



The WB Digital Sale Ring User Guide

HOW TO REGISTER & BID

Create an Account with CCL.live (new CCL.live buyers only)

- Enter required information and create your password.
- Wait for CCL.live approval via text message or email.
- You only have to go through this process one time.

Get A Buyer Number

- Go to Sale Schedule page on CCL.live
- Select the Western Bloodstock Digital Sale Ring page – LiveOnline™
- Click “Watch-Bid-Buyer Number”
- Log In
- Click “Get Buyer Number”
- Enter Credit Card Information for identification verification purposes only.
- You will receive a sale specific buyer number for this sale.

IMPORTANT BUYER INFORMATION

- Be sure to read Auction Notice, General Procedures & Conditions of Sale carefully.
- Optional Radiographs available through Asteris if provided.
- Contact information for each horse will be provided on catalog page.
- Understand the BID NOW button is very sensitive and if you are on a cell phone or small device you can easily scroll up or down and touch the BID NOW button.
- Any purchases that you make will be listed on the auction page under “Your Purchases”.

HOW TO PAY & TRANSFER OWNERSHIP

- If you are the successful bidder you will receive an invoice that confirms your purchase.
- You will receive payment information from Western Bloodstock, Ltd.
- Payment Options (check or wire transfer only day of sale or 1st business day following sale)
 - o Check payable to Western Bloodstock, Ltd sent via overnight service (FedEx or UPS only) to:
 - Western Bloodstock, Ltd, 9710 Mineral Wells Hwy, Weatherford TX 76088
 - Tracking confirmation must be emailed to Western Bloodstock.
 - o Wire Transfer to Western Bloodstock, Ltd – wire instructions will be included in your payment information email.
 - Wire confirmation must be emailed to Western Bloodstock.
- AQHA Transfer Information
 - o “Transfer Information Form” will be included with your payment information email. Must be completed and returned to Western Bloodstock, Ltd with payment confirmation.

RELEASE OF HORSE

- Seller agrees to keep horse for 10 days after sale of horse free of charge to the buyer.
- When payment is deemed sufficient, horse will be released for pick up.