

How to Sell a Horse Online in Ireland

A 7-step guide to paperwork, photos, video, pricing and writing an ad that gets replies.

1 Get Your Paperwork Ready

Gather the documents serious buyers will ask for before you photograph or advertise anything:

- **Horse passport** — legally required to sell any horse in Ireland
- **Microchip number** — should match the passport
- **Vaccination record** — flu and tetanus history
- **Any veterinary history** — worth disclosing upfront

2 Take Photos That Sell

Photos are the single biggest factor in whether buyers click your ad. Poor lighting or cluttered backgrounds lose buyers before they read a word.

Landscape or portrait? Use landscape (horizontal) for almost every shot — a horse is wider than it is tall, so landscape captures the full horse and displays properly on listing pages and when shared on Facebook or WhatsApp. Save portrait for tight close-ups only, such as a head shot or a marking.

Rule of thumb: whole horse in shot → landscape. Tight close-up of one detail → portrait is fine.

Shot list

- Both sides, standing square, landscape — the shot buyers judge conformation from
- Front-on and rear-on, landscape — shows leg straightness
- Walk, trot, canter in-hand or on the lunge, landscape
- Under saddle, landscape — with a rider in correct tack
- A relaxed head shot, portrait or landscape, for personality

Quick tips

- Shoot in soft morning or evening light — avoid harsh midday sun
- Use a clean background — plain field or yard wall, no clutter
- Get the ears up — a helper making a noise, or a treat, out of shot
- Shoot from the horse's eye level, not standing over it
- Stand back and zoom with your feet, not the lens, to avoid distortion
- Wipe the horse down first — mud and a tangled mane cost you trust

3 Film a Video and Upload It to YouTube

A short video proves movement, soundness and temperament in a way photos can't. HorseSales.ie listings support a YouTube video link that plays directly on your ad.

Filming

- Hold your phone sideways (landscape) — always
- Keep it to 30–60 seconds: walk, trot, canter, and under saddle if broken
- Walk alongside at a steady distance rather than zooming in and out
- Film in good daylight, same as photos

Uploading to YouTube

- 1 Open the YouTube app or youtube.com/upload, sign in with any free Google account
- 2 Tap **Create** → **Upload a video** and select your clip
- 3 Give it a simple title, e.g. "Bay Gelding 15.2hh for Sale — Co. Kildare"
- 4 Set visibility to **Unlisted** (only people with the link can watch) or **Public**
- 5 Once processed, tap **Share** and copy the video link
- 6 Paste that link into the **YouTube Video** field on your HorseSales.ie listing

Tip: Unlisted suits most sellers — it plays on your listing and can be shared directly, without cluttering your personal YouTube channel.

4 Write an Honest, Detailed Description

Specific, honest ads perform best. Buyers who feel misled after travelling to view a horse leave negative word-of-mouth fast.

- **Basics:** age, height (hh), sex, colour, breed or breeding
- **Experience:** what the horse has done, and at what level
- **Temperament:** honestly, in the stable, on the ground, in traffic, with the farrier/vet
- **Suitability:** who the horse would suit — novice, competent adult, first pony
- **Vices or issues:** box walking, weaving, napping — disclose upfront
- **Reason for sale** and **location / viewing arrangements**

5 Price It Fairly

Check HorseSales.ie and other Irish platforms for horses of similar age, breeding, height and ability to gauge a realistic price. Overpricing is the most common reason a good horse sits unsold for months — if enquiries aren't coming within a couple of weeks, revisit the price before rewriting the ad.

6 List Free on HorseSales.ie

Once your photos, video and description are ready, listing takes a few minutes:

- 1 Go to horsesales.ie and choose **List Your Horse**
- 2 Enter your email — no account or password needed, just a one-time code
- 3 Add the horse's details, upload photos, paste your YouTube link, pick county and category
- 4 Submit — your listing goes live for buyers across all 32 counties, completely free

7 Handle Enquiries and Viewings Safely

- Ask buyers questions back — experience level, what they want, where they'll keep the horse
- Arrange viewings at the horse's actual yard in daylight, with someone else present
- Never accept payment before the buyer has seen — ideally vetted — the horse in person
- Watch for red flags: won't view in person, asks you to arrange shipping, unusual payment methods

Ready to list your horse? It's free, and takes minutes.
horsesales.ie/add-listing.html