FOR BOARDING BARNS • TRAINERS • LESSON PROGRAMS • EQUINE PROS

FREE HORSE BUSINESS PROFIT STARTER KIT

See where your horse business money really goes

in about 15 minutes.

Most horse business owners work incredibly hard

but avoid looking too closely at the numbers.

This simple Starter Kit gives you a calm, clear snapshot:

- What's coming in
- What's going out
- What you're really paying yourself per hour
- Whether your board and lesson prices are actually working for you

You don't need to be a "numbers person." Grab a pen, fill this out, and let the paper tell the truth – quietly and kindly.

How to use this kit:

1. Start with Page 2 – Barn Numbers Snapshot. Fill in the boxes as best you can. Imperfect is okay.
2. Then use Page 3 – Board & Lesson Price Check to see if your prices match reality.
3. If what you see worries you, don't panic. You're not broken – the model is. That's what we fix inside the Horse Business Profit Club.

Created by Curtis Andreotti for the Horse Business Profit Club – equine-specific tools to add $1,000–$3,000/month in profit without adding more horses or more hours.

skool.com/horses

TOOL 1: BARN NUMBERS SNAPSHOT

BARN NUMBERS SNAPSHOT – MONTH OF _____

Fill in what you know. Guess if needed. This is about direction, not perfection.

A. QUICK INCOME (PER MONTH)

Step 1: Write how many of each you sell in a typical month and the average price.

Income Source | How Many / Month | Average Price | Monthly Total

Board _____ | _____ | $_____ | $_____
Lessons _____ | _____ | $_____ | $_____
Training / Programs _____ | _____ | $_____ | $_____
Bodywork / Services _____ | _____ | $_____ | $_____
Tack / Retail _____ | _____ | $_____ | $_____
Other _____ | _____ | $_____ | $_____

TOTAL MONTHLY INCOME: $_____

B. QUICK OVERHEAD (PER MONTH)

Step 2: Estimate your main monthly barn costs. Round to the nearest $50 or $100 if that feels easier.

Expense Category | Monthly Cost
Hay & feed _____ $_____
Bedding _____ $_____
Labor / staff _____ $_____
Rent / mortgage _____ $_____
Utilities & insurance _____ $_____
Farrier / vet shared barn costs _____ $_____
Maintenance & repairs _____ $_____
Other _____ $_____

TOTAL MONTHLY OVERHEAD: $_____

C. OWNER REALITY CHECK

Step 3: What is the barn actually paying YOU for all your time?

Owner hours per week: _____ hours

Weeks per month (use 4.3): 4.3
Total owner hours per month (hours/week × 4.3): _____ hours

NET PROFIT (INCOME – OVERHEAD): $_____
EFFECTIVE HOURLY RATE
(Net profit ÷ total owner hours): $_____ / hour

Optional capacity snapshot:
Total stalls: _____
Filled stalls: _____
Occupancy % (roughly): _____%

If your effective hourly rate is less than you'd pay a decent barn worker…
• You are not alone. Most barns are here.
• This is the starting point, not a verdict.
• The next step is adjusting prices, packages, and schedule – not working harder.

Want help adjusting these numbers in a calm, step-by-step way?

Join the Horse Business Profit Club on Skool for tools, community, and weekly Barn Profit Clinics.

skool.com/horses

TOOL 2: BOARD & LESSON PRICE CHECK

BOARD & LESSON PRICE CHECK

Are your prices quietly draining you… or actually paying you?

A. BOARD CHECK

Step 1: Estimate what it really costs you to keep one boarded horse for a month.

Per Horse / Month Costs
Hay & feed _____ $_____
Bedding _____ $_____
Labor time for this horse (cleaning, turnout, etc.):
_____ hours × $_____ per hour = $_____
Share of rent / mortgage / utilities _____ $_____
Share of insurance, repairs, misc. _____ $_____

ESTIMATED TOTAL COST PER HORSE: $_____

Step 2: Compare to what you charge.

Current board rate: $_____
Current profit per horse (Board – Cost): $_____
Current margin (roughly): _____%

Step 3: Set a healthier target.

Target profit per horse (what feels fair to you): $_____
Suggested board (Cost + Target profit): $_____

If this number feels “too high for my area,” that’s a business model problem we can solve. Better design, not just higher numbers.

B. LESSON CHECK

Step 4: Make sure lessons aren't secretly your lowest-paid work.

Current lesson price: $_____
Lesson length in arena (minutes): _____
Extra time per lesson (tack, chat, cleanup): _____ minutes
Total time per lesson (arena + extra): _____ minutes

YOUR TARGET HOURLY RATE
(what you'd like to pay yourself for teaching): $_____ / hour
Step 5: Turn that into a price.
Total minutes per lesson ÷ 60 × Target hourly rate = Suggested lesson price.
SUGGESTED LESSON PRICE: $_____

CURRENT EFFECTIVE HOURLY RATE
(you can do this later with a calculator):
Current price ÷ (Total minutes ÷ 60) = $_____ / hour

C. WHAT TO DO WITH THIS

If your board profit per horse or teaching hourly rate are lower than you expected, that's normal. This Starter Kit is just the first flashlight.

Inside the Horse Business Profit Club, we:

- Rebuild your prices and packages so they feel fair to you and your clients
- Decide which stalls and time slots should be premium
- Create a simple plan to add $1,000–$3,000/month in profit without adding more horses or more hours.

When you're ready, you don't have to figure this out alone.

Horse Business Profit Club · Skool Community · Weekly Barn Profit Clinics with Curtis Andreotti

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