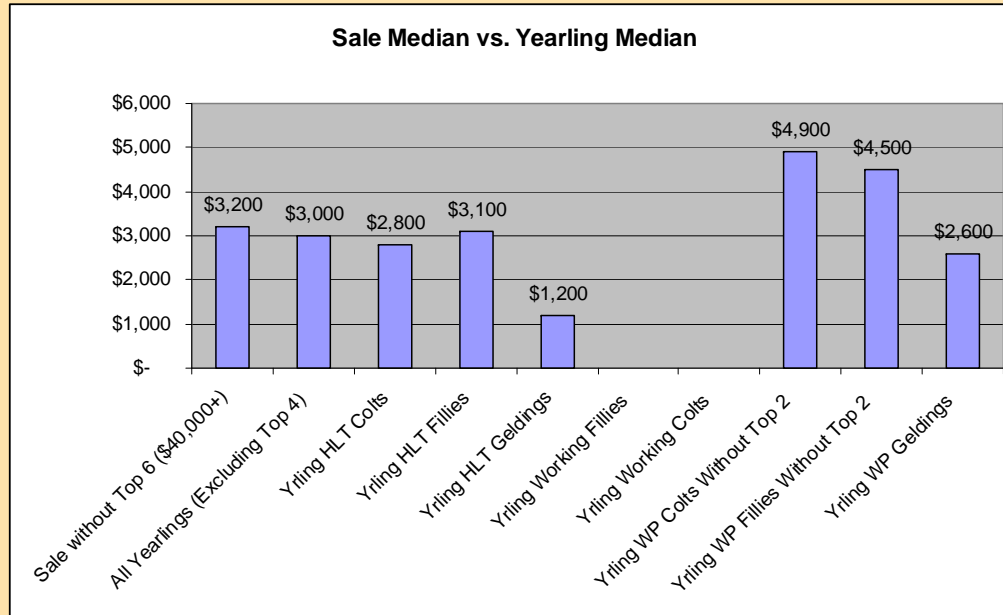
(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)

