

COWPONY

S A L E S

Monthly News

2025 UPDATES

Amanda Horejsi, Owner of Cowpony Sales

We're a month into some exciting updates here are Cowpony. It's no secret that we do our best to go above and beyond for each buyer and seller that utilizes our platform. Having a friendly voice/face to answer your questions is priority, but we want to do even more! We're implementing some serious 'Seller Perks,' such as end of year bonus' and referral credits. We've also 'upped' our selection process to further ensure our buyers they are getting quality horses and ponies. We want to offer quality verses focusing on the quantity available. We appreciate referrals, from buyers and sellers, and look forward to furthering our reach. You can read all of the [Seller Perks](#) on our website.



Amanda Horejsi

Owner



Shelby Noyce

Video & Social Content Creator



Molly Sparrow

Seller & Content Contributor

WHEN IS THE BEST TIME TO BUY & SELL?

Amanda Horejsi, Owner of Cowpony Sales

One of the most asked questions we get is, "when is the best time to buy and sell a horse." Sellers want to know when they can get the most money, buyers want to know when they can get the best price and the most variety to pick from. It's simple, the best time to sell is when the buyer is ready to buy. The best time to buy is when you find something that meets your needs, for sale.

SELL when your horse is ready. This is different for every horse. It can be a benefit to sell during trending periods, however, if you're selling when everyone else is selling, you've now given yourself competition. You want to set yourself apart, either by creative video, skills and tricks OR by being available when others aren't. How your horse looks, rides and presents itself is most important. Focusing on a timeline can be detrimental if it causes you to rush your horse to sell.

BUY when you find what you're looking for. Have your budget determined and be ready to make your move. The horse of your dreams may not align with the timeline you're hoping for. That means you need to predetermine **WHAT** you are looking for, **HOW** much you are willing to spend and **WHEN** you find it, that is the time to buy it. The timeline you are planning to buy, may not align with when the perfect horse for **YOU** is available.

Yes, there are times of year that are typically better to sell (or buy) than others, depending upon the age and type of horse. However, that doesn't mean it's a one-size-fits all. It will always come down to presenting sale horses at a level where they are at and buying when you find the one you're looking for. There will always be buyers, just as there will always be sellers. Be patient, focus on quality and don't put yourself on a timeline.

BUYERS CORRAL

HOW CAN I TRUST THE INFORMATION PROVIDED IS TRUE?

Do your homework. We expect our sellers to be honest with training, abilities and horse history and we do our best to thoroughly investigate and review details on each potential listing, it is up to the buyer to ask questions. We encourage buyers to call the seller, ask the questions and visit the horse if at all possible. You can ask for additional video or a vet exam, prior to purchase, to fully ease your concern.

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

HOW DO I FIGURE OUT MY BUDGET? *Amanda Horejsi, Owner of Cowpony Sales*

Knowing your horse budget will save you time, energy and sanity. But...how in the world do you determine your budget? Your budget isn't just a matter of the money you have available to spend at that moment in time. In fact, your budget will change often, just as your needs and the market changes. Let's break it down.

What activity do you want to do with the horse? There are horses that can do it all, they're called unicorns. They're rare and extremely difficult to find. Focus on the top 1 - maybe 2 - things you'd like to do.

What level, of the above activity, do you want to ride at? If looking for a competition horse, determine if you want to compete at local, regional or national levels. When looking for a pleasure or trail riding companion, determine if you want to be able to ride down the road without fear of a vehicle passing by or if you want the ability to ride up, over and through the Rocky Mountains.

What level of rider are you now? To get a true definition of the level of rider you are, ask a minimum of 3 people what they would define you at. It's ideal to have 1 of those people be an equine professional that trains or gives lessons.

Will the horse be in training, with a professional, after purchase? Will you keep the horse at home and ride yourself? Will you take any lessons? These answers will be a huge factor in your budget.

What age, color and breed of horse would you like? There is always something that is trending. Some breeds will cost more than others, some will vary. A young, less experienced, horse will typically cost less than an older (and often wiser) horse. Though, if it's 'too old', that price tends to come back down.

Do you have any health or fitness requirements? Are you willing to commit to a horse that requires maintenance above the basics, such as regular injections? Are there health habits that are deal breakers for you, such as cribbing? Do scars, bumps or bruises cause concern for you? Is genetic testing a priority of yours?

Does a horses registration or competition level play a factor? Depending what you answered above, determine if it requires any specific registration and at what level. If looking for a competition horse, decide if you want a horse that has 'been there done that,' or if you want to start at the beginning. The same goes for a pleasure or trail horse.

What does the market show for cost and availability? There is no Kelly Blue Book value for horses. It truly is a supply & demand philosophy, mixed in with emotion, FOMO and availability. We suggest asking a minimum of 3 equine professionals, what a horse (with the above mentioned qualities) would cost. You will likely get 3 very different answers, which is what you want. Take each response, write it down, then continue your research.

To make your budget making, and dream horse finding, experience smoother, we've created a planner for you: [PLANNER](#)



VIEW CURRENT CONSIGNMENTS

Upcoming Sales

Feb 26 - March 11
March 12 - March 25
March 26 - April 8



POLL

*What is your favorite
breed/type?*

VOTE HERE

*Last months poll:
How would you define your riding style?*

Followers & readers voted!
The top 3 preferred riding styles are:

All Around Ranch/Performance
Trail Riding
Cow Horse & Roping Performance



BUYER TIPS ON SOCIAL MEDIA

Shelby Noyce, Video & Social Content Creator

Focus on photos and videos that offer a description. Much of what is shown on Social is the highlights. The description should offer more information such as age, training ability, location, and contact information. If you aren't finding the general information in the description, it's a good idea to reach out to the poster directly AND comment that you sent them a message. This ensures they see the message you sent.

