

# TAYLOR MADE DIGITAL

PLUG INTO  
THE WORLD'S

#1 THOROUGHBRED  
NETWORK



FasigTipton

Our approach is the major reason  
**Taylor Made is the CLEAR digital sales leader!**

- **Pioneers of the platform** – selling digital since 2021
- In house **marketing** department with full time **videographer** and **photographer**
- In house **research** department to provide market segmentation for horse specific campaigns
- **10 Thoroughbred Advisors** committed to finding the perfect buyer for each horse.
- Talented and extensive **support team** ready to deploy to tracks and regional markets as needed.



SALE TOPPER \$740K MENSA

## Taylor Made Digital By The Numbers

443 Horses Consigned

84% Clearance Rate

50 horses Sold for \$100,000 +

Gross Sales of \$17,418,440

#1 Digital Consignor In North America by a country mile!

(As of 8/29/24).

*“There is a temptation for owners and trainers to approach the digital platform on their own, but with so many moving parts it is crucial to have a team that is experienced and dedicated to maximizing your outcomes as a seller. **Taylor Made is MADE for the digital platform.**”*

Jak Knelman

SOLD 8 HORSES FOR  
**\$300K+** ON THE DIGITAL  
PLATFORM APRIL 2024

Contact Us



859-885-3345



www.TaylorMadeFarm.com

# TAYLOR MADE DIGITAL

**Benefits of Digital Sales Convenient. Less Stress On The Horse and You! Cost Effective. Flexibility in Offerings.**

“ONE OF THE MAIN REASONS I LIKE BUYING AND SELLING ON THE DIGITAL PLATFORM WITH TAYLOR MADE IS BECAUSE I GET ACCURATE INFORMATION ABOUT THE HORSES AND HAVE NEVER BEEN MISGUIDED. TAYLOR MADE IS THE CLEAR FRONT RUNNER WHEN IT COMES TO CONSIGNING AND SELLING DIGITALLY. THEY, LIKE ME ARE NOT ABOUT MAKING A SINGLE SALE BUT BUILDING A CUSTOMER BASE THAT WANTS TO RETURN TIME AND AGAIN TO DO BUSINESS.”

ELLIOTT LOGAN, TEC RACING

“TAYLOR MADE HAS BEEN INSTRUMENTAL IN OUR DIGITAL SALE SUCCESS. THEY HANDLE ALL OF THE LOGISTICS FROM PROFESSIONAL WALKING AND CONFORMATION VIDEOS TO ENSURING MY HORSES’ CAREER “HIGHLIGHTS” ARE PROMINENTLY FEATURED. ALL OF OUR 17 DIGITAL ENTRIES SOLD, AND FOR A MUCH LARGER AMOUNT THAN WE PROJECTED. ONLINE SALES ARE HERE TO STAY AND TAYLOR MADE IS ATOP THAT EVER CHANGING MARKET SECTOR.”

JON GREEN, DJ STABLE

TESTIMONIALS

## What works best in the Digital Sales Platform?

- Quality horses with immediate potential for use:
  - ✓ Horses with recent pedigree updates.
  - ✓ Sound racehorses which are ready to run at good tracks.
  - ✓ Retired fillies off the track that can breed immediately.
  - ✓ Young horses with strong physicals that will photograph and video well.

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