

Osarus

Spotlight

The new kid on the block is all grown-up

Compared to institutions like Tattersalls and Goffs, Osarus is a relatively new arrival amongst Europe's principal sales agencies. Based in the South West of France, the company held its first sale in 2008 and so has yet to celebrate its tenth birthday. This year will mark the eighth edition of the Osarus Yearling Sale, held at La Teste de Buch Racecourse in Bordeaux, and Director Emmanuel Viaud is confident that the promising start made by the infant sales agency will continue in the future. *"It is never easy starting from scratch in this industry. A lot of smaller French breeders were looking for an alternative to the main sales agency and we wanted to offer them a more personalised service than they were getting elsewhere. It was not easy early on, as we started out with a low standard of horse. However, the various members of our team have a great deal of experience in this area and people realised very quickly that we were capable of organising a professional sale. We have continued to grow ever since."*

After the first Osarus Sale in 2008, the fledgling sales agency subsequently added a jump sale in 2010 at Le Lion d'Angers and a flat breeze-up sale at Pornichet Racecourse in the West of France. In 2014, Osarus added a mixed sale at Clairefontaine Racecourse, on the outskirts of Deauville, to their calendar. *"We used to go from November to April without a sale, so we sat down to come up with a viable option. We came up with the idea of holding this mixed sale on the eve of the already very popular Route des Etalons. It was difficult to get off the ground, as it was a first for us to host a sale in this region, but I am very pleased with how well it has developed so far and I think it is a good place to have a sale at that time of year."*

The promising beginning of Osarus did not fail to go unnoticed and in 2012 an alliance was formed between Tattersalls and the French sales agency, the aim of which was for the former to provide the latter with administrative and financial support, notably by guaranteeing vendor payments, as well as acting in an advisory role. After a few years in which this alliance proved successful, Tattersalls took a majority share in the company in 2014. *"Tattersalls have shared their extensive knowledge and expertise with us, which has been a huge benefit to our development."*



Last year's sale at Clairefontaine

Just last week we had their Marketing Director Jimmy George and French representative Bertrand Le Metayer come and visit our site in La Teste to view the recent developments. We are working very hard with Tattersalls to make the Osarus name known around the world."

The results of this valuable association are clear to see in the continuing growth and the improvement in the quality of their catalogues. The most obvious proof of the latter is in the consistent success of their sales graduates on the racecourse. Some of the most successful horses to have passed through the Osarus sales ring since the beginning include Gr.1 Prix Royal Oak winner **Les Beaufs (Apsis)**, dual Gr.1 French Champion Hurdler and new sire for this year **Gemix (Carlotamix)**, as well as the Listed winner and multiple Gr.2 and Gr.3-placed **Kenzadargent (Kendargent)**. More recently the sales agency can be proud of graduates such as **Evasive's First (Evasive)**, who was purchased for €24,000 at the September Yearling Sale 2013 and has already earned over €173,000 in prize money with five wins and two places from seven starts, including a Gr.3 and Listed success for purchaser and trainer Frederic Rossi and owner Jean-Claude Seroul. Talented young horses from the 2014 Breeze-Up Sale include **Masterblaster (Sunday Break)**, who was bought for €70,000 by trainer Jean-Claude Rouget from Haras du Chene and has won one of his two starts to-date by over



Selling at the September Yearling Sale

five lengths, and **Cozy Girl (Footstepsinthesand)**, who was bought for just €9,000 by Paul Nataf and already has three wins and four places from seven starts. Another hope for the future is the unbeaten **Djoko (Air Chief Marshal)**, who was consigned by Haras des Granges at the September Yearling Sale in 2013 and purchased by Sylvain Vidal on behalf of owner Gerard Augustin-Normand for €26,000.

Emmanuel Viaud is clearly proud of the success of these Osarus sales graduates, the fruit of eight years of hard work. *“It is very important for us to continue to show buyers and purchasers alike that we are capable of putting together a top quality catalogue, and the best way to do that is to have success on the racecourse, where it counts. Good horses in top-class races: that is the kind of advertising that money can’t buy. It is important to remember that we are not playing in the same league as the main sales agencies: last year we recorded a total aggregate of €6 million. My job is to do everything possible to optimise our catalogues at our level and ensure that people want to come to our sales for both professional and personal reasons. People are happy to come down to La Teste for the sale and it is now a proper part of the sales calendar. In the beginning we were treated as the emergency option, but we can already see a change in people’s attitudes. We have worked hard to win the loyalty of our clients and we now have a strong following in Ireland, the United Kingdom and, of course,*

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France. People know that they can get good value for money at an Osarus sale, although it is harder to get a cheap bargain than it was in the early days. We are always pleased for both the vendor and buyer when a horse sells well and goes on to be successful, as it means we have done our job well and they will trust us with their business again in the future.”

So what does the future hold for this still relatively young sales agency, as it continues to grow from strength to strength? Not content to rest on his laurels, Viaud has big hopes for Osarus. *“We have added more stabling to our complex at La Teste de Buch Racecourse and we now have 300 stables on site. We plan on having 250 yearlings at the sale in September this year. Another development for this year is that we will hold our Breeze-Up Sale at La Teste for the first time, instead of at Pornichet Racecourse, as in previous years. Our January Mixed Sale is still in its infancy and it is another market that can be improved on in the future. I hope that we can continue to develop and improve the quality of all our catalogues and to entice people to visit our complex in La Teste for a unique sales experience.”*

Sally Ann Grassick



The Osarus team in action

picture courtesy of www.osarus.com

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