



**equestrianproperty4sale.com**

*The UK's leading equestrian property website*

THE UK'S DEDICATED SHOWCASE  
FOR **EQUESTRIAN PROPERTY**



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## CONNECT WITH SERIOUS EQUESTRIAN BUYERS - **NOT JUST MORE CLICKS**

EquestrianProperty4Sale.com (EP4S) is the UK's specialist platform dedicated exclusively to equestrian property. We connect equestrian homes with buyers who actively understand - and are searching for - existing equestrian property or those with equestrian potential.



This is not about mass traffic



It's about relevance, intent and expertise

By focusing solely on equestrian property, EP4S delivers targeted visibility for agents and meaningful engagement from buyers who are ready to move.





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## A SPECIALIST PLATFORM FOR A **SPECIALIST MARKET**

General property portals **serve everyone.**

EP4S serves the **equestrian community.**



Our platform exists to remove noise, reduce wasted enquiries and present equestrian property in the right context - to people who already know what they're looking for.

For agents this means:

- clearer positioning as an equestrian specialist
- better qualified buyer enquiries
- stronger confidence from vendors choosing who to instruct



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## TARGETED REACH, BUILT AROUND **BUYER INTENT**

EP4S attracts a highly focused, equestrian specific audience actively searching for properties with land, existing facilities and/or equestrian potential.

Because we only feature equestrian property:

- buyers spend more time engaging with listings
- enquiries are more relevant
- agents benefit from quality over quantity

Our audience is not browsing casually - they are **purpose driven and informed**.

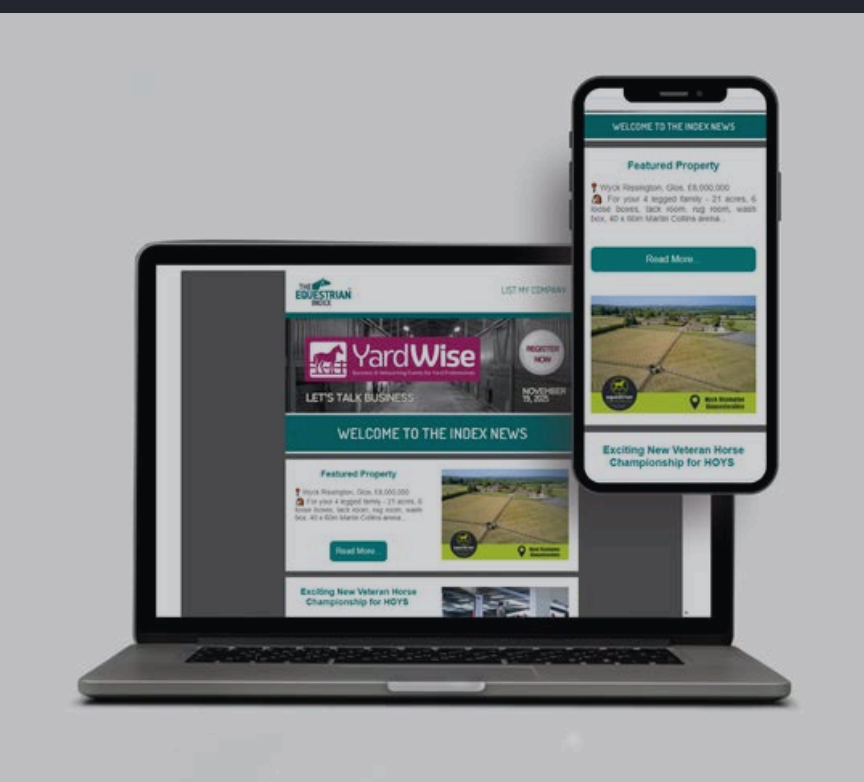
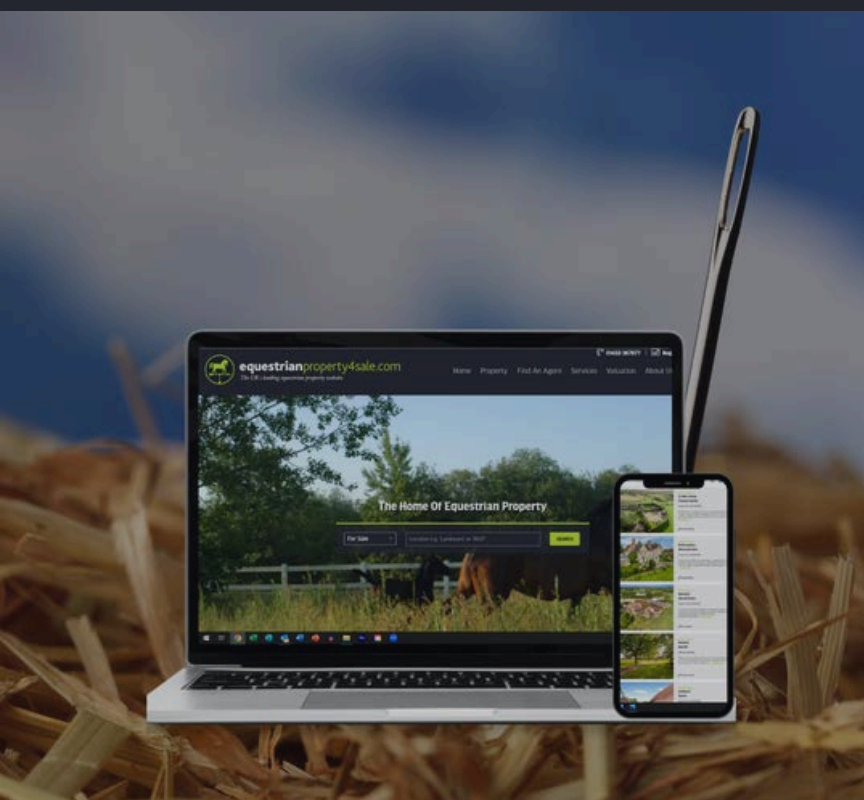


