

equine fact sheet

We recommend professional involvement in your horse's sale.

Because our advertising targets professionals we strongly encourage professional involvement in the sale process. In most instances we have found that professionals offer more technical and less subjective descriptions, and are more familiar with the industry terminology used here. Our inquiring trainers also find it easier to describe their client's needs to other professionals, and prefer their involvement in the sales process as well. Of course, Amateurs with experience buying and selling horses are welcome to handle all aspects of the sales and marketing process.

Direct Buyer Inquiries To:

Name: _____

Barn: _____

Mailing Address: _____

City: _____

State: _____ Zip: _____ Country: _____

Phone: _____

Email: _____

Web Site: _____

This is the horse's: Owner Trainer Agent

Location of Horse: _____

Nearest Airport: _____

Terms:

You must specify an asking price so we can properly screen Buyers that contact us and assist trainers that supply a list of specific needs. Actual advertising will reference the price range your asking price falls in.

Asking Price:

\$ _____

Your asking price will display as:

Under \$25,000 = Low 5 Figures:

\$25,001 - \$40,000 = Low - Mid 5 Figures

\$40,001 - \$65,000 = Mid 5 Figures

\$65,001 - \$80,000 = Mid - High 5 Figures

\$80,001 - \$99,999 = High 5 Figures

\$100,000 & Above = 6 Figures

Lease available? No Maybe Yes \$ _____ per _____

The remaining information is for our use as we evaluate Buyers.

Price may be negotiable

Will consider a trial

Price may decrease over time

Disclose price to professionals only

Price is firm

Prefer interest from professionals only*

Price is likely to increase over time

Web site advertising will politely, but firmly, request interest come from professionals only.

Does this horse have x-rays available? No Yes, year: _____

Advertise x-rays as available to Buyers? No Yes

Are you aware of anything that might arise as a concern on a vet exam?

No Yes: _____

List any Buyer requirements here: _____

Equine Information:

Show Name: _____

Horse's Barn Name: _____

Height: _____ Permanent Card? Yes No n/a

Year Foaled: _____ Sex: _____ Color: _____

Breed & Registry: _____

Please attach copy of lineage if available

Sire: _____

Dam: _____

If imported: Year: _____ From: _____

USEF Recording No.: _____

Show records will be pulled from www.usef.org

Advertise as:

Hunter

Jumper

Equitation

Hunter Prospect

Jumper Prospect

Equitation Prospect

Hunter eligibility:

Eligible everything

2nd Yr. Pregreen

Second Year Green

1st Yr. Pregreen

First Year Green

Regular Working

Future Exposure Opportunities:

Horse show exposure plays an integral part of our Marketing Campaign. Horses that continue to show excel in our service the following ways:

- Promotion of horse's availability at a particular show
- Tracking of results and promotion of success to various media outlets
- On-site promotion and media distribution at the same shows your horse is in attendance at (where available)
- Custom photography opportunities that greatly benefit advertising

Please list shows you might attend in the next 6 months, we will check back as the dates near to confirm your horse's attendance. Please include show names, dates and locations.

Show Record & Performance:

Showing in: _____

Also suitable for: _____

Shows potential for: _____

This horse is/will be most competitive on which Circuits?

"AA" "A" "B" "C"/Local/Schooling

Has horse been shown by a junior or amateur? Yes No

Does this horse benefit from professional rides at shows?

- Yes, shows a division early in week with pro
- Yes, pro does 1 or 2 classes
- Not necessary

HORSE SHOW/CAREER HIGHLIGHTS:

We pull records from USEF.org but these results do not include Zone or State Year End Awards, Canadian results, unrated results and/or other special prizes your horse might have won. Include those results here:

Style:

Describe this horse's jumping style: _____

Describe this horse's way of going/movement: _____

What is (are) this horse's best style or athletic attribute(s)? _____

Select catchphrases for jumping style:

- Stylish
- Good front end
- Careful
- Correct
- Tidy
- Catty
- Round/good bascule
- Quiet through back
- Athletic
- Uses head/neck well
- Scopey
- Powerful
- Good hind end
- Clean
- Big

Select catchphrases for under saddle style:

- Hack Winner
- Long & low frame
- Lots of suspension
- Good mover
- Flat & straight mover
- Naturally balanced
- Good rhythm
- Soft or light style
- Naturally uphill
- Fluid
- Big step
- Athletic mover

Rideability:

This horse goes best for what type of ride? _____

This horse:

