

To Our Valued Customers and Friends,

On Friday, April 10th will be our 20th Annual Bull Sale. Due to the unpredictable nature of the current health crisis, and for the well-being of everyone, we have decided to run a strictly online sale. The sale will be done in the horse race format. There are advantages to this format, if you don't get the bull you want, you can go to your next choice and bid, or bid on multiple bulls at once. If you do not feel comfortable bidding in this manner, give us a call. We can handle your bids in complete confidentiality. We want to thank our sale staff for their understanding during this emotional time, as we made the difficult decision to change our way. The main goal is to keep everyone safe and healthy during this stressful situation. It will occur on April 10th from 9:00 a.m. to 7:00 p.m. or until bidding ends. Online bidding will be available through DV Auction.com. Please pre-register to bid prior to sale day by visiting their website. This is a very easy process, but please do not hesitate to call if you need help. We want to make this to be as stress free for you as possible, and want you to feel safe and comfortable, so we feel this is the best route for everyone.

We invite you to come and look at the bulls prior to sale day. We will gladly discuss the bulls and help you in any way with information about the bulls. Please call ahead. You can find videos of the bulls online at www.southviewranch.com or on DVauction.com. You can call Shane 306-869-8074 or Keaton 306-815-7233 for help. They know the bulls and can recommend bulls for your program. We stand behind our Sight Unseen Purchase Program.

U.S. buyers please feel free to take part in the sale as there are no trade barriers.

We sincerely appreciate your continued support and thank you for your understanding as we work together to overcome this global crisis. So, pour yourself a drink, and join us online for our 20th annual sale from your own home! Take Care!