



2011 Auction & Bidding Rules

Sale Terms and Conditions

It's Simple! It's Easy! It's Fast! It's All Online!

This year, Nelson Cattle Company's Club Calf Paradise Labor Day Sale will be held online at www.clubcalfparadise.com. All you have to do is register to bid, pick your calves and be available when the auction closes online. Easy as 1, 2, 3! No more phone calls - unless you need to call us for help!

STEP 1: REGISTER TO BID.

You can register to bid in person at Club Calf Paradise. You can register to bid on the phone by calling us. You can register to bid at www.clubcalfparadise.com. Just fill in the bidding information and we will assign a bidder number to you. When you register to bid, you are agreeing to the sale terms and conditions. You must be 18 years old to bid.

STEP 2: PICK YOUR CALF.

You can visit us personally at Nelson Cattle Company and get the hands on view of all the calves or you can view video of all of the calves at www.clubcalfparadise.com. We love it when you come to the Club Calf Paradise Bunkhouse personally and join us for some bunkhouse hospitality and get to know us and our consignors. If you can't make it to Western Iowa for the Labor Day circuit, just shop online and call or email us with your questions. We will honestly represent the calves and answer all of your questions. If you want to talk to the consignor of the calf personally, just let us know and we will get you in touch!

STEP 3: BID!

You can bid anytime after the sale goes live on the internet - around August 24, 2011. After you are registered you can bid in person or on the phone until 6:00 p.m. on Labor Day. You can bid online at any time until the auction closes. At 6:00 p.m. on Labor Day the Club Calf Paradise Count Down Clock begins. **ALL BIDDING WILL BE CONDUCTED ONLINE AT THIS POINT.** A ten minute auction period will start at 6:00 p.m. and the auction will close when a ten minute auction period passes and no bids are entered. If a bid is entered during any ten minute auction period, then the Count Down Clock starts over at ten minutes. You can bid on any calf in the sale until the Count Down Clock stops. You can also enter a proxy bid online at any time until the Count Down Clock stops. All lots are open for bidding until the Count Down Clock stops. If you are the high bidder on any lot when the Count Down Clock stops, you are the winner!

If you have any questions or experience any problems bidding, please call Juli at 712-269-6275

If you cannot be on the website at 6:00 p.m. and you want to bid you can call any of the following numbers and we will place your bid online for you. You must contact us, we will not be calling bidders this year. Please call any of the following numbers:

712-269-6275

712-269-6351

712-263-5109

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1. Max Bidding. If you cannot be available for the online portion of the auction, you can place a Max Bid at any time. You must log on to the auction site at www.clubcalfparadise.com, enter your ID and password and enter your bid where indicated. All Max Bids are confidential. A Max Bid is the maximum amount you will pay for the calf you have chosen. You can decide on your bid limit and simply enter it as a Max Bid and the website will bid for you until your bidding limit is surpassed. If the auction ends before your Max Bid is reached, you will be the winner!

2. Bid Increment. Bids are accepted in \$100 increments until a calf reaches \$2,000.00. After a calf reaches \$2,000.00 the bidding increment will be \$250.00. You can jump the bid on any calf to any amount, however your bid must match the bidding increments. For example, you cannot bid \$2,100.00 on any calf. After \$2,000.00 the next appropriate bid is \$2,250.00. Likewise, you cannot bid \$1,750.00 on any calf. Before the calf reaches \$2,000.00 bids are only accepted in \$100.00 increments. You would have to bid \$1,700.00 or \$1,800.00 on that calf.

3. Payment. Payment is due immediately at the close of the auction. We will invoice you by email. The total amount of your purchase is due at the close of the auction. Payment must be made in good funds in US Dollars. Please mail payment to:

Club Calf Paradise
PO Box 25
Denison, IA 51442.

If you do not receive your invoice by email within 24 hours after the auction, please call Juli at 712-269-6275.

4. Pick Up. You can pick your calves up at Club Calf Paradise following the close of the auction. All calves will need to be picked up prior to September 17, 2011.

5. Contract. When you bid in the Club Calf Paradise sale, you are entering into a

binding contract with the owner of the calf. You are agreeing to purchase the calf for the amount of your bid. If you are the winning bidder, you are contractually bound to pay for the calf.

6. Agency. Nelson Cattle Company, LLC d/b/a Club Calf Paradise acts only as an agent for the Seller. All contracts are between the winning bidder and the consignor of the calf.

7. Feed. We will provide feed and care for your calves until you pick them up. If you do not pick up your calves by September 17, 2011, we will charge you \$6.00 per head per day for each day after September 17. You will need to pay your feed bill when you pick up your calves.

8. Finance Charge. A finance charge in the amount of 1.5% per month will accrue on all amounts not paid when due.

9. Ownership. If you are the winning bidder on any calf, you own that calf at the conclusion of the auction. Risk of loss passes to the buyer.

10. Warranty. Club Calf Paradise is a show calf auction. No breeding guarantee or other warranty of any kind is made on any calf selling on the auction. If you purchase a calf for breeding purposes you should contact the consignor of that calf to inquire as to breeding guarantees. Any warranty or guarantee made to you by any consignor is solely a matter of contract between you and the consignor. Nelson Cattle Company, LLC d/b/a Club Calf Paradise makes now warranty, express or implied. Buyer waives all express and implied warranties.

11. Agreement. By placing a bid on the Club Calf Paradise sale, you agree that you have read and understand the sale terms and conditions.

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