Weanlings



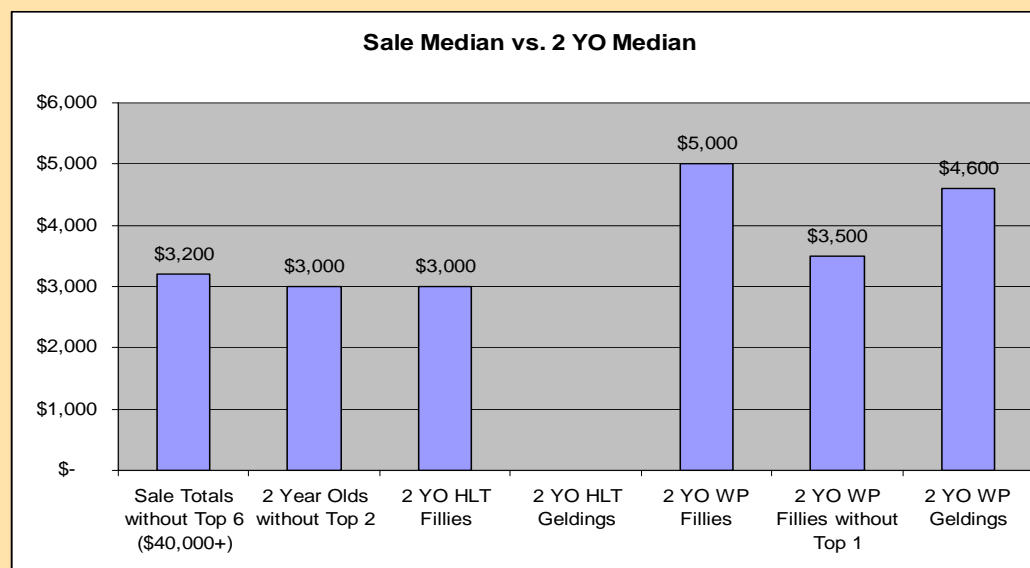
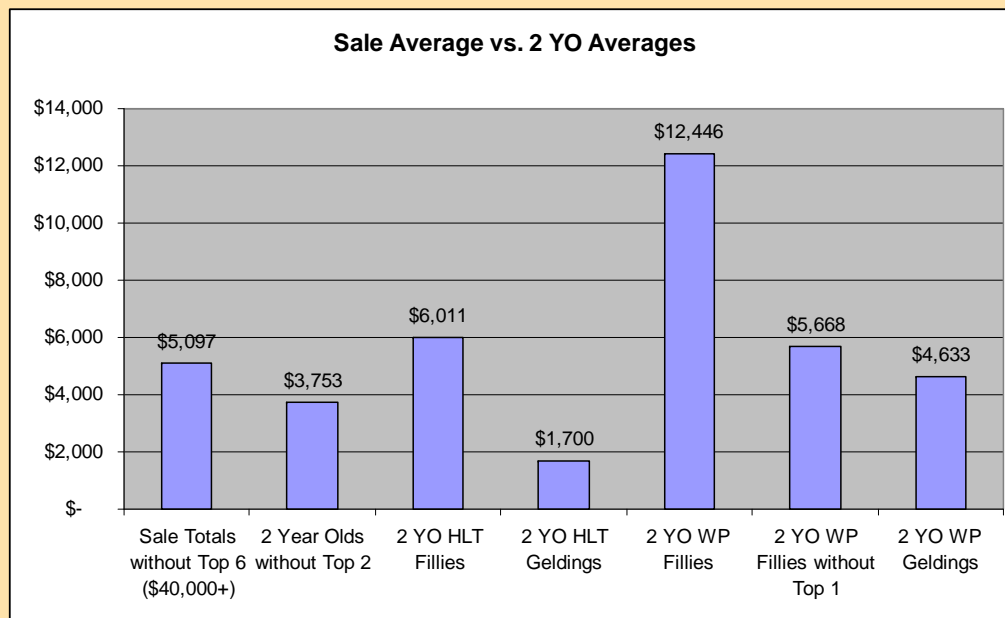
Yearlings

