

COWPONY SALES

Monthly News

2024 RECAP *Amanda Horejsi, Owner of Cowpony Sales*

Welcome to our first issue of Cowpony Sales Monthly News! We look forward to bringing you information you crave, as a buyer and seller. You're encouraged to engage with us, ask questions and share what you're seeing in the industry. While anyone can give themselves the title of 'expert,' we're confident in the information we're providing and look forward to being your industry expert.

2024 was a year of growth for Cowpony Sales. We saw an increase of 30% in our total number of consignments offered, and with that, an impressive sale rate of 85%. Market prices have leveled out throughout the industry, though a good horse or pony will continue to carry a great value. You can always view our recently sold horses, and top sellers for the previous 12 months, on our [SOLD](#) page.

Heading into 2025, we'll continue to strive to provide quality consignments over quantity of consignments. We take great pride in the quality of sellers we work with and understand what buyers are needing to make an informed decision.



Amanda Horejsi
Owner



Shelby Noyce
Video & Social Content Creator



Molly Sparrow
Seller & Content Contributor

WHY USE AN ONLINE AUCTION?

Amanda Horejsi, Owner of Cowpony Sales

Online auctions offer convenience, definitive time, wider audience and variety. You often hear cautionary reasons to avoid online auctions but consider this, there are dishonest humans everywhere, in both buyer and seller form. Ensure you're using a reputable, safe and secure company and you'll be happy with the convenience. Not all online auction companies are the same, so do your research.

Cowpony Sales encourages buyers to view horses in person, contact the seller and perform any vet exams needed. This is the most overlooked piece and truly one of the most important for both buyer and seller. These are often all done when purchasing privately and it should be the same when using an auction. You should feel confident in what you're potentially buying as well as the person you're buying from. The major difference between buying on auction or privately is the amount of time given to assess the horse and make a decision. An auction provides a set amount of time for that to take place. Serious buyers won't drag their feet and sellers are more accommodating to the potential buyer's needs.

Auctions magnify the good and the bad. Meaning, a good horse, presented well, will often bring more than a seller was expecting. Alternatively, a good horse, presented poorly, will bring less than the seller was expecting. The market will determine the current value of the horse, which is controlled by the amount of horses for sale compared to the amount of buyers looking to purchase. Having multiple pieces of information, such as photos, videos, health documents and details give the seller the opportunity to present a plethora of information, limiting the buyer requests for additional information, and allows the buyer everything needed to analyze all aspects of the horse. Auctions help ensure that all information is provided up front, saving time for both the buyer and seller.

A private sale gives the illusion there's indefinite amounts of time to analyze and 'think about' the horse or even that a lower price might be accepted. This can be the case in some situations, though typically a seller is not interested in accommodating potential buyers for months or going through multiple pricing negotiations. An auction takes both frustrating pieces out of the equation. It sets a timeframe for buyers to examine the horse and sellers to accommodate for buyers. Negotiating is completely removed from the picture, as the current market will determine the final price for both buyer and seller.

Buying and selling horses doesn't have to be frustrating. Using an online auction can ease the frustration for all parties.

BUYERS CORRAL

I love all the horses you offer but I'm nervous to buy without a PPE. Is it possible to do a PPE?

Absolutely! We want all of our buyers to feel confident with what they're buying. Pre-Purchase Exams can be done at any point, prior to auction end. A buyer can do x-rays, flexion tests or anything else they're concerned about. We ask that you schedule this with the seller as soon as possible to help accommodate vet schedules. Each seller provides a Health & Fitness Guarantee, which states any known issues or conditions. Post auction, each buyer has an option to do a Limited Post-Purchase Exam, within 3 days, prior to the horse leaving. This exam is limited to verifying the conditions listed on the Health & Fitness Guarantee.

Have a question about buying that you'd like answered? [Ask HERE](#)

HOW TO BE A GOOD BUYER *Amanda Horejsi, Owner of Cowpony Sales*

Being a good buyer is just as important as being a good seller. Knowing expectations will make buying your next horse a pleasant experience for all parties.



