

Selling Your Equestrian Property

A Step By Step Approach for Farms & Equestrian Estates



PLATINUM
GROUP REAL ESTATE

real

A Realtor Who Actually Rides

Selling an equestrian property is not like selling a house.

The buyer pool is different, the showing process is different, and the things that matter most, footing, fencing, stall quality, water access, pasture layout, are things most agents have never thought twice about.



I'm Sharielle Lawrence, and I'm not most agents. I'm an active equestrian, a dressage competitor, and a USEF "r" Dressage Technical Delegate – which means I live in the same world your buyer does. I know where equestrians search, what they're willing to compromise on, and what will send them looking elsewhere.

Backed by the resources of Platinum Group Real Estate and Real Broker, LLC – the fastest-growing publicly traded brokerage in North America, selling a home every nine minutes – I combine genuine horse community access with a powerful national platform to get your farm in front of the right buyers, not just the nearest ones.

Over

\$1.72 billion

in real estate sold



Over

3,500

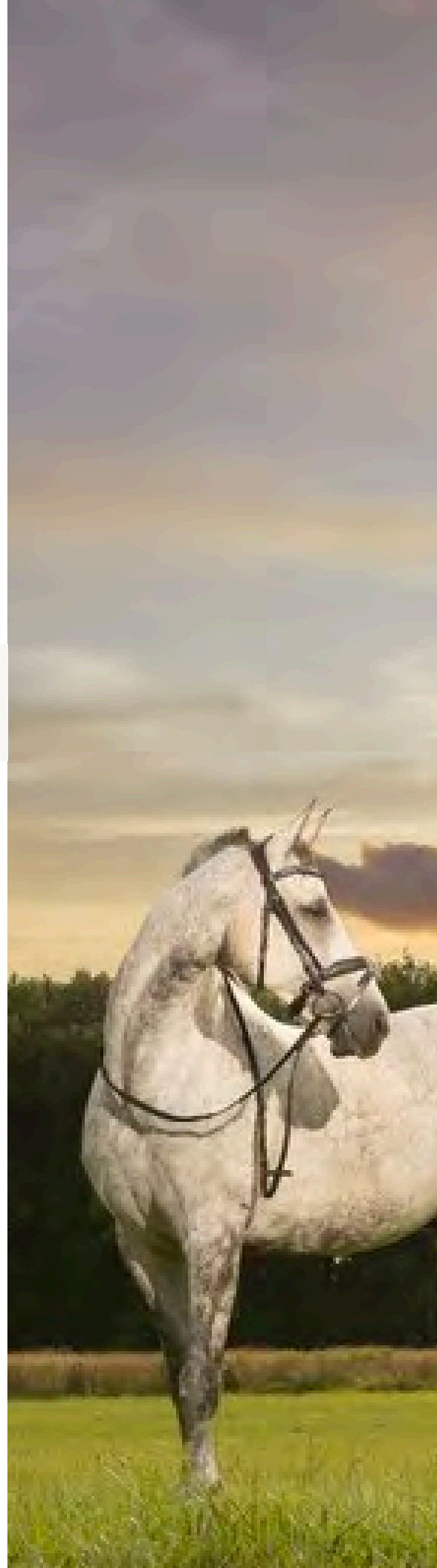
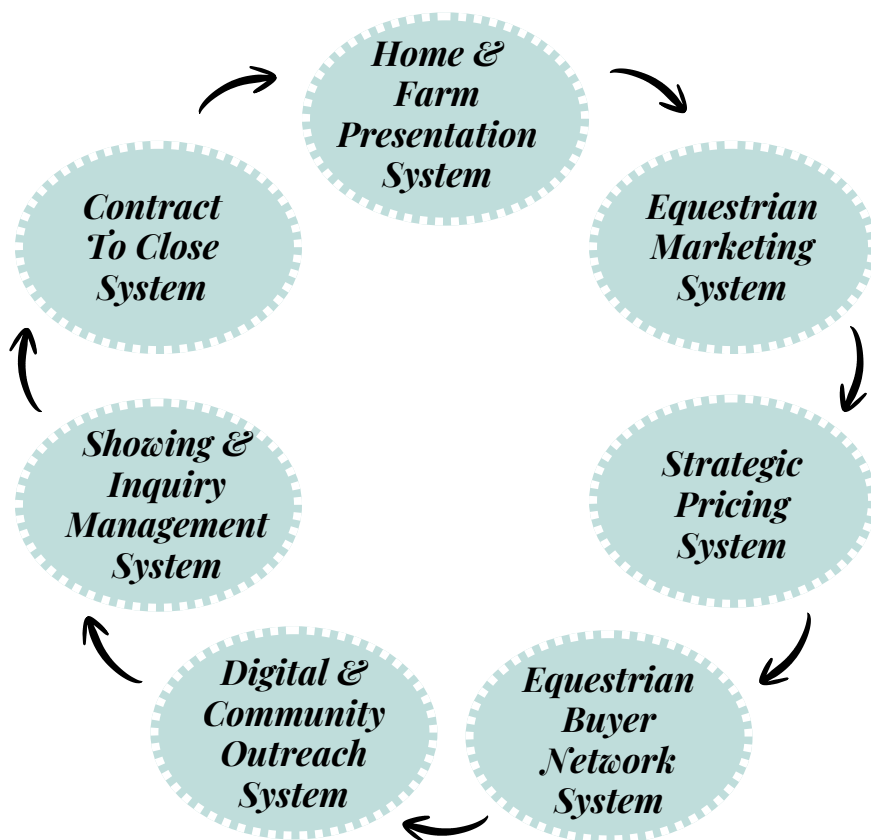
homes sold since 2015!