(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)



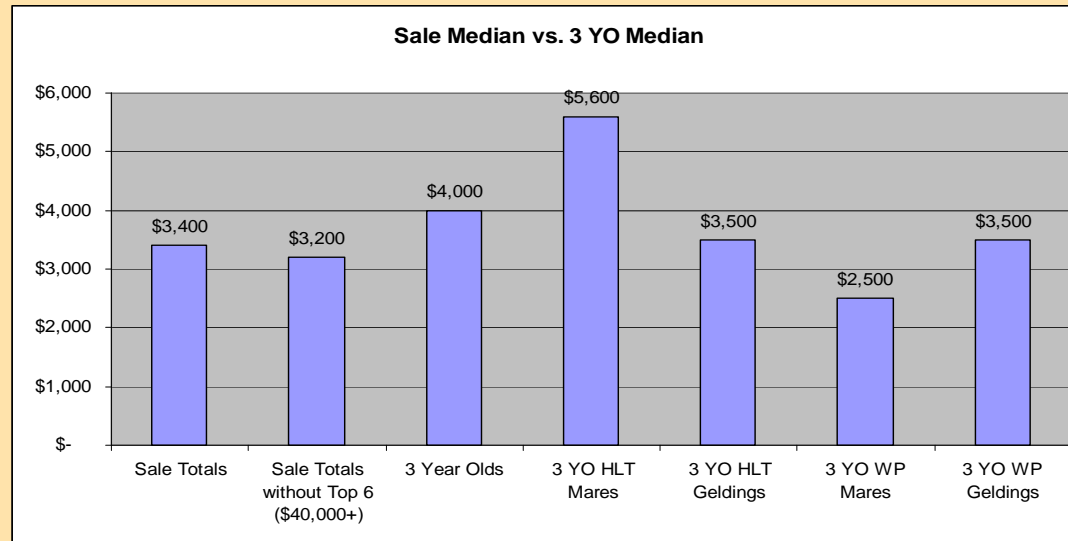
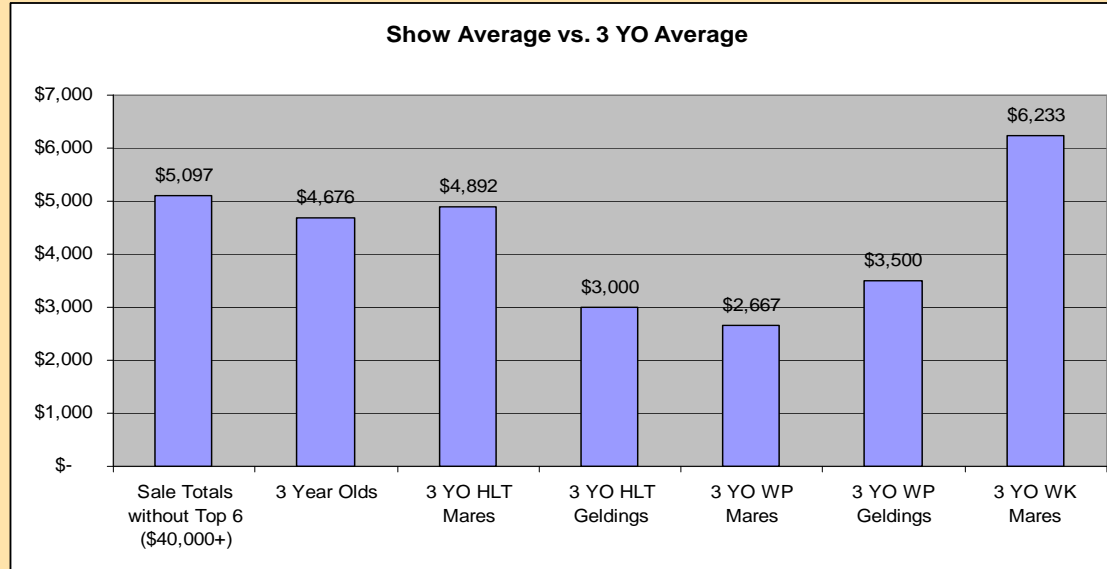
2 Year Olds

