

Selling Your Horse

Making Marketing Easy

From Issue No. 4, The Performance Horse

Marketing 101

Selling a horse can be stressful, so making sure that your horse is properly marketed will help it stand out to potential buyers, and increase your chances for a successful sale.

Paying attention to detail, and investing a little time and money, can help to make marketing your sale horse easy.

Our Top Tips

1. Visible Listings

If you want your horse to sell, you need your ad to be seen.

When advertising online, splurge a little and invest in a featured ad. Go for full colour, and aim to have your sales ad on the front page so more people will see it. Also, place print ads in local tack stores, your barn, or the classified ads some horse magazines offer.

2. A Thorough Listing

Make sure your sales listing has the important details, these include:

- Physical Details of your horse (age, breed, colour, etc.)
- Training Level, Talent Areas, and Discipline (be clear, and honest)
- Price and Sellers Contact Information

2. Great Pictures and Videos

Make your horse shine by ensuring your listing has pictures that showcase your horse's conformation. All pictures and videos should be clear and free of clutter and other distractions. Your horse needs to be the focus in your sales ad.

3. Network with Professionals

Speak with owners, trainers, and breeders in your area. They may offer to help market your horse, or know people who would be interested in buying your horse. These professionals are in touch with the equestrian community in their areas, and word of mouth is a powerful advertising tool.

4. Completed Pre-Purchase Exams

Most buyers will ask for a pre-purchase exam to identify any pre-existing problems, so save yourself some time and make sure you have one completed beforehand, as well as keep a copy of up to date x-rays close at hand. It will save you some time, and may help to impress your buyers.

5. List with a Broker or use a Training Barn

If you're having difficulty selling your horse on your own, considering listing with a broker or sending your horse to a training barn. Brokers have a wide network, and great marketing expertise to help sell your horse. Training barns also have a wide network of clients to market your horse to, and while your horse is there, they can also help iron out some trouble spots in training which will help increase the value and marketability when it comes time to sell.



Volume 1
No. 4

H
O
O
F
N
O
T
E
S