*Your farm deserves more than a lockbox and a Zillow listing.
It deserves a strategy built by someone who understands it.*

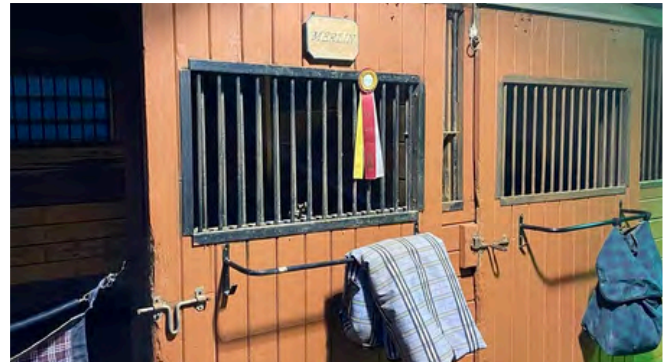
A Systematic Approach To Selling Your Farm

Equestrian properties require a more intentional, layered marketing strategy than a standard residential sale. From identifying the right buyer pool to positioning your property within niche agricultural and equestrian markets, every step needs to be purposeful.

You are not just hiring me. You're hiring a strategy built specifically for properties like yours.



Home & Farm Presentation System



HOW I PREPARE YOUR FARM FOR A SUCCESSFUL SALE

First impressions on a farm happen before a buyer ever sets foot inside the house. Fence lines, barn cleanliness, pasture condition, and arena footing all signal value – or raise red flags – within the first sixty seconds of a showing.

I prepare every equestrian property with a farm-specific lens, helping you highlight the features that equestrian buyers care about most while ensuring the residence shows beautifully as well.



75%

of sellers see an ROI of 5% to 15% over the asking price
when they choose to stage their home

Painting your home leads to a

107% ROI

On average, homes sell

88% faster

than homes that have not been properly prepared

Equestrian Marketing System



I create a personalized marketing plan for every farm by tailoring strategies to the specific discipline, acreage, infrastructure, and lifestyle the property supports.

Traditional Marketing

- Property signage with custom farm rider
- High-quality full-color brochures and property sheets
- Broker and guided property tours
- Outreach to local boarding facilities, riding clubs, and hunt clubs
- Regional, National, and International equestrian network

Digital Marketing

- Professional photography with equestrian lifestyle focus
- Aerial/drone footage of acreage, pastures, and arenas
- Customized property website with full farm feature breakdown
- QR codes for lead capture
- Worldwide MLS syndication
- Farm specific listing portals

Social Media Marketing

- Instagram and Facebook content built for equestrian audiences
- Lifestyle-driven video content highlighting the property's daily functionality
- Targeted advertising to equestrian buyers in Delaware, Pennsylvania, Maryland, and beyond
- Equestrian Facebook group outreach
- Coming Soon promotion to warm buyer pipeline before listing goes live
- Regional horse publication and newsletter promotion

Strategic Pricing System



My goal is to protect your investment and maximize your return.
Equestrian property pricing requires a specialized approach.
I treat your list price as a strategic invitation, not just a number.

Aspirational Pricing

A strategic approach for properties with exceptional or one-of-a-kind equestrian infrastructure that commands a premium in the current market

Market Value Pricing

Positioned in alignment with the best comparable equestrian and farm sales, with special attention to recently closed and pending properties

Momentum Pricing

A competitive entry price designed to generate strong early interest, multiple inquiries, and negotiating leverage – particularly effective in limited-inventory markets



Is your farm priced to attract the right buyer?

Contract to Close System



Offer Review & Acceptance

Contingency Periods

Critical Dates

Transaction Management

OFFER STRATEGY

Equestrian buyers are often emotionally invested which means negotiation requires both strategy and an understanding of what they value. I know how to structure offers and counter-offers that protect your bottom line while keeping motivated buyers at the table.

CLOSING PROCESS

From contract execution through settlement, I manage the timeline, coordinate with attorneys, lenders, and inspectors, and keep you informed at every stage.

Complex transactions require focused oversight and that's exactly what you'll get.

