

# **75 Tips For Selling, Placing, Donating, or Otherwise Finding A New Home For Your Horse or Pony**



**NoHorsingAround.com**

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Whether you breed horses or you just need to find a new home for one that you have, there are many ways to find new homes for horses. This report covers some of the more popular ways to sell your horse, as well as some tips on placing and donating horses.

## Selling a Horse

**Tip #1:** Selling a horse is often the start of a long-term business relationship, and sometimes, a good friendship. Fostering a current relationship of this sort often results in more business, so the kind of horses you have and the way you present them to the buying public is critical, both now and in the future.

### Target Your Market

**Tip # 2:** Know who your target market is, so that you can focus your time and energy marketing to people who are interested in what you have to offer, rather than to people who are not.

- a. **Tip # 3: Breed/breeding** – sometimes the breed of your horse, or the breeding (family lines within a breed) help to determine your particular market. For example, you wouldn't market your Quarter Horse to people who want to buy an Arabian. You also don't market your game horse to somebody looking for a halter horse or a kid's beginner horse.

You would instead market it to people looking for game horses. You might further segment that market by what level you've competed the horse, or by what level of competition it's suitable for.

- b. **Tip # 4: Training, aptitude, and rider requirements** – some people like to start and train their horse all the way from the beginning. Others want a finished competition horse. Still others need something suitable for a beginning or young rider. You need to know what training the horse has had, what sort of aptitude it has, and what sort of rider is suitable for it. Then look within those markets for your buyer.
  
- c. **Tip # 5: Pre-qualify Viewers** – screen people who inquire about the horse, just to be sure that it is what they want, so you are not wasting both their time, energy, and yours. Ask them what they intend to do with the horse, what sort of training the rider(s) have, their price range, what size, gender and training level they are looking for. If they don't know specifically, help them figure it out. Ten minutes spent on the phone can save hours of time and wasted energy looking at all the wrong horses.

#### **Tip # 6: Competitions & Placings**

The competitions and placings that your horse has are valuable information, and can sometimes help a potential buyer decide that they want this horse. Have all this information organized and accessible, so that they can see it. A website can be an appropriate place for this info, as can a printout. You may want to share this info with folks who call as well.

#### **Tip # 7: Value as indicated by an independent appraiser.**

The value of a horse can't always be decisively determined, but one way to determine a starting point is to have it examined by an independent equine appraiser, especially if it is a competition horse of any sort.

It is important to set a price. All prices are usually negotiable, but you need to know what you absolutely must get.

**Tip # 8: Get current Health Examination, negative Coggins test papers and pregnancy checks.** Your horse will need them anyway, if you are competing; there is a possibility that it will be shipped out of state, or you are selling a broodmare supposed to be in foal or “exposed” to a particular stallion.

## **Presentation**

- a. Advertising
  - i. **Tip # 9:** Start with a plan. How much are you asking for the horse? How much are you willing to spend to sell it?
  - ii. **Tip # 10:** What/who is your target market for this horse? Are you going to market nationally, regionally or locally? Should you make a professional video and photos, or will the home-spun variety do as well?
  - iii. **Tip # 11:** Are you going to post the ads online – and where? Or are just posting flyers locally doing to do it?
  - iv. **Tip # 12:** Also think about the image you want to present. You may be able to create the ad yourself, or may need to work with a graphic artist and an ad copywriter.
  
- b. **Prepare yourself and your horse.** The more time you have to do this, the better it is for all parties involved.
  - i. **Tip # 13:** Start fitting your horse 45 – 60 days before your sale date especially if you are getting ready for a specific sale or auction.
  - ii. **Tip # 14:** Groom the horse daily, and bathe two or three times a week.
  - iii. **Tip #15:** Use Summer Sheets (Winter Blankets if getting ready for a spring sale) to keep a nice slick coat.
  - iv. **Tip # 16:** Band or braid the mane to one side to train it.
  - v. **Tip # 17:** Exercise the horse daily, whether ridden or running free in a large pen or small pasture, to develop muscle tone and to wear off excess energy.
  - vi. **Tip # 18:** Have a balanced feeding and deworming program.

- vii. **Tip # 19:** A few days before the sale, clip the bridle path, ears, nose and other places that need trimmed. Also, have the hooves trimmed and/or shod. Treat the day of the sale like a show day – have the horse and handler groomed to the nines.
- c. **Take some good photos and/or video – good photos are important, especially if you are selling your horse online.** Get a good head shot, good side views, and a good rear view. Also show the horse doing what it does in competition.
- i. **Tip # 20:** Videos can be stored online, and downloaded or displayed as a Shockwave Flash presentation. They can also be easily copied onto disk or VHS and shipped. If you ship a video, don't ask for more than postage, and don't ask them to return it. Copies are cheap enough these days that you shouldn't have to ask for them back.
  - ii. **Tip # 21:** Make sure you have the horse groomed to the nines for photo day as well, and use your best (show) tack to show it off to its best advantage. The handler should be dressed appropriately.
  - iii. **Tip # 22:** Use three separate people –one to attract the horse's attention, one to run the camera, and one to handle the horse.
  - iv. **Tip # 23:** Be careful of backgrounds (or be prepared to tweak photos with Photoshop™). Also be careful of the light angles – Shoot with the sun behind you, but don't get your shadow into the picture. Early morning or late afternoon sun angles allow you to use light that is shining on the side of the horse's body, but the light needs to be strong enough to illuminate muscle tone.
  - v. **Tip # 24:** Side profile photos are shot on a horizontal plane level with the horse's heart girth, meaning that the photographer will be down on one knee at least 20 feet away. This goes for the three-quarter angle views as well.
  - vi. **Tip # 25:** Make sure that the horse contrasts with the background, instead of blending in.