(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)



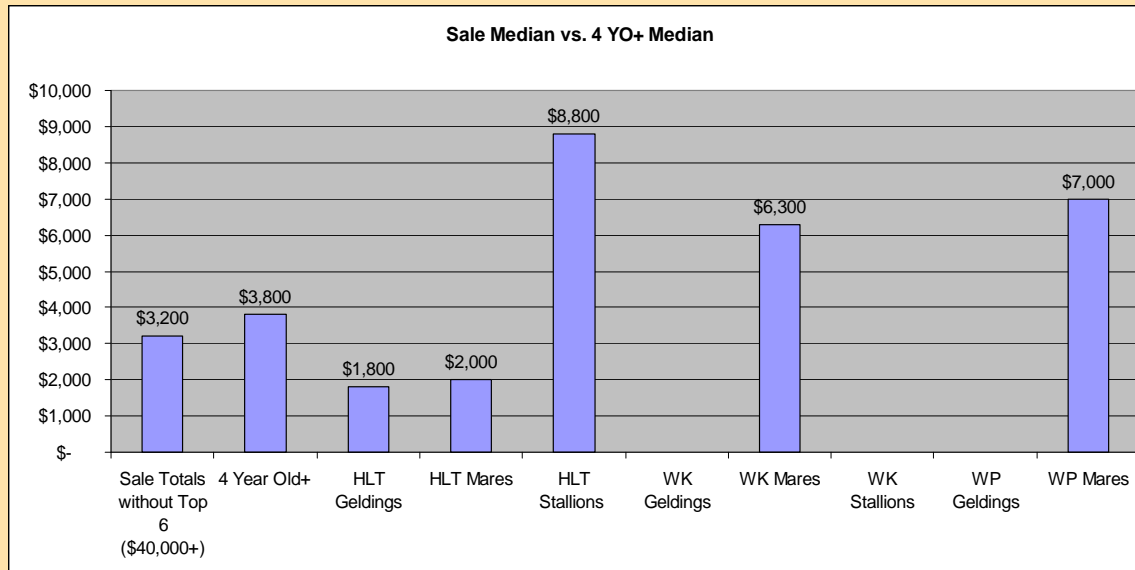
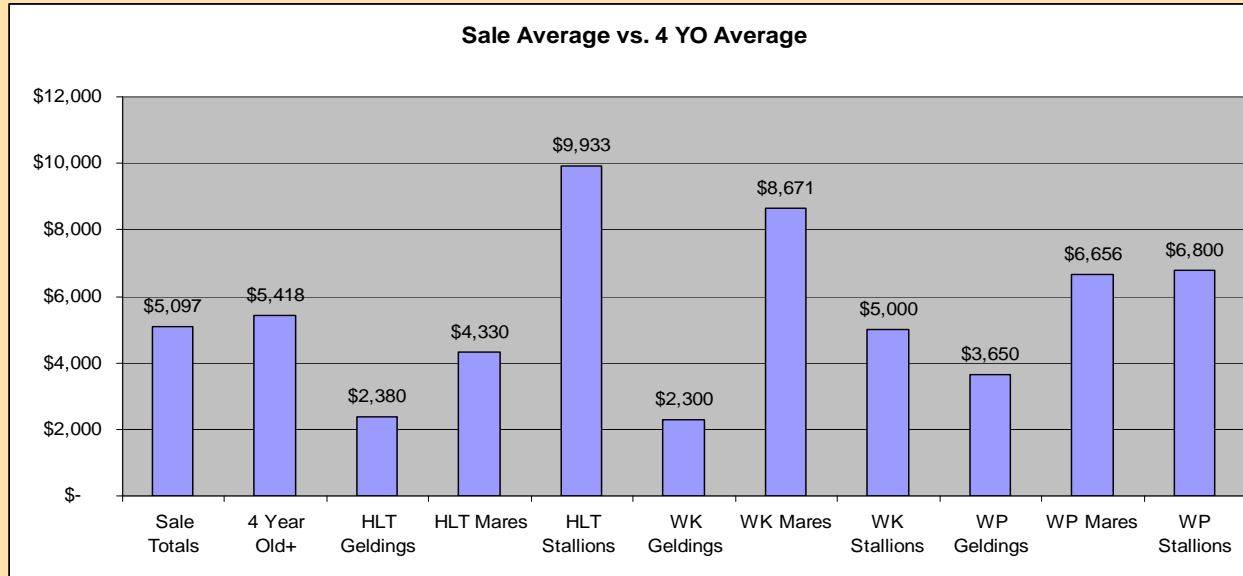
3 Year Olds

