

Horse Descriptors for Marketing Potential Concerns

Being transparent about any medical or behavioral concerns when marketing an adoptable horse is important. No horse is perfect—they all have quirks. However, framing possible issues in a more positive light will allow people to see a horse’s potential rather than their limitations. And it’s perfectly acceptable to use humor in your listings if you clearly explain any concerns in your conversations with potential adopters.

Concern	How to Say It
Unrideable	<ul style="list-style-type: none"> • Great babysitter for a resident horse • Perfect pasture pet • Great for groundwork
Cribber	<ul style="list-style-type: none"> • Does well with a cribbing strap—and it’s included in their adoption fee
Bad feet	<ul style="list-style-type: none"> • Stays sound with a knowledgeable farrier
Green or spooky	<ul style="list-style-type: none"> • Energetic • Suitable for a calm and confident handler • Great project horse for an experienced trainer
Pushy or bossy	<ul style="list-style-type: none"> • Will do well with a handler who sets and maintains boundaries
Bowed tendon	<ul style="list-style-type: none"> • Has been cleared for trail riding (or whatever is accurate)
Hard keeper	<ul style="list-style-type: none"> • Enjoys gourmet meals • Blessed with a high metabolism
Old	<ul style="list-style-type: none"> • Mature • Seasoned • Young at heart • No worries about youngster shenanigans • AARP subscriber • Been there, done that
Cold-backed	<ul style="list-style-type: none"> • Spirited • Loves a pre-workout warm-up • Keeps you on your toes
Bites	<ul style="list-style-type: none"> • Explores with mouth • Uses teeth well • Great for training your reflexes