- vii. **Tip # 26:** Take video of your horse playing and working – and if it's a stallion, show some of his foals if possible as well. Get it professionally edited, and have them add some music and commentary. Properly done, videos are an excellent selling tool.
- d. **Tip # 27 & 28: Get some local coverage, & tell your friends** – post flyers with tear-off tags, and tell your friends to spread the word. Chances are they know somebody, directly or indirectly, who's interested.

## 2. Performance

Your horse's performance is important when showing it to a prospective buyer. A horse that is difficult to handle is going to turn off potential buyers – people are not as interested in a difficult horse as they are an easy going horse, all other things being equal.

- a. **Tip # 29: Manners** – how well does the horse do basic, everyday stuff like allow you to catch and halter it, lead and tie, groom and care for hooves? Is there anything you can do to improve it's ground manners between now and the time it goes up for sale?
- b. **Tip # 30: Training level** – what is the training level of the horse? Generally speaking, people pay more for more training. Is the horse actually trained as well as you think it is – or as you are saying it is?
- c. **Tip # 31: Demonstrate to buyer** – demonstrating the horse to the buyer can be as involved as how fast it runs around a track, or how easy it is to catch, halter and saddle up for them to ride. It's best to show them how to handle the horse, from the ground and then from the saddle, and then allow them to try for themselves. If they have difficulty, they probably shouldn't get the horse. The exception to the rule is if they are working with a competent trainer – although there are fewer of those than most care to believe.

## 3. Paperwork

- a. **Tip # 32:** Vet records show what inoculations and dewormings the horse has had, as well as any other reasons the vet may have had to visit.

- b. **Tip # 33:** Show records to show competitions entered and placings.
- c. **Tip # 34:** Sales contract/purchase agreement – have at least a tentative one in place. You may negotiate some of the terms later, but you need to have something available to start with. The more valuable the horse is, the more important this becomes.
- d. **Tip # 35:** Installment options – this is something you may want to consider for a high-value horse. You may also want to let the purchaser's bank deal with it.

## **Online Tips**

**Tip # 36:** Post a text ad with a LINK to photos or video, on discussion lists. Many discussion lists allow and even encourage people to post horses they have for sale. Not everybody is on broadband or DSL yet, and folks hate having their inbox clogged with downloading pictures for hours on end. You DO need to have pictures up – but please, include a link to them.

**Tip # 37:** Put your ad on as many of the equine sales sites as possible. I've included a list here of some of the popular ones, and will update it in future publishings.

**Tip # 38:** Include photos and videos if at all possible. Most of the listings below have some provision for pictures, and this saying is as true today as the day it was coined: "A picture is worth a thousand words". Include a link to video, or supply copies to people if they request them.

**Tip # 39:** Title your advertisement with your horse's best selling points. For example: 98 Domestically Bred Mustang Gelding. Speed events, sweetie pie in the stable.

**Tip # 40:** Accurately represent your horse's abilities, skills and character. You don't want to sell your horse to somebody who can't use it – and there are legal ramifications under some situations.

**Tip # 41:** Make sure your contact info is correct! It really goes without saying, but if people can't contact you, all your efforts in creating a great ad, taking awesome pictures, and spending good money to post them on a zillion websites is going to be completely in vain. Double and triple-check your contact info!!

**Tip # 42:** Using an advertisement to announce your listing at an auction or sale barn can help increase the number people who know about your listing, attend the sale/visit the sale barn, and either bid on your horse or at least look at it at the barn.

**Tip # 43:** Be patient! It can take a while to sell a horse sometimes, so patience is required. If you are in an emergency situation and need to move it quickly, you may have to accept a lower selling price, or enlist help from discussion groups.

**Tip # 44:** Update your ads as needed. If your horse sells, or if something happens that takes it off the market, update your ad, so that people aren't unnecessarily getting their hopes up.

**Tip # 45:** Keep a list of where you have posted, so you are able to go back and update those postings!

**Tip # 46:** Require a purchase agreement, and stick by it. That means the check has to clear, or the bank has to approve their loan before the horse ships. Don't fall for the scam of the buyer sending you a "certified check" (usually for more than the purchase price) and asking you to send the balance back with the horse. They now have both the horse and YOUR money!

**Tip # 47:** Give feedback to the websites that you used. They need to know how your experience with them was, so they know what to do to make it better and easier for people just like you.

**Tip # 48:** Here are some Internet resources. This list is by no means inclusive, and if I excluded something you know should have been here, let me know, and I'll include it in the next version.

**A. Ad Service Sites** – Print out this ebook, and check off these as you use them.

**~ Rates Current as of December 2004 ~**

**Equibus** ad services

|          |          |          |                     |                  |
|----------|----------|----------|---------------------|------------------|
| Basic    | Free     | 6 months | Text only           |                  |
| Value    | \$17.996 | months   | Photo               | Good exposure ☺☺ |
| Premium  | \$27.996 | months   | Multiple photos     |                  |
| Featured | \$115    | 4 weeks  | Customized web page |                  |

**Equinehits** ad services

|               |      |          |              |                   |
|---------------|------|----------|--------------|-------------------|
| Free Photo Ad | Free | 8 months | Text & photo | High exposure ☺☺☺ |
|---------------|------|----------|--------------|-------------------|

**The Horse Source** ad services

|               |      |    |              |                  |
|---------------|------|----|--------------|------------------|
| Free Photo Ad | Free | ?? | Text & photo | Good exposure ☺☺ |
|---------------|------|----|--------------|------------------|