# EQUESTRIAN MARKETING THAT WORKS HARDER **FOR AGENTS**

EP4S supports agents with a joined up marketing approach designed specifically for the equestrian sector.

- strong digital search visibility
- targeted social media promotion
- notifications to an engaged equestrian audience
- selected print, email and face to face industry exposure across sister brands

All supported by hands-on setup and extensive equestrian industry knowledge - saving time, reducing administration and ensuring properties are presented appropriately.

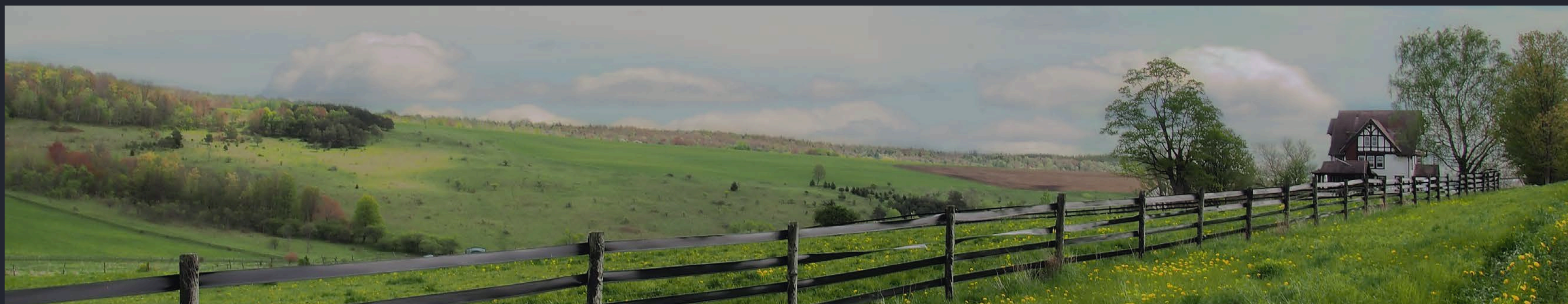




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# HOW AGENTS WORK WITH EQUESTRIANPROPERTY4SALE.COM



Whether you represent a single equestrian property or a portfolio across multiple offices, EP4S offers flexible listing and membership options designed to **support your agency structure**.

Across all options, our focus remains the same:  
helping agents with equestrian property **connect with the right buyers**.



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## MEMBER AGENT **£300 PCM**

For specialist agents who want consistent equestrian visibility.