BE RESPECTFUL OF TIME

When you setup a time to view the horse, be on time. Treat it as an appointment and be respectful of the time, energy and scheduling that goes into each visit. That includes the time you ride the horse as well as the time you spend with the person showing the horse.



HAVE A REALISTIC BUDGET

Know what your able to spend and do the research of what it will get you. Ask industry professionals, look at past sales and ask around. It's always possible to find a 'bargain,' but that isn't how to set a budget. Before setting a budget, know exactly what you're looking for and then research what it will cost you.



KNOW YOUR LEVEL OF INTEREST

There's a difference between an interested buyer and a serious buyer. An interested buyer is waiting for just the right one to come along and they likely aren't ready to purchase today. A serious buyer is actively seeking out a specific type, knows their budget and is ready to buy today. Know which one you are.



BE HONEST ABOUT RIDING ABILITIES

Know your abilities and be honest with the seller. To determine your ability, ask a minimum of 5 other riders, that you consider advanced, what level they would consider you. Don't be offended by answers and use that information to find a suitable riding partner. This is not just a safety precaution but will ensure you are a good match.



CALL & ASK QUESTIONS

Whether you're buying online or in person, call or text the seller. Know what is important to you, ask the questions and do your research before bidding or buying. Never assume from a photo or video.



VIEW CURRENT CONSIGNMENTS

Upcoming Sales

JAN 1 - JAN 14
JAN 15 - JAN 28
JAN 29 - FEB 11
FEB 12 - FEB 25



POLL

*How would you define
your riding style?*

[VOTE HERE](#)



BUYER TIPS ON SOCIAL MEDIA

Shelby Noyce, Video & Social Content Creator

When it comes to buying online, don't believe everything you see & read on Social Media. Most content is not giving you the whole picture.

Read the entire description, if there's a link to more information, click it! If there's a phone number, call it! They WANT to talk to you!

Don't purchase based off one short video. Watch the full video, read the full description and ask the seller questions.

When reading through comments on a video you see, take it with a grain of salt. Reach out to the seller to ask questions. Don't accept the comment of someone that likely does not even know the horse and is simply offering an opinion.

Complete our [Bidder Registration Form](#) to create an account and be ready to bid.

SELLERS PLAYBOOK

I never know what to do for video! What are things to be sure to include?

Always include the basics: walk, trot, lope, stop, back, side pass, gather cattle, open gates, drag a log, etc Basics are important, but you have 7 seconds to capture a viewers attention, so make it count! What can YOUR horse do that most others can't? Creativity and uniqueness is key!

Have a question about selling that you'd like answered? [Ask HERE](#)

LOOK, ACT & BE THE PART PART 1 Molly Sparrow, Seller & Content Contributor

The horse sale industry has changed over the years, but even more so since Covid-19. Online auctions, like Cowpony Sales, have become wildly popular. Social media, video quality, professional photos, party tricks and your following has just as much or even more impact than your horse training skills. How do we, as trainers and professional sellers get to the top?

When I first started training and selling horses, a wise horseman told me, "It's all about your story and your image!" What story is being told about you and your horse when people see your pictures and video? What do you want people to think when one of your horses comes across their social media feed? What type of home or buyer do you want for your horse? These questions are important to helping you identify your story and image. When you define your story and image, the type of buyers you want to attract are going to relate to you and buy your horse over those similar to yours.