**Horsetopia** ad services

|               |      |          |                 |                   |
|---------------|------|----------|-----------------|-------------------|
| Classified Ad | Free | 3 months | Text & 6 photos | High exposure ☺☺☺ |
|---------------|------|----------|-----------------|-------------------|

**Equimart** ad services

|         |      |        |                 |                  |
|---------|------|--------|-----------------|------------------|
| Free    | Free | 1 year | Text (500 char) | Light exposure ☺ |
| Picture | \$25 | 1 year | Photo           |                  |

**Equine Insite** ad services

|            |          |          |                   |                            |
|------------|----------|----------|-------------------|----------------------------|
| Text       | Free     | 6 months | Text only         |                            |
| Photo Ad   | \$14.956 | months   | Photo             | Excellent exposure<br>☺☺☺☺ |
| Snapshot   | \$24.956 | months   | Photo & thumbnail |                            |
| Speciality | \$69.956 | months   | Photo & Video     |                            |

**Equine Promotions** ad services

Good exposure ☺☺

Free Ad                      Free    Unlimited Text & photo

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**ACME Horses** ad services

Good exposure ☼☼

Free Ad                      Free    ??              Text & Photo

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**AGDirect** ad services

Very high exposure

Horse Ad                    \$10    1 year    Text & Photo

☼☼☼☼

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**TrackTrader Promotions** ad services

Free Ad                      Free    ??              Text only

Good exposure ☼☼

Photo Ad                    \$10    90 days    Text & Photo

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**International Equine Breeders** ad services

Directory Ad                \$5    ??              Text & Photo

Good exposure ☼☼

Featured Ad                \$20    ??              Text & Photo

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**2BuyHorses.com** ad services

Free Ad                      Free    90 Days    Text & Yahoo listing

Extended Text Ad            \$9.50    180 Days    Text & Yahoo listing

Photo Scanning Ad            \$9.50    90 Days              Text & Yahoo listing &  
Photo

Standard Photo Ad            \$19.50    180 Days              Text & Yahoo listing &  
Photo

Good exposure ☼☼

Deluxe Photo Ad              \$29.50    180 Days              Text & Yahoo listing & 5  
Photos

Until Sold Deluxe  
Photo Ad                      \$39.50    Unlimited              Text & Yahoo listing & 5  
Photos

Featured Ad                    \$39.50    30 Days    High visibility

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**Scothorse (UK)** ad services

High exposure ☼☼☼

Text Ad                      £5    6 months    Text only

Photo Ad

£10 6 months Text & photo

- [EquiMart](#) - Horse Classified Ads - Online directory of horse related classified ads, and other horse information.
  - [Equine Insite](#) - Offering unlimited free classified ad listings for all breeds of horses, horse products and horse services.
  - [Equine Promotions](#) - Free classified sale ads for horses and ponies, cost for photos. Includes multiple breeds and disciplines, descriptions, posting date, locations. Servicing United States and Canada.
  - [Equistorm.com](#) - Offers free photo classifieds. Horses up for sale, stud services, tack and trailers.
  - [The Horse Market](#) - Horses up for sale, all breeds. Completely automated for both buyer and seller, organized by breed, gender, price, ability, bloodline.
  - [Horse Seek](#) - Horse classifieds. Quality photo ad and free text ads. Automated ad entry and editing. Pricing and policy.
  - [International Equine Breeders](#) - Photo sales site for all breeds, 3 years of age and under only.
  - [RanchMart](#) - Offers charged for classified ads for horses, ranches, farm equipment, livestock, hunting and fishing gear.
  - [SporthorseClassifieds.Com](#) - Offers classified listings to buyers, sellers and breeders of sport horses and sport ponies in North America.
  - [Tack Trader](#) - Buy, sell, and trade all kinds of horse tack and equipment for Canada and US.
  - [WebPony Horse Classifieds](#) - Free classified ads for horses and ponies for sale. On-line ad form, text only, search database by breed or county. Dated ads. International listings. Photo ads
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## USA Listings

- [ABC Global Shopper: Horse Classifieds](#) - Searchable database of equine classifieds organized by breed, gender, color, price, and location.
- [ACME Horses](#) - Offers free horse classified adverts including photos and other equine related information.
- [Adair Horse Training Magazine](#) - Free on-line classified for horses and ponies, breeding stock, equipment, and employment.
- [Advantage Video Horse Marketing](#) - All disciplines and breeds of horses and ponies. Photo ads, or request video and detailed information.
- [Advertise Horse](#) - Buy and sell your horse through our internet horse classifieds. Based in East Bernstadt, KY, USA.
- [AgDirect Horses up for Sale](#) - Offering fee-based horse classifieds for owners to list horses up for sale and stallions at stud, with a variety of search options. Includes events calendar and instructions.
- [Alan Parker Auctions](#) - Alan Parker Auctions sells quality horses at quality prices.
- [All Horse Directory](#) - Offers horses up for sale, stud Services, training services, and farms for sale. Ocala, Florida.
- [Arizona Horse Ads and Classifieds](#) - Fee based website listing horses, tack, and equine services for sale in Arizona.
- [Arklatex horses](#) - A classified listing of all breeds and disciplines of horses up for sale or trade around the Ark-La-Tex.
- [BitsAndBridles](#) - A used equestrian tack directory of classified advertising for all types of equipment.
- [2BuyHorses.com](#) - Buy or sell a horse, free national classifieds.
- [Canadian Police Mounts](#) - Thb/Percheron cross horses for police mounts. Bred in Canada for size, and even temperaments. Sales and leasing contracts offered.
- [Carnes Arabians](#) - Horse ranch in Southern Missouri specializing in Appaloosas and Arabians.
- [Carolina Horse Network Classifieds](#) - Photo classifieds. Horses up for sale, trucks, trailers, tack, real estate, apparel, employment, farm equipment and supplies. Business and Stallion Directories. Reasonable rates.

