

DOUBLE DOLLAR ROPING HORSE SALE: STAYS STRONG IN A WEAK ECONOMY

In a tough economy, you'd think one of the first places people would start scaling back their spending might be on top-of-the-line horseflesh. The 11th annual Double Dollar Roping Horse Sale at the South Point Casino during 2009 Wrangler NFR week proved that while the economy has made a difference, people are still looking for dependable rope horses.

"It went really well," said Greg Kesler, owner of Double Dollar. "You could feel the economy, but my personal horses went better than I expected. This year there weren't as many of those top, seasoned, big-time horses at the sale as there was in the past."

His top horse went for \$41,500, the top 5 averaged \$25,800, the top 10 averaged \$20,600 and the average on the 83 roping and barrel horses was \$10,700. There were horses in all price ranges from \$6,000 on up.

"I've attended the sale four years in a row and liked what I saw," said amateur roper Mark Loeffler, who lives in San Diego. "I've been to Greg's home and they're good honest people.

They just sold me on it. I'm a No. 3 roper that does a lot of trail riding. I just retired a horse and I'm originally from Utah. I was there on business and I went to Greg's and stayed for three days and he and I hit it off and we became good friends. I rode all kinds of horses. He recommended three horses. I looked at the videos, called some other consignors and talked to his son, Quinn, a lot."

After waiting and watching, Loeffler bought a four-year-old dun gelding nicknamed Dunny Boy for \$14,000.

"I've had him for two or three weeks and he has been exactly what Greg said he was and then some.

Beautiful nice-minded horse that I couldn't be happier with."

"The bulk of them go for what they're worth—maybe even the top end of what they're worth," Kesler said. "People hear about the top end and think they can't afford to go to the Double Dollar. But you put that many nice horses together and every year there are some steals. I think the horses, all in all, were maybe

off \$2,000 to \$4,000 of from what they have been prior to the drop in the economy. The bulk of them went for that \$6,500 to \$13,000 range which is what they're worth."

So the question becomes, how does the Double Dollar sale stay relatively strong in such a tough economy? Kesler thinks is primarily because of the scrutiny he puts his consignors through.

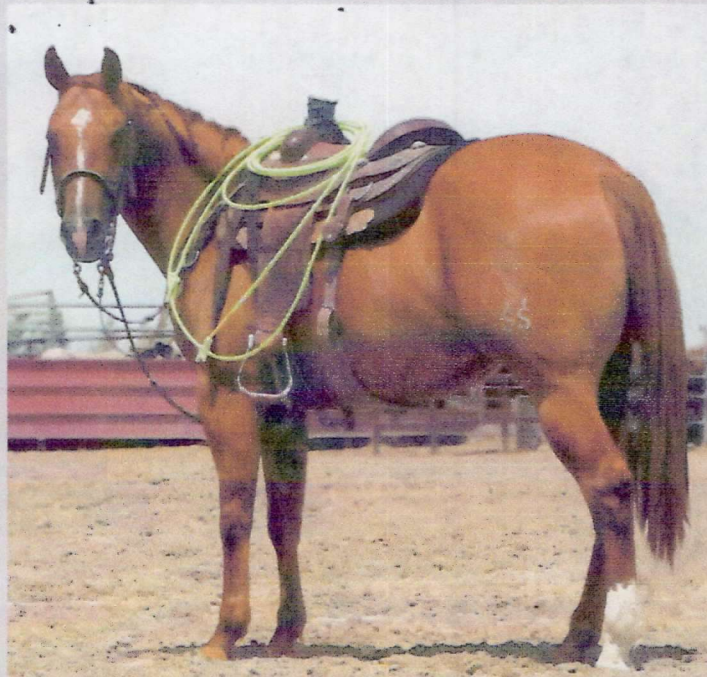
First of all, the sale is by invitation only. Each year after the sale, Double Dollar calls every buyer to make sure that the consignor represented the horse accurately and that the buyer had a good experience overall with the consignor. Then the

consignors who honestly represented their horses and took care of their horses had first chance to participate the next year.

Each consignor is limited to four horses, must be a breeder or a trainer, must pay a \$500 catalog fee and a 5% commission whether the horse sells or not.

"I want them to bring them there with the intention of selling them," Kesler said. "By March 1, they have to send \$100 deposit to hold their spot for the upcoming year. Then by July 1, they have to have original copies of the horse's papers, video and photos of their horses in. For the most part, we're full from March on."

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Dunny Boy, a four-year-old gelding by Aint Dun Shining, was the first horse to sell at the Double Dollar sale at the South Point Hotel and Casino in Las Vegas and he went to Mark Loeffler for \$14,000.