(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)



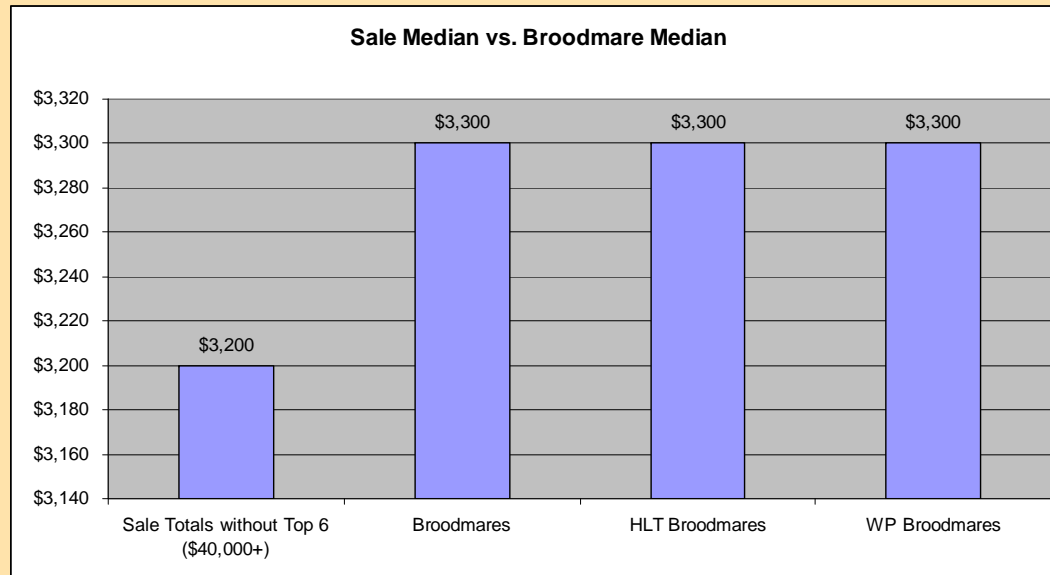
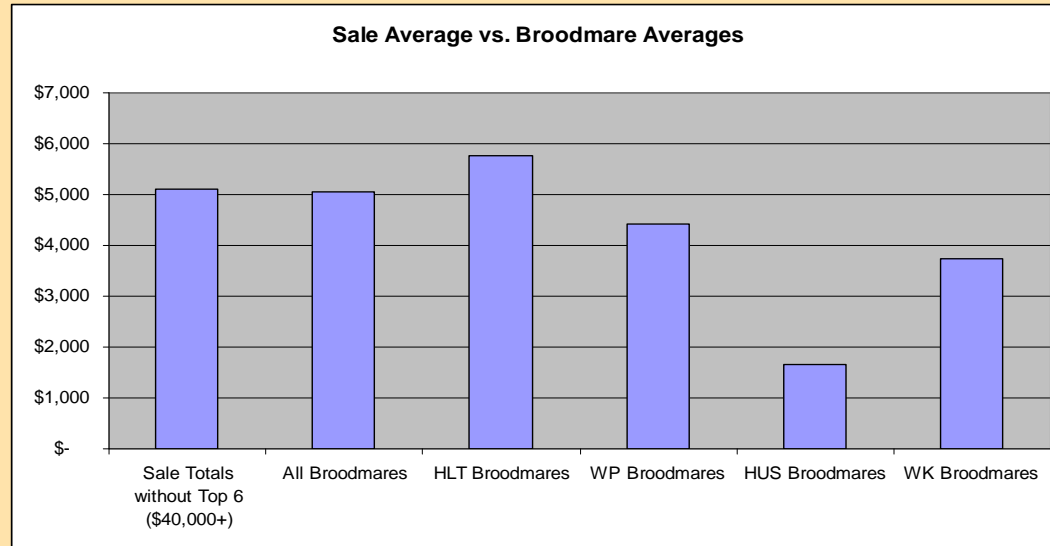
4 Year Old+

(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)



Broodmares

(For number of horses in each category, high/low & total revenue see APPENDIX C, p. 19)



Sires

- **22 Stallions had 4 or more offspring that sold in the sale**
- **Born To Be Blazing** had 8 offspring that averaged \$28,800; Excluding the 2 that were over \$40,000, his average for the remaining 6 was \$12,567 with his median at \$10,000
- **Blazing Hot** had 24 offspring that averaged \$19,990; Excluding 4 that were over \$40,000, his average for the remaining 20 was \$12,567 with his median at \$10,000.
- **RL Best of Sudden** had 5 offspring that averaged \$15,900 with his median at \$15,000
- **After these 3 stallions, the remaining sires averaged: \$8,475 for Mr Elusive; \$7,580 for Invitation Only down to \$1,350 for The Package.** (See APPENDIX D, page 17 for specifics on each stallion)

APPENDIX A

[RESULTS SENT BY PROFESSIONAL AUCTION SERVICES, INC.](#)

(see: http://www.qhd.com/sales/2010_World_Sale_Results_by_Hip.asp)

APPENDIX B

[Sale Results From High to Low](#)

(see: http://www.qhd.com/sales/2010_World_Sale_Results_by_Hightolow.asp)