- [Central Oregon Horse](#) - Photo advertising of all breeds of horses up for sale in Oregon. All riding disciplines.
- [Circle K Ranch](#) - Horses up for sale including Paints, Walking Horses, and Quarter Horses.
- [Classic Spirit Sales](#) - Offers a selection of Ponies and horses up for sale, with film clips, and advice on purchasing children's ponies. Based in Massachusetts and Florida.
- [Cornerstone Ranch](#) - Featuring classified ads for horses, trailers, trucks or ranch property.
- [Corsica Horse Sale](#) - One of the largest horse sale markets in the USA - situated in South Dakota. Information on their facilities and policies.
- [Cowboyhorses.Com](#) - Ads for horse and equine equipment sales.
- [Cyber Horse Trader](#) - Selling and trading horses, draft horses, wagons, buggies, harness, and antique farm equipment at Fred's Steakhouse in Tucson, Arizona.
- [Dakotahorse.com](#) - Fee based advertising for horse sales, stallions at stud, and other equine related items.
- [Diane Crump Equine Sales](#) - Diane Crump, the first woman to ride in the Kentucky Derby, is now offering horses & ponies from a variety of breeds for sale. Site includes photos, availability of video, description. Located in Bentonville, Virginia.
- [Dream Horse Classifieds](#) - Text ads free. Monthly fee for ads with photo. Listing equines and equestrian related items.
- [Dream Horse Enterprises](#) - Text and photo classifieds, riding lessons, equine massage, training.
- [DressageHorseSales.info](#) - Free classifieds for horses, tack and services related to dressage.
- [E Horse](#) - Ads for purchase and sales of horses and ponies, and tack store ads. Fee based. Located in Ohio, USA.
- [EasyHorseSearch Horses up for Sale](#) - Offers fee-based horses up for sale ads and a listing of other quality horse classifieds sites.

- [E-horse.net](#) - Offers free listings of horses up for sale and stallion listings. Searchable database.
- [Equestrian Classifieds](#) - Buy and sell horses and tack, real estate and employment advertising. Hunters, Jumpers, dressage, show and pleasure.
- [EquiFind](#) - Free sales advertising for horses, tack, equipment and services with on-line submission form. Text only. Gives total ads for each category plus description, location, posted and expiration dates, and contact for each ad
- [Equine Classifieds](#) - Free advertising for sale horses, stallion listings, services, and equipment. On-line reply form, number of hits per ad, posted dates, multiple selections of categories to narrow search field.
- [Equine Consign](#) - New and used tack and horse related items, classified ads.
- [Equine Friends](#) - Offers free classified ads, message forums, articles and chat.
- [Equine Hits Horse Classifieds](#) - Offers free photo advertising and searchable database.
- [Equine Marketing Group](#) - Professional, quality video production for the equine industry. Great videos give you an edge over the competition. Also offering website design, advertising design and brochures. Based in Mooresville, NC, USA.
- [Equine Pursuits](#) - Classified advertisements for horses, tack, and equipment.
- [Equine Showcase](#) - All breed horse classified and display advertising. Free text ads, cost for photos.
- [EquineAdvertising.com](#) - Offers horse for sale ads, stallion listings, and website design along with a horse for sale message board, farm listings, equine links, and an online store.
- [Equine.com](#) - Horses and related products for sale. Offers free stud classifieds. Search nationwide listings.
- [Equiview Marketing](#) - Specialist in marketing small to medium size equestrian business. Includes promotion of breeders throughout the U.S. and offers equine website development and promotion.

- [Family Equine Sales of Central New York](#) - Family style horses and ponies for sale in New York. Shipping can be arranged. Details of training and selection and list with pictures.
- [FindAHorse Classifieds](#) - Horse and pony sales, trailers, tack, art, barn equipment, supplies and health products. Fee-based advertising with photos.
- [FreeEquineAds.com](#) - Horse classifieds offering free text ads. Cost for photo ads plus video clips. Search or browse ads using clickable map of the US.
- [FreeHorseAds.com](#) - Free basic text and low cost photo ads for horses, tack, farms, employment, trailers or horse shows and events.
- [Grand Prix Classifieds](#) - Free equestrian classifieds of all breeds and disciplines, including photos. National and international listings.
- [Great Horse Classifieds](#) - Online classified site to buy and sell horses and horse related items.
- [Greystoke Farm](#) - Equine sales, lesson and training facility.
- [Greystone Farm Sporthorses](#) - Offering for sale quality Warmblood sporthorses bred for dressage, jumpers and hunters. Quality training also available to all levels for horses and riders. Located in eastern PA.
- [Grouse Ridge Horse Sales](#) - Horse farm on Long Island specializing exclusively in horses up for sale. Offering quality, sound horses and ponies of all disciplines and breeds for sale. Located on Long Island, NY, USA.
- [Havard Sales](#) - Licensed consignment and dispersal auction sales of horses.
- [Heritage Place - Auction](#) - Year round performance horse sales including Quarter Horse, Thoroughbred, and yearling sales. Features on-line entry form, sale dates and results, photo album, history and map. Located in Oklahoma City, Oklahoma.
- [Horse Ads](#) - Classified ads - horses up for sale and wanted, stallions at stud, ranches, trailers and tack.
- [The Horse Affair Auction](#) - Auctions of Western Performance horses at the Oregon State Fairgrounds twice a year. Online schedule, catalog, and sellers forms.

