

TheStable.ca Ownership Information

How to own a little and love it a lot

Are you considering becoming a fractional owner in harness racing? Here's a summary of the basics of becoming a client with TheStable.ca: how it works and what to expect.

Topics include:

- TheStable.ca priorities for clients
- Costs & purse money
- Training & racing locations
- Buying & selling
- Communication & transparency
- The client experience





TheStable.ca priorities for clients

[TheStable.ca](https://www.thestable.ca) is an award-winning fractional racehorse ownership operation with bases in Ohio and Ontario and satellite trainers throughout several states.

There are currently 100+ Standardbred horses owned by 900 people from 15 countries.

The innovative model invites people to purchase as little as one percent of a horse, making the thrill of harness racing and racehorse ownership easy to navigate, accessible and affordable.

TheStable.ca was created by Anthony and Amy MacDonald in 2015 to boost racehorse ownership.

We achieve this goal by:

1. removing common barriers to entry
 - offering affordability & low risk
 - providing accessibility & connections
 - facilitating an exit strategy

2. offering an engaging experience for a modest price
 - 1% shares & up
 - entertainment value
 - customer care
 - focus on honest and frequent communication
 - built-in access & connection
 - exit strategy
 - community
 - purse earnings

TheStable.ca is built on a model in which the return-on-investment priority is experiential not monetary. If your goal is to break even and have a lot of fun, your expectations will be in alignment with the experiences of many of our most loyal and satisfied clients.

Costs & purse money

All prices are in CAD except where noted.

We purchase yearlings and racehorses. Most of our yearlings are bought September – November at the major North American yearling sales. Racehorses are purchased sporadically throughout the year through private or public sale.

How It Works:

- We sell 1% shares at cost.
- In addition to the one-time cost of the share(s), you pay a monthly fee plus incidentals per 1% share.
- Stakes horses train in Ontario & Ohio Nov – May
- Horses race in stakes series in respective jurisdictions, including: ON, OH, PA, IL, IN, NJ, KY, NY
- Clients retain all purse earnings and proceeds from sale of the horse



YOUR COSTS

1. Initial share of the horse. Price is based on how much we paid for the horse, and the expenses incurred from the time of purchase through point of sale to you.
2. Monthly fee is currently *\$25.75 + HST per 1% share (CAD for Canada-based horses, USD for US-based horses), plus incidentals (see below). Monthly fee includes basics: feed, bedding, stabling, training, caretaker. (*Pricing subject to change.)
3. Incidentals include: blacksmith, vet, staking, shipping, paddocking, etc. Incidentals vary month-to-month.

4. No matter which horse(s) you own, at the very least, you will need a USTA or Standardbred Canada owners' membership. (Which one you get depends on whether you are a US or Canadian resident. You only need one of the two; they are reciprocal.) Both are annual renewals and you can obtain both online.

Provincial/State ("jurisdictional") licenses are required according to where the horse races. For 2YO and 3YO horses, where the horse will race is often dictated by its breeding (ie. OH-bred horses are geared for Ohio Sires Stakes and will race in Ohio.)

All jurisdictions have different licensing requirements, parameters and pricing.

For example, in OH, PA, IL, KY and IN, you don't need a license if you own less than 5% of the horse. ON, NJ and NY require licensing for even 1%; the licensing process in NY and NJ is not available online, requires the submission of fingerprints and can be costly. Because of these and other factors, some clients heavily consider licensing requirements in their buying decisions.

You do not need to have your memberships/licenses in place before you buy your first share(s) with TheStable.ca, but if the horse is currently or soon-to-be racing, you will need to get your memberships/licenses squared away quickly thereafter.

Clients are responsible for their own licensing, but we have staff to help guide you to the appropriate resources if required.



(Chris Gooden)

Training & racing locations

Our Racing Program:

We purchase yearlings and racehorses. Most of our yearlings are bought September – November at the major North American yearling sales. Racehorses are purchased sporadically throughout the year through private or public sale.

Our operation is geared to racing 2YO and 3YO horses in their respective stakes programs, and racing aged horses in the top overnight and stakes classes at tracks in ON, OH, PA, IN, NJ, NY, IL, KY, etc.

Amy & Anthony MacDonald oversee operations in Ontario and Ohio and are in constant contact with satellite trainers.

- Ontario – Harry Poulton & Dominic Gladu
- Ohio – Jason McGinnis & Stacey Van Huizen
- Pennsylvania – Tim Twaddle
- Indiana – Michael Burke
- New Jersey & New York – Megan Scran
- Kentucky – Eric Patalan

With bases in Ohio and Ontario and satellite trainers throughout several states, we race at several tracks throughout North America year-round. This is an advantage which positions our horses for best possible outcomes; horses can be reassigned to trainers within our network to be raced in classes where they can best compete.





Buying & selling

When we buy

We purchase yearlings and racehorses. Most of our yearlings are bought September – November at the major North American yearling sales. Racehorses are purchased sporadically throughout the year through private or public sale.

New horses are announced to our clients and mailing list as they are acquired and are typically sold first-come first-served. We do not currently add commissions or fees.

We also own a small band of broodmares and their offspring.

