



Before the Hammer

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Before the Hammer is a series presented by Keeneland that will spotlight consignors, their stories of success and their featured offerings at the upcoming Keeneland November Breeding Stock Sale.

PARAMOUNT SALES: AN INTERNATIONAL TRIPLE THREAT

by Amanda Duckworth



Paramount sells [Hip 248](#), a half-sister to European champion Peeping Fawn (Ire) by War Front | *Racingfotos*

One of the biggest draws of the Keeneland November breeding stock sale is the fact that it is so international, both when it comes to the horses on offer and the clients interested in buying them. This year, as it has in the past, Paramount Sales will be consigning horses sure to draw interest from around the globe.

"The Keeneland November Sale is ultra-important in the world of bloodstock and brings people from all corners of the world," said Paramount's Pat Costello. "In a lot of cases, it sets the stage for what is going to happen in the following year. It is one of the key sales in the world."

With that in mind, some of the weanlings in the Paramount draft for 2016 include a War Front filly who is a half-sister to European champion Peeping Fawn; a Tapit filly ([Hip 314](#)) who is a half-sister to GI Longines Kentucky Oaks winner Princess of Sylmar; and a Scat Daddy filly who is a full-sister to Caravaggio, Europe's leading juvenile this year.

"To bring that War Front, that Tapit, and a full to Caravaggio here is a triple that I think will be something exciting for us," said Costello. "We have international and national interest, so we are excited about it very much. We also have some lovely mares in foal to top sires in Kentucky. I think we have a variety that will mean that we should have a very popular consignment."

Paramount is owned by Costello and Gabriel Duignan, who were both founding partners of the company in 2001. During the past 15 years, Paramount has routinely topped many top consignor lists, and since 2002, it has been one of the top 10 leading consignors by gross in North America every year.

The horses they offer don't just sell well, they run well, too. In just its second year of business, Paramount sold a Distorted Humor colt for \$50,000 at the Keeneland November sale. That colt, Flower Alley, became a Grade I winner who earned more than \$2.5 million during his career. Flower Alley then went on to sire I'll Have Another, who won two-thirds of the Triple Crown.

One of Paramount's more recent star graduates is none other than champion Nyquist, who was only the second horse in history to win the GI Sentient Jet Breeders' Cup Juvenile as well as the GI Kentucky Derby Presented by Yum! Brands. Paramount offered the Uncle Mo colt as a weanling at the 2013 Keeneland November sale, where he sold for \$180,000.



Caravaggio's weanling full-sister sells as [Hip 251](#) | *Racingfotos*



"We sold him for a client, and he shipped straight to us from the client," said Costello. "Once he got to the grounds, he definitely had a presence about him. He was a lovely horse, and his success has been great fun for us. It feels like we own a piece of all of these horses, and when they go on and be successful, you feel that you are a part of it." Another recent Breeders' Cup hero to come out of Paramount's Keeneland November consignment is George Vancouver, who won the GI 2012 Breeders' Cup Juvenile Turf. He was consigned by Paramount in 2010 and sold to D.M.I. for \$450,000.



Paramount's Pat Costello | Photos by Z

For all of its success, perhaps the moment at the top of the list of favorite memories came a decade ago, when Paramount was part of history. At the 2006 Keeneland November Sale, it consigned a weanling filly by Gone West out of the champion turf mare Islington (Ire). When the hammer fell, she had sold for \$2.4 million, which was a record price at the time.

Paramount consigned her on

behalf of Ballymacoll Stud, which made it doubly special, as Paramount's Liz Moloney is the daughter of Ballymacoll's longtime general manager, Peter Reynolds, and she grew up on the farm.

"That was a fantastic day," said Costello. "We have pictures in the office of her. That's how exciting it was for us. With having Liz as a part of Paramount, it made it even that much better."

Of course, Paramount has offered plenty of top broodmares as well. In 2014, it topped the entire Keeneland November sale with the Group 3-winning Galileo mare Aloof (Ire), who hails

from an impressive family. Offered in foal to War Front, Aloof (Ire) was purchased for \$3.9 million by Mandy Pope's Whisper Hills Farm. Incidentally, the resulting foal, a filly, was offered by Pope at this year's Keeneland September sale, where she sold to John Ferguson for \$900,000.

"Aloof (Ire) was a combination of all of our efforts," said Costello. "She was a beautiful mare, who was so well-bred.

That was very exciting for us. It felt like it took about 20 minutes for her to sell, but it was great."

Other notable November mares include, but certainly aren't limited to: Porte Bonheur, who fetched \$1.6 million in 2011; Carribean Sunset (Ire) who hammered down for \$1.25 million in 2008; and Penny's Fortune, who went for \$2.2 million in 2006.

"I think our honesty draws people to us," said Costello when asked to explain Paramount's continual success at the highest levels. "We know our horses, and we know our clients. We know what types of horses they like, and we like to steer the proper horses toward the proper clients. We will say, 'There is no point in showing you these horses, but you will like these.'

"Over the years, we have learned to develop a great relationship with buyers, and they trust us to put the right stuff in front of them. Plus, I think the quality of stock we bring together and the presentation that we put forward helps us along the way."



Paramount November grad Aloof (Ire) | Coady Photography

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[Click here](#) for an interview with Paramount's Pat Costello on this year's Keeneland November draft