A successful, but stern ole mule man once told me, "The only way to have an auction is when the mules are fat and the women are skinny!" As a woman, I was completely taken back by this statement. However blunt it seemed, there's a lot of truth to it. Appearance matters. When buyers see your horse, clean, fat, slick, and gentle they see themselves with them. They want to see the horse's pretty mane, long tail, and shiny coat. Take time to clean your horse before you take pictures and video, they should be show ready! The same goes for the rider. Look the part. Wear a nice cowboy hat, BOOTS, and nice shirt or jacket. When you ride your dirty horse, tail up, in your tennis shoes and shorts it doesn't give the WOW factor you're looking for. SMILE! If you're doing this right, you LOVE this horse, you enjoy this horse, you're excited to see this horse excel with their next partner. That means smiling is easy! One of the great things about an online sale is you get the opportunity to do what you love from the comfort of your home. Use this to your advantage. Practice what you're going to video, shoot it multiple times and in multiple angles. Make sure you and your horse are relaxed. If you or your horse look tense and worried, it's not the video to showcase. It makes buyers question: Do they not trust the horse? Is the horse skittish? Has the horse done something previously? When people see pretty, clean, happy, and relaxed they can see themselves being the same.

Now that we look the part, make sure to act the part! It would blow your mind how many calls we get that start with, "Oh! I didn't expect you to answer!" When your phone rings or dings, answer it if you can! Ignored phone calls or text messages only hurt you. When you're on the phone, ask them what they're looking for, listen and then tell them about your experiences, training program, family, and why you love the horse they're calling about. Most buyers want to be reassured that they are buying from a real and genuine person. These people should be treated like your new friends, whether they buy your horse or not. It's important to listen to understand the background, concerns, and ability of your caller. Potential buyers should feel like they are the most important people at that moment - BECAUSE THEY ARE! No one wants to feel insignificant or stupid. Treat them with kindness, listen, share your story, and leave your caller feeling valued and confident in their decision: YES this horse is a good fit or NO: this isn't the horse for you. Don't be afraid to tell them, I don't think this is the horse for you. A happy buyer is a happy seller.

Anybody can act the part or look the part, putting it all together takes a genuine, heartfelt desire. Getting horses into their perfect home, for a profitable price, takes a lot of hard work, a little bit of knowledge, ability to balance the science of trial and error and a ton of luck. The best way to do that is show yourself and your horse as honestly as you can. Most buyers are very willing to overlook certain vices, bumps, or quirks if you state them up front. It's too common for buyers to never call or reach out when buying a horse online. It's up to you to make sure your story, your horse description, video, and pictures answer as many questions as possible. Honest presentation makes all the difference. At the end of the day, horses will be horses. Not every horse fits every person and not every good horse is a good fit for every person. When these issues arise, it's important to rely on the relationship and image you have nurtured with your buyer - make them comfortable enough to reach out! These relationships you've built and established will be hands down the best way to get your horse in the perfect home, while allowing you to continue doing what you love!



SELLER TIPS ON SOCIAL MEDIA

Shelby Noyce, Video & Social Content Creator

Social Media is often peoples first impression of your horse. If video is blurry, choppy and dull, they keep scrolling. It takes 3 seconds for a viewer to decide if they're interested or moving on. Using clear, crisp and unique video gives the best impression.

Vertical video is best. It requires the least amount of cropping and displays in an aesthetically pleasing way. Keeping the horse centered in the camera and record from a stable position. Video taken from horseback or vehicles are almost entirely unusable. Refrain from using zoom whenever possible, it's best to get as close as possible to keep quality.

Taking multiple angles, of the same thing, is extremely helpful and makes creating unique content fun while helping your horse stand out!



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FROM THE HORSE'S MOUTH

"We've had the opportunity to work with Cowpony Sales since 2021. Amanda has been great to work with and very professional. Amanda & Shelby work hard to market and get your horses seen on many different platforms. They work closely with both the buyer and seller to keep each transaction smooth. Cowpony Sales is great to ensure that your payment is sent out timely!"

- Seller M.E. Rigby, ID

"Our experience with Cowpony Sales was wonderful. Everyone was very knowledgeable and helpful. Flora is amazing. She's everything they advertised her to be. I'm so thankful for her and looking forward to our adventures together."

- Buyer Lisa S., Iowa

Submit your seller experience [HERE](#)
Submit your buyer experience [HERE](#)

Fill out our [Consignment Request Form](#) to be considered for a future sale.