



## VIEWING THE AUCTION

The auction will be broadcast online at **Bid.SuperiorLivestock.com** and the pre-recorded videos and lot descriptions will be hosted there. You do not need an account just to watch the auction or view videos of the sale offering.

## ONLINE BIDDING

Go to **Bid.SuperiorLivestock.com**. If you have not registered there before you will need to create an account. The first time you register an account you will receive a confirmation e-mail that you must click on. Once you have completed this, select the High Plains Ranchers & Breeders Association (HPRBA) auction and click the "Request a Buyer Number" button. The first time you request a buyer number you will instantly be sent a confirmation code via text. Enter that code in the login portal and you will see that your buyer number is pending. At this point Superior's office will contact you and send you HPRBA's custom registration form. Once Superior has received a completed copy they will approve it and you will see your name and buyer number on both the video preview page and the online bidding page when you are logged in. **THIS FORM MUST BE COMPLETED AND SENT TO SUPERIOR NO LATER THAN WEDNESDAY, MAY 31, 2023.** If you have an account at LiveAuctions.tv you may skip the registration process and use those login credentials to request a buyer number as LiveAuctions is a division of Superior Livestock. For more details on registering an account and also how to bid, you may watch a tutorial at [Bid.SuperiorLivestock.com/how-it-works](http://Bid.SuperiorLivestock.com/how-it-works).

## TURN IN BIDS OVER THE PHONE

This is Superior's traditional method of buying cattle and is the suggested process for anybody who does not have consistent, high-speed internet. You still must register an account at [Bid.SuperiorLivestock.com](http://Bid.SuperiorLivestock.com) and request a buyer number. Once you receive a buyer number you will see the bid line phone number. Just watch the auction online and call in at least 2 lots ahead of the lot you are looking to bid on. A Superior Livestock representative will be with you on the phone and assist you in placing bids.

**FOR HELP WITH REGISTRATION OR ANY PART OF THE BIDDING PROCESS PLEASE CALL SUPERIOR AT (800) 422-2117.**