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General News

Average sales price up at Heritage Place horse sale

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OKLAHOMA CITY – The Winter Mixed Breed Horse Sale at Heritage Place usually is a decent barometer for the horse racing and breeding industry in Oklahoma.

The auction house on SW 29th and MacArthur was a happening place over the weekend, and the results of the sale once again gave the industry a clean bill of health.

“It went really well; we are very pleased,” said Heritage Place General Manager Jeff Tebow. “We went with a different format from previous years. We broke up the sale into different sessions, based on breeds. We had quarter horses for 2.5 days (Thursday, Friday and part of Saturday) and the paints and thoroughbreds on Saturday afternoon.”

Nearly \$8.7 million in horseflesh was purchased. The horses were yearlings, in-utero embryos and breeding stock, and 909 quarter horses, 149 thoroughbreds and 47 paints were offered.

“We split the breeds into different days for people who wanted to look at thoroughbred or paints and couldn’t come more than one day,” he said. “It was well-received.”

The 2007 sale totaled \$9 million, but 326 more horses were offered last year, and that was by design.

“We were down slightly in gross sales, but that was because we had 1,433 horses last year and wanted to reduce it to about 1,100,” Tebow said. “We just don’t have the facility and the infrastructure to sell that many. It worked out well.”

The sale only had 11 percent repurchases.

“That’s down from 19 percent in 2007, and we’re proud of that,” Tebow said. “It means we did a better job of selling.”

The overall sale average was up over 20 percent, from \$7,436 last year to \$8,931 this session. There were 866 sold, 105 repurchased and 132 withdrawn.

“We’re tickled to death with those numbers,” he said. “Expenses are less with

fewer horses.”

The sale drew about 4,000 horse owners and breeders from throughout the United States and from as far away as Brazil, Mexico and Canada.

The sale topper was \$125,000 for an in utero purchased by Ray Willis of New Mexico.

Dee Raper, president of the Oklahoma Quarter Horse Racing Association, said the sale is only getting better.

“I haven’t seen that many people there in 10 years,” Raper said. “The biggest thing was that buybacks were lower. That figure is normally about 25 percent. In those cases, the horses didn’t reach what the people wanted to sell them for and they bought them back. There were a lot of nice horses; five went for over \$100,000, which is very good.”

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