

# TOP TIPS FOR PHOTOGRAPHING YOUR HORSE FOR SALE

At some point, you may be faced with the need to resell or rehome your horse. There are a number of things to consider when advertising to achieve the best and most efficient outcome for both you and your horse.

A well written advertisement with good photos is paramount in achieving interest in your horse, resulting in a larger market of potential buyers who will be keen to take the next step. Remember... a picture says a thousand words so make it a good photo!

## HERE ARE SOME TOP TIPS TO GET THE BEST PHOTOS TO ADVERTISE YOUR HORSE FOR SALE:

1. Make sure your horse is clean and well-groomed.
2. Have a well fitted headcollar or bridle.
3. Make sure your horse's feet are recently shod or trimmed and are in good condition.
4. Remove all other gear such as rugs or saddlery. Buyers want to see the whole horse.
5. Have a handler to help you stand the horse up. Try and get your horse's attention to encourage his ears to prick up and forward.
6. Make sure your horse's eyes are open and they are not pulling a funny face.
7. When getting your horse to stand, buyers like to be able to view all four legs.
8. Consider the background. A solid background is best. Avoid clutter, other people, horses, or dogs that will distract a buyer's attention away from your horse.
9. Make sure your horse is standing on flat ground so you don't give the wrong impression about your horse's conformation.
10. Lighting is important. Avoid shadows and if possible, have the sunlight behind you facing towards your horse.
11. Make sure your horse takes up most of the photo. It must be a photo of your horse and not the background! Take photos directly from your horse's side or front and include a number of different views.
12. As well as static photos, consider including action shots, but make sure they are flattering. Don't include them simply for the sake of having an action photo. If using an image of your horse from a professional photographer, make sure you obtain permission to use the image and remember to always credit the source.
13. Try to include photos that support statements about your horse's performance. If you say your horse can jump 1 metre, then include a photo to show potential buyers.
14. If you are including ridden photos, make sure the rider is as well presented as the horse! Neat, tidy, and professional and always wear a helmet!



Plain background on flat ground with horse taking up most of the frame.



A good action photo.



Horse is in dappled light and standing on uneven ground making the croup look high.



You might think this is a cute photo of your horse, but it shows buyers nothing.