The core EP4S option - and the choice of agents who regularly market equestrian property.

*Prices are exclusive of VAT. A one-off setup fee applies. Pricing varies depending on manual or feed-based setup.*



Membership positions your agency as regularly dealing with equestrian property, giving specialist listings consistent and ongoing visibility and additional brand promotion across the platform.

### **What membership delivers:**

- A dedicated equestrian agent profile on EP4S
- The ability to list unlimited equestrian properties
- Manual or feed upload as preferred
- Social media promotion included where appropriate
- Buyer enquiries and geographical valuation leads
- Transparent performance reporting
- Ongoing platform and marketing support

### **Why agents choose membership:**

To strengthen credibility with vendors, attract better qualified buyers and make equestrian property a visible part of their agency offering.

### **Best for:**

Rural and equestrian agents with regular specialist instructions.



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## GROUP WIDE MARKETING **PACKAGE**

For regional, multi-office and national agencies.

Designed for scale, consistency and simplicity.

Prices are exclusive of VAT. A one-off setup fee applies. Pricing varies depending on manual or feed-based setup.

**5 OFFICES**

**£100**

/ month/office

**6 - 10 OFFICES**

**£75**

/ month/office

**11+ OFFICES**

**£50**

/ month/office

The Group Wide Marketing Package enables regional directors and multi-branch agencies to list unlimited equestrian property across all participating offices - without individual branch administration.

### **What's included:**

- Unlimited equestrian listings across participating regions
- Exposure to a highly engaged equestrian specific audience
- Social media promotion included where appropriate
- Transparent performance reporting
- Consistent brand visibility across the group
- Centralised setup - no office-by-office admin

### **Why agencies choose this option:**

To achieve strong equestrian visibility at scale while keeping internal processes simple and costs predictable.

### **Best for:**

Agencies managing multiple offices or regional structures.

## SINGLE PROPERTY LISTING £85 PCM

For occasional equestrian instructions.

A simple, no-commitment way to market an individual equestrian property.

*Prices are exclusive of VAT. A one-off setup fee applies. Pricing varies depending on manual or feed-based setup.*



This option is ideal for agents who handle equestrian property occasionally and want targeted exposure without subscription.

### What's included:

- One equestrian property listing on EP4S
- Exposure to a focused, equestrian specific audience
- Listing curated for equestrian relevance and presentation
- Social media promotion where appropriate

### Why agents choose this option:

To support a one-off equestrian instruction by accessing the right buyers.

### Best for:

Ad hoc equestrian listings



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## COMPARISON TABLE

The difference in practice:

General portals help you **be seen**.

EP4S helps you be found by the **right people**.

### General Portal vs EquestrianProperty4Sale

General	EquestrianProperty4Sale
Serve the widest market	Dedicated exclusively to equestrian property
Designed for volume & scale	Built for buyers actively searching for equestrian property, facilities and/or equestrian potential
Equestrian property is one category	Listings sit alongside comparable equestrian homes
Buyers often browse casually	Buyers arrive informed and purposeful
High visibility, mixed intent	Reduced noise, clearer positioning
Agents compete heavily for attention	Supports agents in demonstrating specialist expertise



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## WHAT OUR AGENTS SAY

**'A clear way to demonstrate equestrian expertise.'**

*EquestrianProperty4Sale is an excellent tool for demonstrating our equestrian expertise, something that can be a key factor for sellers when selecting an agent. It also attracts buyers who are specifically looking for equestrian property.*

**Alasdair Dunne, Fisher German**

**'Offering something extra to equestrian vendors.'**

*By becoming a member agent on EquestrianProperty4Sale we are able to offer something extra to our clients, giving confidence when choosing to instruct us as an equestrian-focused agent.*

**Simon Williams MRICS FAAV, Masons**





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## EQUESTRIAN PROPERTY DESERVES SPECIALIST MARKETING

EP4S is not designed to compete with general portals - it exists to complement them by placing equestrian homes in front of the people actively searching for them.

Whether you list occasionally, regularly, or across multiple offices, EP4S offers a clear, credible way to reach the equestrian market properly.

**Choose the option that fits how your agency works - or contact us to discuss the right structure for your business.**

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