It's very common for people to comment on photos/videos without reading the description, which will often answer the question being asked. By taking the extra time to view the description you'll often answer your questions faster.

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

SELLERS PLAYBOOK

HOW DO I GET THE MOST MONEY FOR MY CONSIGNMENT?

There is no easy answer, as what works one time might not work the next. Be aware of the market, have realistic goals for a price and no matter - show that horse like it's worth a million dollars. Regardless of the caliber of horse, show it off! Make sure your pictures are professional, your horse/pony is clean & fit and take video of anything and everything. When you put in the effort, it will pay off!

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

LOOKS GOOD, DO IT AGAIN! PART 2 Molly Sparrow, Seller & Content Contributor

"WAIT! That looks good, do it again!" is often said when we're out riding. I've become immune to eye rolls, awkward laughs, and irritated snorts that are made when I say it. In the world we live in, videos and pictures are at the forefront of people's minds. Scrolling has become a hobby, one where people engage with each other, shop, search and network. It's essential that sale videos and pictures are aligned with the professional look (and price) you're trying to represent.

We joke that picture and video day is the day I just plan to fight with my husband, John. I swear nothing can start a fight like saying, "Move the right hind foot forward four inches." I'm a firm believer that pre-marital counseling could be completely done away with if every intended couple had to take sale pictures or videos together first. If both people are alive and no one cried, you can get married! Easy! All jokes aside, taking excellent pictures and video is essential to the success of a good sale. But what makes up a good picture or video?

Proportions/Backgrounds For profile photos, I use the 60/40 rule: 60% horse, 40% background. You don't want the horse to completely fill the frame, but a tiny speck in the center isn't ideal either. Find a simple and plain background. My favorite is a big open pasture, but I've also used the mouth of driveway, center of the road, and in a pinch, the backside of our barn. You don't want anything that will distract from your horse.

Organization of Clips The video is the eye catcher of a sale. Be unique in what you video and think about what YOU would stop to watch. I like to organize my clips so that the "exciting" things are in the first minute. What can you do to stop and grab their attention? This doesn't mean forget the meat and potatoes. We want to see loping circles, transitions, catching, saddling, and handling feet; but these things are more suited for the end of your video after you've drawn someone in.

Angles As people, we look in the mirror, turning side to side trying to determine the best "angle." We do these things to determine what looks best, the same goes for your horse! Don't sell them 'short' by taking unbalanced photos. Start perpendicular to their withers and then move each way to find where they look most balanced. Typically, all four feet should be visible. You want 2-6 inches in between each foot, while having the legs closest to the camera in a natural position. Fight the urge to set your horse up like it's a halter class. (This is where you get to direct your handler and test your relationship!)

Zooming John's grandmother asked me once if I knew how to ride or just took the photos. I was flabbergasted! But, I rarely make it out from behind the camera. This is due to John's over use of zooming when filming. Often times, watching his videoing back, I feel seasick. Find a good spot in the arena, pasture, or trail hit the 3 zoom on your iPhone and just HOLD STEADY (not on horseback)! If you make a mistake, keep rolling and cut it out later. Keep the horse the focus, the rider is not a priority. Make the horse look the very best you can. Help and coach each other as you video - communication is key to get proper video. Don't forget, videos will be muted and you can add music when uploading.

At the end of the day, we're all just trying our best to represent good horses to the best of our ability. Give yourself TIME! Nothing is more stressful or harmful (on the quality and your relationship) than having to get videos and pictures done in one afternoon. Try to space these tasks over a week or even two! The more time you give yourself the better quality you'll get. Keep these things in mind and you too will be able to say, "Looks good! Do it again."



SELLER TIPS ON SOCIAL MEDIA

Shelby Noyce, Video & Social Content Creator

When you're taking video of sale horses, think of things that would make YOU stop and watch. Save the loping, saddling, etc for your main sale video (and tell/show them where to find it in your description).

You have 3 seconds to capture a viewers attention. In those first few seconds include the catch of the rope, then include the full run after.

If you are promoting a performance horse, it's great to show off their personality! Does the horse like to take a swig of your Mt. Dew after a run? Does he smile when you scratch his withers? Yes, the ability to perform is important, but what makes what your offering different than every other one bred like him?



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FROM THE HORSE'S MOUTH

"Trust & honesty is what is required when purchasing & selling horses & ponies! Amanda at Cowpony Sales has both! I have purchased & sold horses with Amanda and I have no problem using her again & recommending her services. She is very knowledgeable with years of experience in pairing rider & horse/pony with end user. Amanda is TOP HAND in my world!"
- Buyer/Seller J.C. Faribault, MN

"Amanda is wonderful to work with, she is very responsive to calls & texts. She helps seller & buyer find what they're looking for & represents your horse wonderfully. Give her good photos & videos, and her & Shelby make sure your horse is seen. Love working with them, CPS has helped us sell many horses and ponies."

- Seller P.F. Maccomb, OK

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

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