

Swettenham Announces New Fee Structure

In this presently depressed market many breeders have incurred losses on 2008 service fees before the resultant foal is born. If the stallion has not returned on a shuttle then the loss is sometimes even more acute. So it is refreshing to see a Stud prepared to protect breeders with a scheme that allows them to average out fees on a two year comparison.

This rewards breeders when they have supported a stallion in the year prior to him having a substantial rise in service fee. Importantly it protects them in this current environment when pressure on service fees has the capital invested in 2008 already out of sorts with the fees for the same stallions in 2009.

Swettenham Stud offer Early Bird deals and they are substantially cheaper than the advertised fee, but generally available for only a short time. Breeders booking early get a decided advantage. However, even if you wait and book normally you will still be protected by the Early Bird deals as they are the basis for working out the Capital Investment Protection Scheme over the two consecutive bookings.

Calculation is easy and involves just four steps:

- Simply book two years in a row and be rewarded (even if you missed the Early Bird Fee).
- AVERAGE the two Early Bird Fees (Year 1 to Year 2).
- Calculate the difference between first Early Bird Fee and the average.
- Take that difference off the Second Early Bird Fee.

You are now protected in a changing market. Look back and you will have actually paid less than the average - a result of the Swettenham Stud Loyalty Bonus.

As an example consider:

Example Depressed Market

Dash For Cash 2008 to 2009	Excl. GST
Average	\$13,500
Early Bird Fee Year 1 2008	\$15,000
Early Bird Fee Year 2 2009	\$12,000
Difference Yr1 to Average	\$ 1,500
You Pay Year 2	\$10,500
Your average after 2 years	\$12,750

Example Rising Market

Dash For Cash 2009 to 2010	Excl. GST
Average	\$16,000
Early Bird Fee Year 1 2009	\$12,000
Early Bird Fee Year 2 2010	\$20,000
Difference Yr1 to Average	\$ 4,000
You Pay Year 2	\$16,000
Your average after 2 years	\$14,000

Early Bird fees announced for Swettenham Stud closing May 31st 2009: Stallion

Early Bird Fee

Advertised Fee

Bianconi \$5,800 plus GST (\$6,380 with LFG)\$8,800 incl. GST. Court of Jewels \$2,400 plus GST (\$2,640 with LFG)\$4,400 incl. GST. Dash For Cash \$12,000 plus GST (\$13,200 with LFG)\$17,600 incl. GST. Hold That Tiger \$6,750 plus GST

(\$7,425 with LFG)\$9,900 incl. GST.Host\$10,750 plus GST (\$11,825 with LFG)\$15,950 incl. GST.Keep The Faith\$6,000 plus GST (\$6,600 with LFG)\$8,800 incl. GST.Soldier's Tale\$10,800 plus GST (\$11,880 with LFG)\$15,950 incl. GST.1st Season Sire Kaphero\$7,500 plus GST (\$8,250 with LFG)\$11,000 incl. GST.