- [Horse Classified](#) - A free classifieds service for equine buyers to find their perfect horse or sellers to promote or sell their horse. Photo and video ads are also available.
- [Horse Classified Ads](#) - Horses up for sale, photo and video ads, tack and trailers for sale and calendar of events. Free text ads, cost for photos.
- [Horse Classifieds Online](#) - Offering horses up for sale, stallions at stud, farm directories, listings of horse trainers, and breeders. Free text ads and fee based photo ads.
- [Horse Classifieds Online](#) - Fee based ads. Horses up for sale, stallions at stud listed by breed.
- [Horse for Sale Classifieds](#) - Charged for photo advertising. Searchable database of nationwide horse listings by breed, city, state.
- [Horse Trader Classifieds](#) - Listing horses up for sale and wanted, tack for sale and wanted, horse trailers and ranches.
- [Horse Trading Post](#) - Free horse ads for buyers and sellers, includes a message forum.
- [Horse Video Ads](#) - View online videos of horses up for sale. Free text ads, cost for Video or photo ads.
- [HorseClass.com](#) - Free text advertising, also picture ads and stallion listings.
- [HorseDirect: Horses up for Sale](#) - Fee based advertising with photo for horse and pony sales. Features on-line editor, on-line searches within specified miles from zip code, events listing, ranch ads. Located in Buffalo, WY
- [HorsefarmNet](#) - Showcase of horse farms and horse related products and services.
- [HorseHusbands](#) - Promotes registered stallions available for breeding.
- [HorseLover.net](#) - Free horse classifieds. Search through ads for horses up for sale and stallions at stud. Also includes forums and photos.
- [HorsePurchase.com](#) - Fee based sale advertising for horses. Searches by horse data via breed, training, price, size or color, or owner data. No cost for wanted ads. Located in Sorrento, Florida

- [Horses Classified](#) - Classified ads for horses, tack, art, services, and equine real estate. Free for text only. Cost for photo upload. On-line ad form. Located in Redmond, WA
- [Horses Classified Ads](#) - Classified ads for horses containing videos, and pictures.
- [Horses West](#) - Free equine classifieds with photos, on-line advertising form, equine news, on-line equine tack store, message boards.
- [Horsesales, Inc.](#) - Advertises racing stock and other sport horses up for sale with photos and videos, publishes farm, trainer, and stable profiles, horse-related business advertising, and coverage of major horse events. Located in Kentucky.
- [Horsesellers.com](#) - Offers free listings of horses up for sale, stallions at stud and other equine services.
- [Horses-etc.com](#) - Fee based all-breed classified ads. Includes photo, description, stallion listing, services, message boards, equine Rescue links. Located in Oakland, CA
- [Horses.Horsetuff](#) - Classifieds focusing on the southwestern United States. Search by state. Includes photo ads for tack, other equipment, and horses.
- [HorsesSold.com](#) - Free horse classifieds. Also a free horse links directory to find or promote horse related services.
- [Horsetags.com](#) - Offers advertising and a tag to identify horses up for sale.
- [HorseTraderz](#) - Online directory for horse breeders, trainers, and horses up for sale. Property and products available, including the IC Combo-magnetic and electrical therapy. Free classifieds ads.
- [Horsetrading.com](#) - Fee based classified ads with photos for buying or selling horses and other equine-related products and services. On-line ad form, multiple search options. Located in Richmond, VA.
- [Horse4U](#) - Located in Wisconsin and North Dakota. Accepting horses from North and South Dakota, Wisconsin, Minnesota, Iowa, Illinois, Indiana & Michigan. Horse photo ads, horse photography, sale and farm flyers, and Web Design.
- [Horseville Horse Classifieds](#) - Listing horses up for sale, lease, or stud. Free text only ads. Low priced photo ads.

- [HorseWanted.com Horses Up For Sale](#) - Fee based horse classifieds with photo. Advanced search for horses up for sale, and stallions at stud. Free classifieds for tack, trucks, trailers, and real estate.
- [Icssoma Farm](#) - Stable offering a selection of horses up for sale. includes map and directions. California.
- [J Bar R Horses](#) - Full service horse sales, horse locator, horse training, and horse freeze branding services. Ohio.
- [The Judges' Choice](#) - Horses and services - classifieds to buy, sell or lease a horse, and listings of stallions at stud.
- [Kansas Horse Sales](#) - Classified site for horses up for sale, Stallions at stud in Kansas. Fee charged.
- [Lazy H Horse Sales](#) - Horses up for sale, trailers for sale, horse auction. Sardinia, NY
- [Leadline.com](#) - Fee based classified advertising for all breeds of horses, tack, equipment, services, and real estate. Photos. Homepage menu for quick search, on-line ad form. Located in Woodville, Ohio.
- [Livestock World](#) - Fee based advertising for multi-animal sales including horses, cattle, sheep, goats and exotic animals. Located in Butte Falls, Oregon
- [Long Island Equine](#) - Dozens of horses up for sale on Long Island, NY. Let us help you find the one that's right for you.
- [The Mane Connection](#) - Classified horse ads, search by breed or state. Fee based.
- [Maryland Pony Breeders Marketplace](#) - Classified ads of all Maryland bred ponies, both pure and crossbred. Descriptions, prices, and contacts. Hosted by the Maryland Pony Breeders Association.
- [Michigan Equine](#) - Fee based classified Ads listing horses and ponies for sale, stallion services, boarding and training facilities, tack and equipment, plus discussion Board "Ask the Vet". Located in Michigan
- [Michigan HorseFinder Online](#) - Classified ads are updated daily and stud services are listed by breed.

