



NEW AUCTAV INTERFACE What's new?

Auctav's website and app are getting a fresh new look this spring. Here are the updates! Auctav continues its innovation policy and presents a new website with a modernized and more ergonomic design to support all sales throughout the year, whether they are online, flash, or at Haras de Bois Roussel. A simplified customer journey and a new optimized tool for sellers and buyers, with new features.

A more refined aesthetic

The website has been refreshed this spring 2024. A renewed aesthetic and more simplicity for faster and more ergonomic navigation. Since its creation, Auctav has multiplied online sales but also facilitated smooth and transparent sales both online and in-person, as demonstrated by the three sales held at the Haras de Bois Roussel headquarters. Access to the sales platform has been simplified for bidders. Thanks to its digital expertise, Auctav allows you to bid with even greater ease.

Sales, catalogues, results, news at a glance

Thanks to a filtering system, you can better select the lots that interest you: stallions, sellers, sex, age, breed, etc. Practical for targeted searches and to make your prospecting as easy as it is quick, especially for sales at Haras de Bois Roussel. On the results side, the new auctav.com site offers more readability for easier reading, whether on a computer, smartphone, or tablet.

The user journey has been completely redesigned from the homepage to offer quicker access to the live sales, catalogues, results, and the latest news. The private space is also clearer and allows you to find your favorites.

Complete and personalized horse' profiles

Auctav, due to its online nature, has always focused on a very comprehensive approach to online horse profiles. For a Flash Sale, monthly sales, or major annual sales, the horse profiles maintain their depth of information and gain in clarity. The vendor's note is more highlighted than ever alongside a complete repository fully aligned with each type of lot.

Special mention for the repository with a novelty for clarity: the list of documents that will be available (Certificates, vaccinations, ultrasounds, scopes) will be indicated as well as the progress of the file. A real plus to know the expected results and the progress of the consultation to avoid requesting an ongoing file or requesting additional examinations.

Your selection pinned and favorites highlighted

Here are two small tools that complement the many advantages of the new site. They will prove extremely useful for sales with a large number of lots: the pin and the favorite.

The pin allows you to bring all your chosen lots to the top of the list: ideal for bidding on several lots to keep an eye on all your objectives.

Designating a favorite creates a selection of lots that caught your attention and that you can easily find in your personal space. And another time saver, these favorites generate, for physical sales, a guide to optimize your inspections in the yards of Haras de Bois Roussel.

Explore Auctav's universe

From auctav.com, quickly navigate to the other two branches of Auctav: AuctavArt for art object sales with several sales throughout the year, notably the one to be held on August 23, the day after the Selected Trotter Yearling Sale. The other option of Auctav is AuctavEvent: are you looking for a special place for an event? With its large modular marquee that can accommodate up to 600 seated people and its beautiful outdoor spaces, Haras de Bois Roussel becomes a new offering in Orne for weddings, seminars, etc.

The screenshot shows the Auctav website interface. At the top, there is a navigation bar with the Auctav logo, a language selector (English Version), a user profile (Céline), and a 'Next sale 3-13' button. Below the navigation bar is a search bar and a main image of a horse stable. A central panel displays 'ENTRIES' and 'RESULTS' sections. The 'ENTRIES' section lists upcoming sales: 28 May Monthly Sale May, 25 Jun Auctav Arabian Summer Sale, 22 Aug Selected Yearling Trotters sale, and 04 Sep Rouges Terres Sale. The 'RESULTS' section lists past sales: 07 May May FLASH Sale, 25 Apr April FLASH Sale #3, 19 Apr April FLASH Sale #2, and 08 Apr April FLASH Sale. Below this, a 'CURRENTLY' section features two 'ENTRIES OPENED' cards. The first card is for the 'MONTHLY SALE MAY' on Tuesday 28 May 2024 from 6:00 pm to 6:30 pm, with online sales and registration until 21 May. The second card is for the 'AUCTAV ARABIAN SUMMER SALE' on Tuesday 25 June 2024 from 12:00 pm to 12:30 pm, also with online sales and registration until 11 June. Both cards include a button for 'Online entries'.

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