

**DIAMOND-MCNABB RANCH HORSES**  
**CONVERSE COUNTY, WYOMING**

December, 2011

Ken McNabb

Diemer True

[www.DMhorses.com](http://www.DMhorses.com)

[horses@wyodiamond.com](mailto:horses@wyodiamond.com)

(307) 233-3909

Dear Diamond-McNabb customers and fellow saddle-horse enthusiasts,

First, we'd like to thank you for being involved – to one degree or another – in the progress of the Diamond-McNabb Ranch Horse from a mere idea to an established fact. We are grateful that so many of you have encouraged our effort, offered advice, lent a hand or purchased a riding horse from us.

Now that we have the first three Ranch Horse Sales behind us, we have learned a few things about what matters to people and how to proceed. Today, we'd like to share some thoughts on getting the most from our Sale and our Good Fit Guarantee.

**The Guarantee.** Each year, we have offered what we call a "Good Fit Guarantee" in order to increase your satisfaction with the horse you buy from us. Almost all horse sales offer a basic Soundness Guarantee that the animal is in good physical condition and free of certain problem behaviors – we do, too. In addition, we guarantee that you will get along with your horse, for your uses and your lifestyle. If you don't get along with him during 30 days at home, we take him back (subject to certain conditions) and you get credit to buy another horse in next year's sale. (The complete terms of the Guarantee are written in the catalog and on our website prior to Sale day.)

**The Benefits.** Frankly, administering an after-the-Sale guarantee is a hassle. But, we continue to believe in the benefits, and so we intend to carry on. First, holding ourselves to this Guarantee keeps us on our toes – bringing horses to the Ranch Horse Sale that represent a high level of quality and a minimum of problems. Second, it encourages us to get to know you – our customer or prospective customer – so that we can help match you up with a horse that will "fit" you. This is good for both of us! And third, the Guarantee gives you confidence that you can bid on auction day without an irreversible mismatch with your new horse, should a mismatch occur.

**The Distinction.** As you notice, we do not offer a money back guarantee – we offer to fulfill the Good Fit Guarantee with a horse that suits you, which is what you came to find. When you hear that other horse sales offer a satisfaction or performance guarantee, look closely and you will find that this usually means only that the horse was not misrepresented in the catalog or the sale ring. Please notice this distinction: to obtain satisfaction from our Good Fit Guarantee, you don't have to argue that we misrepresented the horse, you just have to determine that you didn't get along with him within 30 days after the Sale! We believe this is a much more robust guarantee than the alternative.

**Making the Most of the Good Fit Guarantee.** As we have worked with horse shoppers, horse buyers and yes, "horse returners" over the last three years, a few key observations have emerged. These tips will help you get the most from the Sale and the Guarantee:

- *Do your homework.* People tend to match up with the best set of horses to suit their needs when they have perused the website and catalog and narrowed their choices before arriving at the Ranch Horse Sale.
- *Get in touch.* Once you have identified a group of horses to consider, the Diamond-McNabb staff can shed additional light on the animals – their experience, personality, degree of training, etc. – if they get to talk with you. We do our best to answer questions via email and telephone in the weeks before the Sale.
- *Attend in person.* We do offer telephone bidding and Internet bidding on auction day. But, we find that people get the best results if they are at the ranch in person to see the horses for themselves and to watch the preview rides.
- *Talk to the rider.* On Friday and Saturday of the Sale weekend, all Diamond-McNabb and consignment riders are present at the Arena. Ask them your last minute questions and describe what you are looking for in a horse to assure that you've found the right one(s) before the auction begins. This rider has ridden the horse for months or years, and they are here to help.
- *If you get your horse home and have an issue to address, contact us for help before the Guarantee expires.* If you wait until Day 30 to ask for help with an issue, you may feel pressured to either keep him or return him, period. But, if you contact us with time to spare, we can help you diagnose the likely cause of the issue and recommend ideas to solve it.

**The Good Fit Guarantee and the 2012 Ranch Horse Sale.** At our Fourth Annual Ranch Horse Sale, June 2, 2012, we will continue to offer our unique Good Fit Guarantee as part of our effort to bring you a distinctive ranch-experienced, McNabb-trained product that makes you happy. Please understand that we will administer the Guarantee strictly according to its key terms\*:

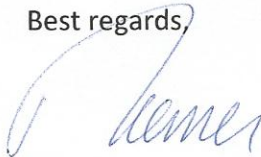
If a customer wants to return a horse, we must be contacted within 30 days after the Sale.

Upon return, we will issue credit for use in the following year's Ranch Horse Sale, and assistance to help you choose the kind of horse you are seeking in that Sale. We cannot issue cash refunds nor a substitute horse prior to the following Sale.

*\*Complete and official terms of the Good Fit Guarantee are published in the catalog and on our website in advance of each sale.*

At Diamond-McNabb, we love what we do and we want to be selling quality horses to satisfied, repeat customers 15 years from today! So, we are trying to set high standards for the horses and our business. If you are considering coming to the 2012 Ranch Horse Sale and if the Good Fit Guarantee is an important part of your determination of where to buy a horse, please feel free to contact us to discuss. We are available by email at 'horses@wyodiamond.com' or you may contact Diemer, Ken, Kip or Hailey by telephone and we will do our best to answer your questions.

Best regards,



Diemer True



Ken McNabb