



## **Request For Photos, Videos and Size**

We sometimes ask our sellers for more photos and videos because we want you to have the best chance to sell your horse. Sellers with a thorough and attractive presentation of their horse get the best results in online marketing.

The objective is to show a potential buyer what they would see if they came to look at your horse.

You need to IMPRESS a potential customer and make them WANT YOUR HORSE.  
(Old Sales adage – “You never get a second chance to make a First Impression.”)

**SIZE** – Use a measuring stick. Buyers expect you to be accurate.  
Don't GUESS. A wrong guess can create problems with your sale transaction.

## **PHOTOS**

At the very least, a seller should provide 4 basic photos for a buyer to see the conformation, legs and feet. Those views are: Both sides, front and rear.

- The horse should not be saddled.
- The horse should have its head up in a natural position. Not eating grass or hay on the ground. When the head is down it distorts the appearance of the neck and back.
- The horse should be clean.
- Current Photos – at least one current photo should be used so a buyer can see the condition of the new horse that will be arriving at their place.
- Show and action photos, in addition to the 4 basic views, are great to draw attention to the horse and create more interest.
- Photos, or videos, of related horses, offspring or service sires can be helpful in selling breeding stock or prospects.
- Halter Horses – see videos also.

## **VIDEOS**

Videos are very important in marketing performance or show horses.

- Using a phone – Hold it sideways so there is a bigger frame to show the horse to better advantage.
- Keep the horse fairly close. It is hard to evaluate a tiny horse that is far away from the camera.
- Length – Don't bore the shopper.
  - Show the best things about your horse in the first 2 to 3 minutes. You can add more detailed info later in a video or do more videos, particularly for multi-event horses.
  - Gaits – Show all gaits, both directions. 15 to 30 seconds per gait is usually enough.
- Show horses and show prospects.
  - Videos of show classes are very good to show how the horse is in the show pen.
  - Home videos - include all of the gaits or maneuvers the horse can perform
  - Show tack, not work tack – make the horse look like a show horse.
  - Ride like you show. Example: Don't ride a 7 yr old Western horse with 2 hands.
  - Don't just take a video of a training session. Make it a “marketing” video showing how well the horse can do what it is trained for.
- Halter Show Horses - Show the horse walk, trot and set up like you would at a show.
- Trail Riding and Ranch horses - Show all gaits, both directions. Show horse on the trails or through natural obstacles. Show other things the horse can do well, like working gates.

## **Professional Horse Services, LLC**

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