APPENDIX C

Sales by Age & Category

Category	# in Sale	No Sale/Out	High	Low	Median	Avg. Sale	Total Revenue	% of Sale
Sale Totals	431	126	\$ 100,000	\$ 500	\$ 3,400	\$ 6,724	\$ 2,050,900	
Sale Totals without Top 6 (\$40,000+)	425		\$ 37,000	\$ 500	\$ 3,200	\$ 5,097	\$ 1,553,900	
Weanlings	8	2	\$ 6,800	\$ 1,100	\$ 3,450	\$ 3,667	\$ 22,000	1.1%
Yearlings	151	43	\$ 100,000	\$ 600	\$ 3,200	\$ 8,170	\$ 882,400	43.0%
Yearlings without Top 4	147	43	\$ 37,000	\$ 600	\$ 3,000	\$ 5,312	\$ 552,448	
Yrling HLT Colts	5	1	\$ 5,000	\$ 1,000	\$ 2,800	\$ 2,600	\$ 10,400	
Yrling HLT Fillies	18	5	\$ 10,000	\$ 700	\$ 3,100	\$ 3,369	\$ 43,800	
Yrling HLT Geldings	5	3	\$ 1,900	\$ 500	\$ 1,200	\$ 1,200	\$ 2,400	
Yrling Working Fillies	2	0	\$ 1,000	\$ 800		\$ 900	\$ 1,800	
Yrling Working Colts	2	0	\$ 1,600	\$ 1,600		\$ 1,600	\$ 3,200	
Yrling Western Pleasure Colts	16	3	\$ 100,000	\$ 1,700	\$ 7,000	\$ 17,176	\$ 223,300	
Yrling WP Colts Without Top 2	14	3	\$ 13,500	\$ 1,700	\$ 4,900	\$ 4,879	\$ 68,300	
Yrling Western Pleasure Fillies	64	19	\$ 100,000	\$ 600	\$ 4,500	\$ 10,882	\$ 489,700	
Yrling WP Fillies Without Top 2	62	19	\$ 37,000	\$ 600	\$ 4,500	\$ 7,319	\$ 314,700	
Yrling WP Geldings	36	11	\$ 19,500	\$ 600	\$ 2,600	\$ 3,976	\$ 99,400	
2 Year Olds	48	15	\$ 87,000	\$ 750	\$ 3,400	\$ 7,076	\$ 339,650	16.6%
2 Year Olds without Top 2	46	15	\$ 18,300	\$ 750	\$ 3,000	\$ 3,753	\$ 172,650	
2 YO HLT Fillies	12	3	\$ 19,200	\$ 1,200	\$ 3,000	\$ 6,011	\$ 54,100	
2 YO HLT Geldings	2	0	\$ 2,000	\$ 1,400		\$ 1,700	\$ 3,400	
2 YO WP Fillies	18	6	\$ 87,000	\$ 750	\$ 5,000	\$ 12,446	\$ 149,350	
2 YO WP Fillies without Top 1	17	6	\$ 18,300	\$ 750	\$ 3,500	\$ 5,668	\$ 62,350	

2 YO WP Geldings	10	4	\$ 12,200	\$ 800	\$ 4,600	\$ 4,633	\$ 27,800	
2 YO Stallions	4	1	\$ 80,000	\$ 10,000		\$ 35,000	\$ 105,000	
3 Year Olds	37	12	\$ 15,000	\$ 800	\$ 4,000	\$ 4,676	\$ 116,900	5.7%
3 YO HLT Mares	15	3	\$ 10,000	\$ 800	\$ 5,600	\$ 4,892	\$ 58,700	
3 YO HLT Geldings	4	1	\$ 4,700	\$ 800	\$ 3,500	\$ 3,000	\$ 9,000	
3 YO WP Mares	6	3	\$ 4,500	\$ 1,000	\$ 2,500	\$ 2,667	\$ 8,000	
3 YO WP Geldings	5	2	\$ 5,500	\$ 1,500	\$ 3,500	\$ 3,500	\$ 10,500	
3 YO WK Mares	3	1	\$ 15,000	\$ 3,700		\$ 6,233	\$ 18,700	
4 Year Old or More	77	27	\$ 34,000	\$ 500	\$ 3,800	\$ 5,418	\$ 270,900	13.2%
HLT Geldings	6	1	\$ 4,600	\$ 1,300	\$ 1,800	\$ 2,380	\$ 11,900	
HLT Mares	28	8	\$ 34,000	\$ 500	\$ 2,000	\$ 4,330	\$ 86,600	
HLT Stallions	6	3	\$ 17,500	\$ 3,500	\$ 8,800	\$ 9,933	\$ 29,800	
WK Geldings	3	2	\$ 2,300	\$ 2,300		\$ 2,300	\$ 2,300	
WK Mares	12	5	\$ 25,000	\$ 3,800	\$ 6,300	\$ 8,671	\$ 60,700	
WK Stallions	2	1	\$ 5,000	\$ 5,000		\$ 5,000	\$ 5,000	
WP Geldings	5	3	\$ 4,400	\$ 2,900		\$ 3,650	\$ 7,300	
WP Mares	12	3	\$ 15,000	\$ 2,500	\$ 7,000	\$ 6,656	\$ 59,900	
WP Stallions	2	1	\$ 6,800	\$ 6,800		\$ 6,800	\$ 6,800	
Broodmares	110	27	\$ 30,000	\$ 600	\$ 3,300	\$ 5,049	\$ 419,050	
HLT Broodmares	63	16	\$ 30,000	\$ 1,000	\$ 3,300	\$ 5,753	\$ 270,400	
HUS Broodmares	4	1	\$ 2,400	\$ 600		\$ 1,667	\$ 5,000	
WK Broodmares	4	1	\$ 6,000	\$ 1,600		\$ 3,733	\$ 11,200	
WP Broodmares	39	9	\$ 17,250	\$ 600	\$ 3,300	\$ 4,415	\$ 132,450	
								100.0%