- has lead changes
- has more advanced dressage schooling
- has auto-lead changes
- is more of a kick ride
- counter-canter
- is more of a whoa ride
- has basic dressage schooling (leg yields, lengthens, shoulders-in, etc)
- is nicely sensitive to the aids

At the show this horse:

- goes from stall to ring
- needs zero prep
- jumps anything
- needs minimal or no lunging
- is an easy prep
- has no peek at the jumps

Select catchphrases for rideability:

- Adjustable
- Simple
- Handy
- Easy to rate
- Point & shoot
- Comfortable gaits
- Responsive
- Loop the rein
- Easy to stay with O/F
- Soft in the bridle
- Easy to frame
- Confident to jumps
- Well-broke
- Stays straight
- Always jumps

Suitability:

Describe the ideal buyer for this horse: _____

Describe the ideal program for this horse:
(consistency, professional guidance, exercise, turnout, tune-ups, etc.)

Select catchphrases for jr/am suitability:

- | | | |
|---------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Schoolmaster | <input type="checkbox"/> Babysitter | <input type="checkbox"/> Takes a joke |
| <input type="checkbox"/> Packer | <input type="checkbox"/> Honest | <input type="checkbox"/> Gets out of trouble |
| <input type="checkbox"/> Veteran | <input type="checkbox"/> Dependable | <input type="checkbox"/> Confidence builder |

This horse is most suitable for riders at which levels?
(You may select more than one description)

- A professional, or rider otherwise experienced with bringing along green horses.

For Jumpers:

- Riders with show experience to Level 7+, Jr/AOs, etc
- Riders moving up to Level 6/7+ or Jr/AO Jumpers
- Riders with show experience to Level 4/5 Jumpers
- Riders moving up to Level 4/5 Jumpers
- Suitable first Jumper, Levels 1-3/4

For Hunters & Equitation:

- Riders with show experience to 3'6"+
- Riders moving up to 3'6"
- Riders with show experience to 3'/3'3"
- Riders moving up to 2'9"/3'
- Riders competing at novice level (2'-2'6" fences)
- Riders just beginning to show (wtc/crossbars)

Temperament & Personality

Describe this horse's personality & temperament: _____

This horse:

- | | | |
|-----------------------------------|---|---|
| <input type="checkbox"/> Clips | <input type="checkbox"/> Stands for farrier | <input type="checkbox"/> Goes on trails |
| <input type="checkbox"/> Ties | <input type="checkbox"/> Stands for vet | <input type="checkbox"/> Is well-mannered |
| <input type="checkbox"/> Trailers | <input type="checkbox"/> Has no vices | <input type="checkbox"/> Is safe |

This horse is unlikely to:

- | | | |
|-------------------------------|-------------------------------|---------------------------------------|
| <input type="checkbox"/> Buck | <input type="checkbox"/> Rear | <input type="checkbox"/> Spook |
| <input type="checkbox"/> Bolt | <input type="checkbox"/> Spin | <input type="checkbox"/> Act mare-ish |

Select catchphrases for temperament:

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> Quiet | <input type="checkbox"/> Kind | <input type="checkbox"/> Enthusiastic |
| <input type="checkbox"/> Good brain | <input type="checkbox"/> Sweet | <input type="checkbox"/> Playful/Fun |
| <input type="checkbox"/> Willing | <input type="checkbox"/> Gentle | <input type="checkbox"/> Sensitive |
| <input type="checkbox"/> Agreeable | <input type="checkbox"/> Affectionate | <input type="checkbox"/> Tries hard |
| <input type="checkbox"/> Tolerant/Patient | <input type="checkbox"/> Reliable | <input type="checkbox"/> Smart |
| <input type="checkbox"/> Easy going/Laid back | <input type="checkbox"/> Predictable | <input type="checkbox"/> Big personality |

Rate this horse's energy level on a scale from 1 - 10:

1 = Lazy kick ride, never lunge; 5 = Average ride, may lunge; 10 = Hot ride, needs turn out/exercise/lunge

At home: 1 2 3 4 5 6 7 8 9 10 At the show: 1 2 3 4 5 6 7 8 9 10

We are very careful about falsely advertising your horse as this will only jeopardize our reputation as well as your successful sale. We assume your written descriptions and phrase selections to be true assessments of this horse, and that we are advertising the horse honestly when we use them.

By signing this document you represent that the information provided here is true and correct. You also represent yourself as the legal owner of the horse, or authorized by the legal owner of the horse to speak in their behalf for the purpose of marketing the horse for sale.

You are the horse's: Owner Authorized Trainer/Agent

Signature

Print Name

Date