When we sell

We typically retain a horse so long as it continues to fit our program. If a horse would benefit from a class change, we have the flexibility to reassign the horse to one of our other trainers in satellite locations. We also do business with a number of high quality turn-out farms in Ontario and the U.S. where we can rest and rehab a tired or immature horse.

If a horse no longer fits our program objectives, we sell the horse in a private or public sale. The decision to sell a horse is made in consultation with clients in the ownership group, but the ultimate decision is made by Anthony MacDonald. Once a horse is sold, the clients will retain their rightful portion of the sale price without any additional fees.

It should be noted that occasionally a horse will no longer fit the program and will not be saleable as a racehorse. These circumstances are extremely rare. In these circumstances, we will work to find a suitable home and occupation for the horse.

When you buy

When you buy your first public share of a horse with TheStable.ca, your account is established on our online platform TheStableca.com. This first transaction can be made from www.thestable.ca/the-horses and you can pay by PayPal or credit card.

Once you are an active client and your account is established on TheStableca.com you can make future share purchases from within your account, and you will have additional payment options (ie. e-transfer, cheque, etc.).

As an established client, you will also have access to purchase from fellow clients in our Private Market, where all clients can post their shares for sale whenever they like, at any price they choose. There is no additional fee to access and use the Private Market.

When you sell

Once you are an active client and your account is established on TheStableca.com you can use the Private Market to post your shares for sale to fellow clients. You can post them whenever you like, at any price you choose. There is no additional fee to access and use the Private Market.



Communication & transparency

Honest and frequent communication is an important component of TheStable.ca.

There are many moving parts in an operation of this scale. It's a priority for staff of TheStable.ca to ensure clients have access to good resources and are up-to-speed on their horses' status and development.

We use several tools to provide frequent, clear and comprehensive communication.

1. TheStableca.com Account Tools

- TrackIt pedigrees & racelines for all TheStable.ca horses
- Account invoices & transactions
- Buy & sell on public and private markets
- Message Board (communicate with fellow clients)

2. Commentary Videos (YouTube channel)

- Weekly update on each horse (grouped by age)
- Daily update videos
- 5,000+ commentary/update videos for our clients about their horses. That's 800+ each year for an average of 2+ per day, every day, for the past 6 years.

3. Training Livestreams

- 2YO training livestreams are fully produced with graphics similar to race broadcasts
- Captured with drone in Ontario; produced with track cameras at Northfield Park
- Every other week Nov – May

4. Email Correspondence

- Email notice every time your horse is entered to qualify and race
- Email notice with track photographer info every time your horse wins
- Sunday email from Anthony with written message and video updates on all horses

5. Social Media

- Calendar of all upcoming races on website
- Daily Preview posted at 9am on Facebook, X, Instagram
- Stretch-drive video of all top-3 finishers posted on Facebook, X, Instagram

6. Staff Resources

- Horses, Anthony (234) 246-8092 anthony@thestable.ca
- Bookkeeper, Wendy wendy@thestable.ca
- Licensing Help, Linda linda@thestable.ca
- General, Kelly kelly@thestable.ca

The client experience

We believe fractional ownership is the key to growing participation in harness racing. Our model is designed to reduce the barriers to entry.

Our goal is to offer an engaging experience for a modest price. In short: buy as little as 1% and experience 100% of the thrill.

TheStable.ca is built on a model in which the return-on-investment priority is experiential not monetary. If your goal is to break even and have a lot of fun, your expectations will be in alignment with the experiences of many of our most loyal and satisfied clients.

Who are our clients?


- 900+ clients
- From 15 countries
- 18 - 85

What are they seeking?

- entertainment
- access & affordability
- sense of community
- honest & frequent communication
- meaningful experience to share with family & friends

What are they frequently saying?

- Thanks so making it possible for me to get back into the business.
- Everything you all are doing is awesome in terms of communications, ease of purchasing shares and support.
- It has been fun watching the races w/ my kids and listening them cheer on our 1%!
- I just wanted to send a quick note to say how impressed I am with what I have seen so far from The Stable. I have been looking for something like this for so long and I'm so happy I found you. The constant communication you provide is amazing.
- I am over the moon with the overall concept of fractional ownership, your particular delivery and execution of it, the scores of employees at every level that you employ and integrate into the operation, and at a broader level the economy of Ontario and other jurisdictions, as you deliver this amazing community based, co-operative operation.



“It is not to make millions but to be part of a potential winning team and having a fun conversation piece around the table, and to make you believe again in dreaming.”





Next Steps

- [Subscribe to our weekly newsletter](#)
- [Subscribe to our YouTube channel](#)
- Follow us on [Facebook](#), [X](#), [Instagram](#)
- Know someone who might be interested? [Tell them about our upcoming webinars](#)
- Consider your priorities, budget and outstanding questions
- Contact Kelly with unanswered questions kelly@thestable.ca
- Ready to buy? Shares are available at www.thestable.ca/the-horses



Contact Us

- General, Kelly kelly@thestable.ca
- Horses, Anthony (234) 246-8092 anthony@thestable.ca
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- Licensing Help, Linda linda@thestable.ca



#ownalittleloveitalot

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