



Return on Investment

At Highland Connection, our commitment doesn't end when the sale is complete—we're focused on helping you create value from your investment.

We understand that purchasing quality cattle and genetics is a significant decision, and we believe those investments should have the opportunity to generate a return. That's why we work alongside our customers to help market and promote offspring and genetics produced from Highland Connection cattle.

What does that look like?

Professional Photos – Photos are one of the most important marketing tools you can have. They set the tone for your program, represent your cattle at a high level, and create assets you can use for years to come.

All cattle sold by Highland Connection have access to professional photography at no cost. You can schedule with Sterling to have your animal pictured at the National Western Stock Show or the North American International Livestock Exposition—free of charge.

Marketing Support Opportunities

For select cattle and genetics that are a direct result of our program, we offer additional marketing support:

Selling Calves (50/50 Split)

Calves can be sent to us at weaning, where we will halter break, develop, and prepare them for sale. We handle photography, promotion, and placement—whether that be private treaty, online, or live sale—working to position each calf for maximum value.

Scotch On The Rocks Opportunities

By purchasing a Highland Connection animal, you open the door to potential consignments in future Scotch On The Rocks sales (subject to sale commission and fees). This provides access to a highly visible platform for marketing elite genetics.

Private Treaty Embryo Sales (70/30 Split)

We also assist with marketing embryos produced from Highland Connection genetics through private treaty. These are structured on a 70/30 split and supported by our marketing network and customer base.

Our goal is simple: to put your cattle in front of the right audience and help maximize their value.



Our Approach

It's important to note that we are selective in the cattle and genetics we choose to market. We do not take on every animal. Instead, we focus on opportunities that align with our program, meet a high standard of quality, and represent both your operation and ours in the right way.

This selectivity allows us to stand behind what we promote and ensures that every animal we help market is positioned for success.