*My goal is to get you the offer that you want,
at the price that you want, and with the terms that you want you've built.*

The Equestrian Buyer Profile

When it comes to equestrian properties, understanding who your buyer is makes every part of the selling process more strategic. Knowing where they come from, how they search, and what they will not compromise on shapes pricing strategy, preparation, and marketing strategies from day one.

As a licensed United States Equestrian Federation “r” Dressage Technical Delegate and active Dressage competitor, I don’t know this buyer in theory - I am this buyer.

My insight is invaluable in today’s competitive market.

Equestrians are looking beyond the standard sites (Zillow, Homes, Realtor) for their next property and if your property isn’t listed where they are looking - how will it get seen by the right audience? Your buyers are in communities most agents have never heard of and I’m already in them.

Equestrians evaluate the farm and the home separately simultaneously. Non-negotiables will always include safe, functional fencing, water access, stall size, trailer access, power infrastructure, and pasture management. Riding arenas, trail access, paddock rotation, wash stalls, tack storage, hay storage, feed storage, and fire safety are high-value considerations every buyer is thinking of.

You need a listing agent that understands how a buyer thinks from a professional and personal view point.

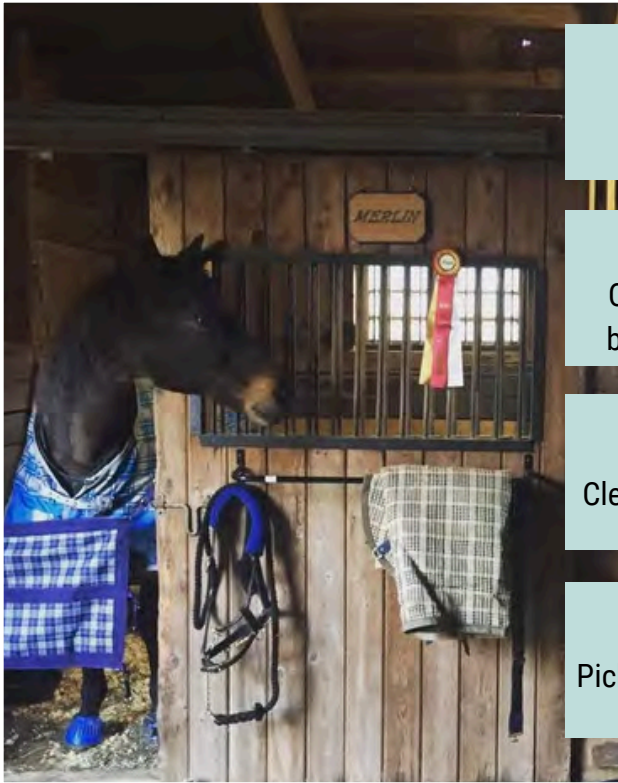
Your barn and the facilities are your most important tool!



Equestrians always consider their horse’s comfort, safety, and happiness.

*The right buyer for your farm already exists.
My job is to make sure they find it and recognize its value when they do.*

Preparing Your Farm for Showings



The Road to The Barn:

Clear any debris & trim overgrowth.
Walk the fence line and clean any farm signs.

The Barn:

Organize the tack room, muck stalls & rebed as needed, fold blankets, sweep the aisle, and tidy feed & hay storage areas.

Pastures & Paddocks:

Clean water tubs, check fence lines & gates, and pick any visible manure piles.

Arenas:

Pick & drag arena, put away poles/fences, and open indoor doors for ventilation.

STAGING A FARM IS NOT THE SAME AS STAGING A HOUSE

First impressions on a farm begin at the end of the driveway. Every detail between the entrance and the back fence line tells a story about how the property has been managed.

WHAT TO DO WITH YOUR HORSES?

The answer depends on their temperament. Ideally, all horses would be turned out while showings occur. In situations where that is not possible, place signs on stalls for horses that need to be avoided.

I will be in attendance for every showing because your horses comfort and safety are my top priority.

*You've put the work into this property every single day.
A little intentional preparation before showings makes sure buyers see
exactly what you've built.*

My Commitment to You

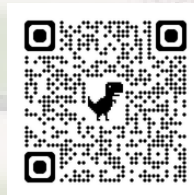
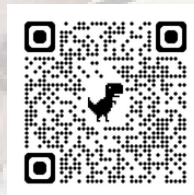
Selling a farm is not just a transaction – it's the end of one chapter and the beginning of another. You've invested in this land, these structures, and this lifestyle, and you deserve a Realtor who respects that and works tirelessly to find it the right next steward.

I will show up for your property the way I show up in the barn: prepared, detail-oriented, and fully committed. You will never wonder what's happening with your listing, because I believe consistent communication is not a luxury, it's a standard.

I know you have choices. I don't take it lightly that you're considering trusting me with this one.

Follow me!

for reviews, listings, equestrian content, and more



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