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APPENDIX D

Sales by Sire of 4+ Offspring Sold

Sire of 4+ Sold Offspring by Avg. Sold	# Sold in Sale	High	Low	Median	Avg. Sold	Total Revenue
Sales Totals	431	\$ 100,000	\$ 500	\$ 3,400	\$ 6,724	\$ 2,050,900
Sale Totals without 6 \$40,000+	425	\$ 37,000	\$ 500	\$ 3,200	\$ 5,097	\$ 1,553,900
Born To Be Blazing	8	\$ 100,000	\$ 1,800	\$ 16,500	\$ 28,800	\$ 230,400
Blazing Hot	24	\$ 100,000	\$ 1,200	\$ 6,800	\$ 19,990	\$ 479,750
RL Best Of Sudden	5	\$ 37,000	\$ 5,000	\$ 15,000	\$ 15,900	\$ 79,500
Born To Be Blazing (Without 2 \$40,000+)	6	\$ 32,000	\$ 1,800	\$ 10,000	\$ 12,567	
Mr Elusive	4	\$ 19,200	\$ 1,900		\$ 8,475	\$ 33,900
Invitation Only	5	\$ 16,200	\$ 2,000	\$ 7,000	\$ 7,580	\$ 37,900
Lena Spark	9	\$ 25,000	\$ 800	\$ 3,800	\$ 7,500	\$ 67,500
Blazing Hot (Without 4 \$40,000+)	20	\$ 19,500	\$ 1,200	\$ 5,000	\$ 6,887	
Sweet Talkin Chip	4	\$ 13,500	\$ 3,000		\$ 6,750	\$ 27,000
Kids Classic Style	4	\$ 8,500	\$ 2,000		\$ 6,500	\$ 26,000
Mr Conclusion	4	\$ 16,000	\$ 1,500		\$ 6,375	\$ 25,500
A Good Machine	4	\$ 18,300	\$ 1,600		\$ 6,275	\$ 25,100
Zippos Mr Good Bar	8	\$ 10,000	\$ 1,900	\$ 4,100	\$ 5,775	\$ 46,200
Only In The Moonlite	12	\$ 14,500	\$ 2,200	\$ 3,200	\$ 5,350	\$ 64,200
Mr Yella Fella	17	\$ 11,500	\$ 1,300	\$ 4,800	\$ 4,753	\$ 80,800
CK Kid	6	\$ 17,500	\$ 500	\$ 1,900	\$ 4,600	\$ 27,600
Statutory	4	\$ 10,000	\$ 1,600		\$ 4,525	\$ 18,100
JMK Supernatural	6	\$ 6,100	\$ 1,800	\$ 4,200	\$ 3,883	\$ 23,300
Ima Zippo Good Bar	4	\$ 7,700	\$ 1,800		\$ 3,750	\$ 15,000
Coolest	4	\$ 4,500	\$ 2,700		\$ 3,675	\$ 14,700
Certain Potential	7	\$ 8,000	\$ 1,000	\$ 2,200	\$ 2,425	\$ 19,400
The Package	4	\$ 2,000	\$ 1,000		\$ 1,350	\$ 5,400
Sires With 4 or More in Sale	169					\$ 1,347,250
% of Total Sale	55.4%					65.7%