

# SALES

AND THE IMPACT

KEY FACTOR EQUINE

HAS ON SALE

HORSES AS RUNNERS



# **KEY FACTOR EQUINE IMPACT OF SALE RESULTS**

One of the obvious applications for the KEY FACTOR is applying it to potential racing prospects before they are purchased.

Whether it's as yearlings, weanlings, or 2-year olds in training, the knowledge of whether the racing prospect has the KEY FACTOR should be extremely important as the following results show.

Before making the KEY FACTOR information available on a limited basis for the 2017 Keeneland September Sale, we decided to first go back and see what prior results would have been.

Wanting to use a large sale that was also fairly recent, yet old enough where most all runners have shown their highest potential, we selected the 2013 Keeneland Sale.

Through a painstaking endeavor, every entry was analyzed, regardless of whether it sold, for its racing accomplishments at the time, and whether it had the KEY FACTOR.

I was confident, from all the years of research, that the KEY FACTOR would have a big impact on the results, but had no idea it was going to be as powerful as it was.

**THE RESULTS ARE ASTOUNDING!!**

# KEENELAND 2013 SEPT. SALE

(Updated Feb 2018)

**Yearlings WITH the  
Key Factor**

(3398 yearlings)

**Yearlings WITHOUT  
the Key Factor**

(510 yearlings)

**Grade 1 SWs**

**29**

**1**

**Grade 2 SWs**

**25**

**0**

**Grade 3 SWs**

**30**

**4**

**MILLION \$ EARNERS:**

**22**

**0**

**(100% of million \$ earners had the Key Factor)**

# **IMPORTANCE OF KNOWING IF THE KEY FACTOR EXISTS:**

\*\*\* The Sale Topper at this 2013 Keeneland September sale was a War Front colt, named Treaty of Rome, who sold for \$2,500,000 and did NOT have the Key Factor. He now has earnings of \$29,171 from 24 races.

It clearly shows that no matter how good a potential runner is bred, how good he looks, how he vets, or how he scopes, if he/she doesn't have the KEY FACTOR in their pedigree they will have very little chance of succeeding at an elite level. \*\*\*

# **KEY FACTOR EQUINE IMPACT OF SALE RESULTS**

**(cont.)**

Six months later, around December of 2017, I decided to go back even further and look into the results of another Keeneland September sale. As I stated earlier, I'm constantly applying the KEY FACTOR a number of different ways to give it the opportunity to show any weakness. To date I have yet to find any. It's been very consistent throughout the years. (Those results follow).

Also, in July of 2018 I happened to be on the Keeneland site and they had an article of the sale graduates who had won Graded Stakes races in 2018. There were 84 of them at the time. I realized this was another group I could test the KEY FACTOR against. (Those results follow).

The following 3 pages show the impact the KEY FACTOR had on:

1. The sale results for the 2010 Keeneland September sale.
2. The 84 Keeneland graduates that won Graded Stakes in 2018.
3. The combined total for both sales and the recent 84 graduates.

**THE RESULTS FOLLOW, AND AGAIN, THEY ARE AMAZING !!**

# KEENELAND 2010 SEPT. SALE

(Updated Jan 2018)

**Yearlings WITH the  
Key Factor**

(4186 yearlings)

**Yearlings WITHOUT  
the Key Factor**

(671 yearlings)

**Grade 1 SWs**

**30**

**1**

**Grade 2 SWs**

**27**

**2**

**Grade 3 SWs**

**42**

**3**

**MILLION \$ EARNERS:**

**23**

**0**

**(100% of million \$ earners had the Key Factor)**

# KEENELAND SALE GRADUATES WHO WON GRADED RACES IN 2018

(July 17, 2018)

|                            | <b>Graduates WITH the<br/>Key Factor</b> | <b>Graduates WITHOUT<br/>the Key Factor</b> |
|----------------------------|--|---|
| <b>Grade 1 SWs</b>         | <b>17</b>                                | <b>0</b>                                    |
| <b>Grade 2 SWs</b>         | <b>18</b>                                | <b>3</b>                                    |
| <b>Grade 3 SWs</b>         | <b>42</b>                                | <b>4</b>                                    |
| <b>MILLION \$ EARNERS:</b> | <b>21</b>                                | <b>0</b>                                    |

(100% of million \$ earners had the Key Factor)

# THE HIGHER ONE WISHES TO SUCCEED, THE MORE IMPORTANT KEY FACTOR IS

## COMBINED TOTALS

|  | <b>Yearlings WITH the<br/>Key Factor</b> | <b>Yearlings WITHOUT<br/>the Key Factor</b> |
|--|--|---|
| <b>Grade 1 SWs</b>                                     | <b>76</b>                                | <b>2</b>                                    |
| <b>MILLION \$ EARNERS:</b>                             | <b>66</b>                                | <b>0</b>                                    |
| <b>(100% of million \$ earners had the Key Factor)</b> |  |   |