- [Mid-Atlantic Equine Classifieds](#) - Horses up for sale in the Mid-Atlantic area, from Virginia to New Jersey and New York. Selection by state. Photos, descriptions and prices.
- [Mid-Iowa Equine](#) - Promoting Breeders of Central Iowa Horses. Many breeds are featured and offered for sale from different farms.
- [Nationwide Equine Auctions](#) - Online horse, livestock and tack auction.
- [netEquestrian](#), - Offers multimedia classifieds that show off the capabilities of the horses up for sale and stallions at stud.
- [North Texas Equine](#) - Offers free horse classifieds with international links to stallions, breeders, broodmares and foals. Free tips on equine website promotion and search engine optimization.
- [Online Horsetrader](#) - Online version of California Horsetrader. Features web and print classified ads for horses, real estate, and related services and products.
- [Percheron Draft Horse Hitch](#) - Using Percheron draft horses to promote the nationally known Kennedy's Sausage Company. Located in Weatherford, Texas.
- [Pleasurehorses](#) - Buying and selling pleasure horses. Classified ads with photos and video clips.
- [Pony Express Horses](#) - Twice monthly Horse and Tack Auction. Times, dates, bulletin board for posted ads, and directional map to auction ground. Located just east of Atlanta in Covington, Georgia.
- [Professional Rodeo Horse Sales](#). - Fee based advertising service for Rodeo horses. Based in Tehachapi, CA.
- [Quality horses up for sale](#) - Showcasing Northwest horses up for sale, stallions at stud and discount coupons for tack and horse related services.
- [Rolling Dice Walkers](#) - Offering free advertising for horses and tack for sale.
- [Salehorse.com Performance Horse Sales](#) - Fee based classified ads for horses up for sale. Located in Alamo, CA.
- [Show Me Horses.Com](#) - Fee based classified horse listings. Photo, description and webpage addresses. Also tack, ranches, and equipment for sale categories. Located in western US.

- [ShowHorses4sale.com](http://ShowHorses4sale.com) - Listing classifieds for horses and equestrian items. Designed by a professional horseman as a complete marketing tool for buying and selling horses.
- [Silver Shadow Ranch](http://SilverShadowRanch.com) - Selling horses and ponies, such as Welshes, Shetlands, Andalusians, Quarter Horses, Percherons, Arabians, Thoroughbreds, and Warmbloods. Located in Loomis, CA, USA.
- [Simply horses](http://SimplyHorses.com) - Equine classifieds and articles for horse enthusiasts.
- [S.J. Equine Trader](http://SJEquineTrader.com) - Free photo classified ad. Ads by breed or search ads by keywords. Southern New Jersey.
- [Spreading Elm Farms](http://SpreadingElmFarms.com) - Spreading Elm Farms featuring limited number of Tennessee Walking Horses, American Saddlebreds and Hackney Ponies for sale or stud. Located in Iowa.
- [SS Sporthorses](http://SSSporthorses.com) - Offering athletic English and Western trained horses up for sale. Located in Billings, Montana.
- [Stallion Station](http://StallionStation.com) - A directory of over 100 stallions, classified ads.
- [StallionSearcher.com](http://StallionSearcher.com) - Online stallion database. Cost for listings. Free classified ads with photos.
- [Star Equine Marketing](http://StarEquineMarketing.com) - AQHA APHA Cutting, Reining, pleasure horses up for sale. Helping horse buyers connect to the perfect match. Based in Northern California, but connections go from coast to coast.
- [Strain Family Horse Farm](http://StrainFamilyHorseFarm.com) - Horse sales business offering a wide variety of horses and ponies for every discipline. Site include photo album of sale stock, consignments, tack store, and transportation services. Located in Granby, Connecticut.
- [4 T Horses Ranch](http://4THorsesRanch.com) - Classified ads featuring Paint and Quarter Horses up for sale. Also web site development.
- [Tampa Bay Horse.com](http://TampaBayHorse.com) - Advertising horses up for sale, stallion services, feed/tack, boarding facilities, equine events, charities, and equine services for Tampa, Pasco and Hernando counties.
- [Tampa Horse Sales](http://TampaHorseSales.com) - Florida's Original Horse sale.

- [TexasHorseTraders.com](http://TexasHorseTraders.com) - Online auctions and paid for Classifieds. Referral Program and Sign Up Bonus Credits when listing horses up for sale. Texas based.
  - [Toad Creek Ranch](http://ToadCreekRanch.com) - A inexpensive alternative to selling horses, farm equipment, small animals and pets.
  - [U. S. Horse Trader](http://U.S.HorseTrader.com) - Classifieds for all breeds of horses and ponies, plus tack and equipment including carriages. Free for text, cost for photos. On-line ad form, search by state, breed, training. Located in Jupiter, FL.
  - [Virginia Horse Sales](http://VirginiaHorseSales.com) - A network of horse professionals, connecting riders with show horses and ponies. Search online selections or call for consultation.
  - [Virtual Horse Sales](http://VirtualHorseSales.com) - Fee based classifieds with photo. All breeds of horses and ponies. Listings arranged by breed. Also stallion listings and real estate for sale. Located in San Antonio, TX.
  - [The Virtual Saleyard](http://TheVirtualSaleyard.com) - Classified ads for horses of all breeds and types, plus stallion listings, news, and trade mart. Text only is free, cost for photos and other options. On-line ad form and editor.
  - [Wolf Creek Pony Express](http://WolfCreekPonyExpress.com) - Featuring prepaid horse advertising and a forum.
  - [Wright Horse2 Sale Barn](http://WrightHorse2SaleBarn.com) - All breeds of horses up for sale. Includes ads and wanted service. Based in Texas.
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## European Listings

