

# Immersed in the Industry

## McCann Bloodstock Celebrates 25 Years

BY ERIC MITCHELL

Full disclosure has been Bob McCann's guiding principle for the bloodstock agency he created 25 years ago. The Winchester, Ky., native's straightforward approach has been so appreciated that he's brokered a steadily increasing number of horses and contracts for 22 consecutive years beginning in October 1986, when the door of his agency opened.

Just a couple years into his new venture, McCann recalled how the sale of a stallion season gave him a client for life. The buyer had already agreed to purchase a stallion season for \$15,000. Because it was the late 1980s when stud fees—actually the entire industry—were in a state of flux, McCann called the shareholder selling the season to double-check on the fee before sealing the deal. As it turned out, the fee had dropped to \$12,000.

McCann rewrote the contract, adjusted the fee to \$12,000 and lowered his commission accordingly.

"The client had already agree to \$15,000 and it would have been easy to make \$3,000, but then I don't sleep at night," he said. "That man has been a regular client for me ever since and a friend."

Every contract McCann has drafted since the start has identified the seller, the purchaser, the price, and the exact commission.

"Bob's success has come first and foremost from his honesty," said Pope McLean Sr., of Crestwood Farm, one of McCann's mentors and early partners. One of the first two broodmares McCann ever owned was the Hoist the Flag daughter Honor an Offer. Out of Honor an Offer, McCann and McLean under the name M & M Stable along with Overbrook Farm bred the grade I stakes winner Sardula, winner of the 1994 Kentucky Oaks, and her stakes-winning full sister Tempest Dancer.

"Bob has developed a good sense of value for the horses and has a widespread trust, people really trust his opinion," McLean said. "He is good at dealing with people and would never steer you the wrong way to make a buck."

Bob McCann Bloodstock is a simple combination of McCann's love of Thoroughbred racing and the challenge of finding, breeding, selling, and/or racing a top-notch runner.

McCann graduated with a business degree from Morehead State, where he was a member of the 1981 Ohio Valley Conference championship golf team. His love of sports led him to become involved right out of school with the marketing of limited partnerships in Thoroughbreds. McCann's success in particular with brokering seasons and shares gave him the confidence to go out on his own. With

the help of several mentors, McCann developed his ability to assess improving families in mares and stallions. McCann also attributes his skills at assessing running families and improving pedigrees with the experience he gained as a handicapper.

But McCann is not just buying horses for others. He is an investor in the industry, too. He owns and breeds mares, invests in stallions as a shareholder, and races. McCann believes that participating in the industry at all levels helps him understand his clients' needs and better guide them toward sound business decisions.

"I like buying mares, and I enjoy the challenge of breeding a racehorse and a commercially viable foal," McCann said. "It is rewarding to help people make good decisions and watch them be successful."

McCann Bloodstock's services also extend beyond the purchase of a horse. The agency can assist a horse owner at any place in the cycle from breeding to racing.

"If we buy a yearling, we'll help set you up with a trainer," McCann said. "If you buy a mare, we'll suggest a farm and a mating. If you are a commercial breeder, we'll recommend whether the foal should be sold as a weanling, a short yearling, a yearling, or even a 2-year-old."

**"Bob has developed a good sense of value for the horses and has a widespread trust, people really trust his opinion. He is good at dealing with people and would never steer you the wrong way to make a buck."**

— Pope McLean, Sr.



BRED BY BOB McCANN, POPE McLEAN, SR., AND OVERBROOK FARM, **SARDULA** WON THE 1994 KENTUCKY OAKS

The bloodstock agency has access to a broad range of facilities. Instead of owning a farm, McCann said he realized early on it was best to partner with people who excel in specific areas; the farms that raised great foals or are skilled at breaking and training.

"We talk with the clients and find out their goals, then we put them where they will be successful," McCann said.



OWNER ■ BREEDER ■ BROKER

## McCann Bloodstock

(859)269-3412 ■ [mccann@aol.com](mailto:mccann@aol.com) ■ [bob@mccannbloodstock.com](mailto:bob@mccannbloodstock.com) ■ [www.McCannBloodstock.com](http://www.McCannBloodstock.com)