



School of Horse Psychology, Alexa Rodriguez
Commission Agreement For Selling a Horse

1.) This agreement is entered into between Alexa Rodriguez (the Agent) and _____ (the Seller). Seller agrees to pay Agent a commission of 15% of the actual sales price for the horse(s) as listed below.

a. In the case of a farm with multiple horses for sale, such as a breeding farm, Agent agrees to represent all horses which Seller deems as sales prospects by listing them on the attached long form.

b. In the case of a single consignment horse for which the Seller is the registered owner, the horse is known as _____, a _____ with the registration number _____
_____ (Initials)

2.) The Agent agrees to perform the following tasks to facilitate the sale of the listed horse(s):

a. Produce, post, submit and manage all print and online advertising. Print advertising will include flyers, magazines, newsletters and any other media that offers an opportunity that is deemed appropriate.

b. Arrange for the filming and photography needed for proper visual representation. Upon completion of filming and photography, Agent shall manage the editing of sales videos and photographs for use in advertising. Agent agrees to perform such work in as reasonable and prudent timeframe as possible to capture the best visual representation possible.

c. Assist Seller in setting an accurate asking price for the horse(s) and in negotiating a final selling price. Agent will not accept or agree to any negotiated sales price from a

prospective buyer below the full asking price without first consulting with and receiving approval from Seller.

d. Manage all communications with prospective buyers, set up appointments for visits, be in attendance for visits, and represent the horse(s) as honestly and accurately as possible. Agent will conduct herself, communications, and appointments with the utmost professional attitude. Agent will keep Seller informed as to all communication and appointments.

e. Assist prospective buyers in coordinating pre-purchase veterinary examinations and shipping arrangements. Agent will be present whenever possible for pre-purchase veterinary examinations and to meet shippers when they arrive to pick up the horse.

_____ (Initials)

3.) The Seller agrees to perform the following tasks to facilitate the sale of the listed horse(s):

a. Provide Agent with all necessary and possessed information and documentation regarding to the horse(s) so that he may represent them to prospective buyers as honestly and accurately as possible.

b. Pay for advertising expenses when applicable and necessary. Advertising expenses may include fees for photographers, videographers, websites and/or print media, and anything else that may be directly related to producing appropriate advertising materials. Agent will make every effort to keep advertising costs at a reasonable level, however Seller must realize that advertising is an essential part of selling a horse. Depending on the quality and price of the horse, the most appropriate advertising avenues will differ, and as such so will the cost. Agent will consult with Seller before committing to any advertising expense.

c. Seller will keep horse in training with Agent for the duration of this agreement, except in the case of a young horse that is not yet ready for training. _____(initials)

4.) Should either Agent or Seller not perform the actions listed in this agreement, the agreement shall be considered in breach, and thus terminated. Both parties shall be released from the agreement without penalty or remuneration. _____(initials)

Agent Signature _____

Date _____

Seller Signature _____

Date _____