- [British Horse](http://BritishHorse.com) - Fee based classified ads for horses and ponies, services and supplies, specifically serving the UK equine market. Also listings of stallions at stud. Based in the UK.
- [Coloured Contacts Equestrian Agency](http://ColouredContactsEquestrianAgency.com) - A United Kingdom directory for the purchase and sales of piebald, skewbald, appaloosa horses and ponies.
- [Dunsters Equine Classifieds](http://DunstersEquineClassifieds.com) - Offering free classified advertising, including photo & video, to the equestrian community. Based in the UK.
- [Equestor](http://Equestor.com) - Equine sales and marketing of equine products, ponies and horses in the South West. United Kingdom.

- [Equestrian Village UK](#) - Advertisements for horses and ponies or anything equestrian related.
- [The Equiloan Website](#) - Free classifieds site - with charge made for including photographs.
- [Equimatch](#) - Horse and pony sales and matching.
- [Equine Advertiser](#) - Horses and Ponies for sale in the UK, catalogued by region. Charge for advertising.
- [Equine Star](#) - A horse related site that includes a classified section for the buying and selling of horses and ponies.
- [Equine Traders](#) - Free ads for all disciplines of horses and ponies. Free photo postings, clickable maps for regional searches in US, Canada, and UK.
- [Equine World UK](#) - UK Equestrian Classified Advertisements of horses, ponies and related equestrian items for sale or wanted. Extensive links to equestrian businesses, farms, and associations.
- [Haynet Web Solutions](#) - Free Equestrian classifieds - photos charged for.
- [Horse and Pony Sales](#) - Fee based classified advertising for horses and ponies in the UK. Also shows, competitions and links to other equestrian sites.
- [Horse Deals](#) - Free online classifieds for everything equestrian, from horses up for sale to veterinary services. Easy photo upload. Based in the United Kingdom
- [The Horse Exchange](#) - Free classified ads with photos for horses and ponies. Includes multiple options on search including a quick search, locations, descriptions, photos, on-line editor for ads. Also Stallion directory, Want ads, business ads, and events. Located in Cheshire, UK. International listings.
- [Horse Market](#) - Fee based photo advertisements for horses, ponies, horseboxes, and trailers. Located in UK
- [Horsebyte-UK](#) - Fee based advertising for horses, ponies, horseboxes and trailers. Also studs and other items of equestrian interest. Photos. Located in East Anglia, UK.
- [Horsecommerce](#) - Offering show horses up for sale worldwide. Includes current details of services to breeders and animals available. Based at Eindhoven in The Netherlands.

- [Horsequest.co.uk](http://Horsequest.co.uk) - United Kingdom based equine advertiser specialising in top quality horses and ponies for sale including showjumpers, eventers, British native breeds, dressage horses, Welsh ponies and cobs.
  - [Horses 2000](http://Horses2000.com) - Free classified equestrian advertising. Also information on club events, features, articles, and jobs. Based in the UK.
  - [Horsesforsaleuk](http://Horsesforsaleuk.com) - Sales directory of horses and ponies, with color photos. UK
  - [Horse-Traders.co.uk](http://Horse-Traders.co.uk) - Equestrian classified site which allows video images of horses to be posted - all advertisements are charged for. Some useful information on buying a horse.
  - [Planet Equine](http://PlanetEquine.com) - Providing current news from the breeding world as well as offering advertising space. United Kingdom.
  - [UKSalesPony](http://UKSalesPony.com) - All types horses, ponies, cobs for sale, wanted. Free buyers matching service. Free equestrian advice. Personals column for horse folk.
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## Canadian Listings

- [Canadian HorseTrader](http://CanadianHorseTrader.com) - Canadian site dedicated to people who love horses. We advertise horses and horse related products, services, clubs and associations.
- [Classic Horses - For Sale in Canada](http://ClassicHorses.com) - Top quality Thoroughbreds and Warmbloods for sale here in Eastern Ontario, Canada.
- [Equestrian Market](http://EquestrianMarket.com) - Providing service and quality horses for both amateur and professional riders alike.
- [Equine Trader](http://EquineTrader.com) - Horses and horse related items for sale in western Canada. Also calendar of shows, and equestrian news.
- [Heatherdown Farms](http://HeatherdownFarms.com) - Offering for sale started young warmbloods, warmblood crosses and ponies suitable for hunter, jumper and dressage. Located in Onoway, AB, Canada.
- [Hoof and Tails](http://HoofandTails.com) - Offers free advertising for horses up for sale; also stallion listings.

