



Quality Standards for Sellers

Introduction

Five Star Horse Exchange is a curated marketplace for quality sport horses and breeding opportunities. Every listing is individually reviewed before publication to ensure a professional, transparent and trusted buying experience.

Photography Standards

Professional photography is one of the most important factors in attracting buyers.

We recommend uploading 4–6 high-quality photographs that accurately represent your horse.

Recommended images include:

- Your best and most eye-catching photograph as the first image
- Jumping or competition action photos
- Conformation photo
- Head portrait
- Additional images highlighting movement, temperament or rideability

Photography Guidelines

- Present the horse in excellent condition.
- Braiding is strongly recommended for all sport horse listings.
- Use clean, well-fitted tack and professional attire.
- Photograph in natural daylight whenever possible.
- Choose a clean, uncluttered background.
- Ensure the horse is fit, healthy and well presented.

The first photograph should immediately capture a buyer's attention and showcase the horse at its very best.

Video Standards

Videos should present the horse honestly and professionally.

Whenever possible include:

- Flatwork
- Complete jumping course
- Rideability
- Temperament
- Loading or hacking (optional)

Avoid excessive editing, music or visual effects that may misrepresent the horse.

Horse Description

A complete advertisement should include:

- Age
- Height
- Sex
- Breed / Studbook
- Sire
- Dam Sire
- Competition results
- Current training level
- Suitable rider
- Character and rideability
- Veterinary information
- Reason for sale (optional)

Provide factual and accurate information.

Price Information

Every listing must include either:

- Exact Price

or

- Price Range

Transparent pricing improves buyer confidence and enquiry rates.

Veterinary Information

Whenever possible indicate the availability of:

- Clinical examination
- X-rays
- Pre-Purchase Examination (PPE)
- Veterinary reports

Embryo Listings

Please include:

- Frozen or Implanted embryo
- Sire
- Dam
- Dam Sire
- Dam's sport achievements
- Dam's best offspring
- Collection date
- Recipient mare information (if implanted)
- Pregnancy confirmation
- Breeder
- Unique pedigree highlights

Broodmares

Include breeding status, in foal information, sport career, offspring, best offspring, embryo production history and veterinary information.

Breeding Stallions

Include competition level, major sport achievements, approved sons, best offspring, semen availability and studbook approvals.

Quality Standards

We reserve the right to decline or request revisions to advertisements that do not meet the quality standards of Five Star Horse Exchange.

Listings may be rejected due to:

- Low-quality photographs or videos
- Horses presented in poor physical condition
- Poor grooming or presentation
- Incomplete or inaccurate information
- Misleading descriptions
- Unverified competition results or breeding information
- Media that does not accurately represent the horse or breeding opportunity

Our Commitment

At Five Star Horse Exchange, quality comes before quantity. Every listing contributes to the reputation of the platform, and our review process ensures buyers can browse with confidence and trust every advertisement they see.