



New horse website *means business*

A long-standing REIQ accredited agency has created a new website dedicated to exclusively selling horse properties. The *REIQ Journal* touched base with Greg Young from Henzells centered on the Sunshine Coast to learn more about the unique venture.

Please tell us about the reasons behind developing your website?

As well as residential and commercial our office specialises in selling horse properties on the Sunshine Coast. Talking to horse property buyers we could hear their frustration when searching real estate sites in Australia. Seems no one provided enough information and they had to trawl through properties for sale in a particular area, then make lots of phone calls and wasted inspections. After months of research and development we launched horseproperty.com.au in December 2012. More than a year later we are the largest horse property specialist website in the southern hemisphere with over 500 properties listed.

Is there a growing demand for these types of properties? And if so, why?

The horse industry in Australia is huge and varied. We cater to all facets starting from the top end thoroughbred breeders like the racing and competitive groups, but our largest target is the pleasure horse market which incorporates all breeds and your average riding horses and ponies. Every breed has their own disciplines and distinct requirements. Plus there are about 1,000 pony clubs in Australia and all of those members own horses.

Can you describe the types of buyers that are usually interested in horse properties?

It could be anyone really. Purchasers can range from trainers in the racing industry, to breeders, importers, adult pleasure riders or serious competitors, right down to the family who wants a tree change for their kids with the opportunity to join a pony club and learn to ride. What we do find

is that all our buyers have one big thing in common when looking for the right property: They want good facilities or the potential to develop a property for their own needs and often they're less concerned about the style and quality of the home. It just has to have the right 'bones' for horses and just because it's acreage - it doesn't automatically mean it's a horse property.

Can you explain any unique challenges that owners of horse properties have to face?

The biggest challenge is getting their message directly to their market and outlining the various features and benefits of their particular property which are unique. Previously owners would list their property on the largest website portals where they'd get lost amongst other lifestyle properties. By listing their property on our website they talk directly to their market, without having to pay the extra for the purchasers they don't want and who would not be interested in a horse property. 