- [The Horse Finder](#) - A classified ad site for Canadian horse lovers. Includes for sale, wanted, tack and equipment ads.
  - [Horse Source](#) - Free classified photo ads, free link directory, equine, equestrian related, stallion alley.
  - [Horses of Canada](#) - Offers paid classifieds for buying and selling Canadian horses.
  - [Ponies "R" Us](#) - Offering quality hunter/jumper horses and kid safe ponies for sale. Located in Langley, BC, Canada.
  - [Woodlawn Farms](#) - The Telford family offers fine imported Dutch Warmbloods for your consideration. Located in Canada.
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### **Australian & New Zealand Listings**

- [New Zealand Equine Online](#) - Matching buyers and sellers of quality sport horses.
- [New Zealand Horse Trader Online](#) - The online version of the Horse Trader Magazine, listing horses, stallions at stud, properties and equestrian sales.
- [NZstallion.com](#) - Stallion showcase with video clips, online shopping, and links. Offering free listing and advertising for your stallion. Based in Whangerei, New Zealand.
- [Aussie Horse](#) - Free classifieds for trading horses and riding equipment in Australia.
- [Cavalletti Classifieds](#) - Advertising horses, stallions and equestrian property.
- [Just-Showhorses](#) - Victorian Horse Sales Company, specializing in Pony Club, Showing and Show jumping horses. Lists available stock. Also offers agistment and instruction.
- [Oz Horse Sales](#) - A free classified service for horse enthusiasts.

#### **B. Discussion Groups That Allow “For Sale” Postings**

**Tip # 49: On Yahoo** – visit <http://www.Yahoo.com> and set up a free account, if you don’t already have one. Then click on “Groups” and

do a search for either your specialty or horses in general, and browse the multitude of lists there.

**Tip # 50: Off Yahoo** – One that I know of is the Marv Walker HORSES list. Visit his site at <http://www.AwarenessHorsemanship.com>. Read some articles, join the list, and post your horses for sale. I'll add more as I learn about them.

### **Offline**

**Tip # 51:** Post flyers in pertinent locations

**Tip # 52:** Tell your friends

**Tip # 53:** Classified or small display ads in proper media as horse's value merits.

### **Have Lots of Horses?**

**Tip # 54:** If you have lots of horses for sale, you may want to hold (create) an event to get some publicity, and move them.

You can:

1. **Tip # 55:** Have an open house
2. **Tip # 56:** Hold a related event, such as a clinic, to show off your horses.
3. **Tip # 57 & 58:** Hold a sales event, like an auction. You could even join up with other local or regional breeders and make it an annual event. You would split the costs with them (advertising, auctioneer, and insurance being the primary costs), and make it interesting enough to get some press coverage.

## **Leasing a horse**

You remain the owner, and can control the horse's care, as compared to selling it and relinquishing that control. You can use a lease arrangement to generate income, or use it to simply cover the horse's expenses.

**Tip # 59: Private individuals** – riders who need a more advanced horse, and don't have the funds to actually purchase this quality of horse (breeding or training levels). **Tip # 60:** Depending on the individual and the horse, you might go with a full lease, several partial leases, or a free lease, where they simply cover the horse's boarding fees.

**Tip # 61: 4-H or Pony Clubs** – horses that are calm and work well with kids can benefit from this arrangement. The group and the kids benefit from lower costs and your horse's experience.

**Tip # 62: Therapeutic riding program** – Benefits the riding program, and ensures the safety of the horse, as you know the horse won't go to slaughter. Call NARHA 1-800-369-RIDE for nearby programs.

**Tip # 63: Colleges/Universities** for research or teaching.

**Tip # 64:** Be sure to have a contract written up and signed by both parties, so that each knows EXACTLY what is required of them.

## Placing a horse

**Tip # 65:** Placing a horse is usually left up to horse rescues and sanctuaries; however, once in a while I come across somebody who gave their horse to somebody who just wanted a pasture pet. The amount of control you have over the situation will vary, so do be careful – there are many stories about people who place a horse in this fashion, and later find it's been sold, abused, or whatever.

**Tip # 66:** If the horse is local, and you can, visit it often. **Tip # 67:** Otherwise, require a contract that requires regular photos (front, sides and back), as well as a signed letter from the vet updating you on its status. If the horse should die or be euthanized, require a death certificate and follow-up phone calls.

## Donating a horse

**Tip # 68:** When you donate a horse, you once again give up control over it, although you may be able to specify some care terms. Contracts may be enforced to ensure that the horse is treated humanely, and returned to you, or another approved home.

**Tip # 69:** Many rescues strongly recommend that you put, in writing, that when the horse is no longer useable, that it is humanely euthanized. In this case, it's best that the donor pays for this, so that the vet is working for them, and Death Certificates and follow-up phone calls are a must.

**Tip # 70:** There are always reports about organizations that accept donated horses, and then they routinely sell them for slaughter, so it's important to remember that as long a horse is alive, it has slaughter value.

**Tip # 71 & 72:** Here are some places that accept horse donations. As with any donation, be sure to get a receipt for tax purposes. If you know of others, inform me, and I will add them.

1. PA State Police 1-717-533-9111
2. Pittsburgh Mounted Police 1-412-255-2830
3. New York City Parks Dept 1-212-496-2000
4. United States Government 1-703-696-3568
5. Mounted Police Training 1-888-668-6860
6. National Mounted Services 1-914-359-3854
7. Harness Horse Standardbreds 1-570-725-7979

## Retirement Farms

**Tip # 73:** A retirement farm is like a sanctuary, except you pay a monthly fee to board your horse, (this might vary from place to place) and they take care of it for you.

**Tip # 74:** Personally, I want my old horses decorating my pasture, but not everybody has that option.

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**Tip # 75:** Please let me know what you think of this little book. I will be revising it, and if you have an experience that would illustrate a point that you'd like to share, I'd be happy to include it, along with your website URL. Feedback is appreciated – just visit me at <http://www.NoHorsingAround.com> or <http://www.EquineTeleseminar.net>, or leave me a note at [Patricia@NoHorsingAround.com](mailto:Patricia@NoHorsingAround.com).

Happy Trails!

A handwritten signature in black ink that reads "Patricia". The script is cursive and elegant, with a large initial 'P'.

Patricia Reszetylo