



VIEWING THE AUCTION

The auction will be broadcast online at Bid.SuperiorLivestock.com and the pre-recorded videos will also 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 for Superior's new online bidding platform. 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 auction you would like to bid on and click the "Request a Buyer Number" button. The first time you request a buyer number you will be sent a confirmation code via text. Enter that code in the login portal and you will receive a buyer number. This 2-step verification process will only have to be done once and in the future you will be able to simply login and request a buyer number and receive it instantly for any auction. Once you have successfully registered and received a buyer number it will show your name and buyer number on both the video preview page and the online bidding page when you are logged in. 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

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 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 will assist you in placing bids.

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