FullAuction - Best Practice Guide **For Sellers**



To ensure you are listing a vehicle to its full potential we recommend following *Full*Auction's Best Practice Code.

1. Continuity

We recommend photographing your vehicles in the same place. This helps build a following on **Full**Auction as it identifies your vehicles to bidders.

2. Start your listing

Correct a registration number, b owners, c trim, d mileage, e V5 doc ref, f confirm HPI clear and g spare key, h tick the spec boxes as buyers may not know what is standard or an optional extra on your vehicle.

3. Accurate listing and descriptions

It is the seller's responsibility to ensure vehicles are listed accurately, honestly and with detail. A detailed listing attracts repeat buying, a loyal following, maximises the bidding opportunity on the vehicles and eliminates issues with traders on collection.

Remember buyers must be able to **TBC – Trust** your listings, **Believe** your listings and have **Confidence** in your listings.

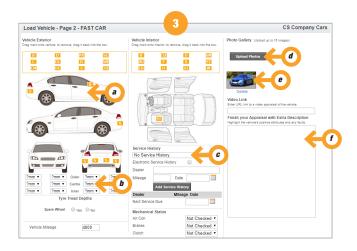
- a Vehicle Condition Damage markers to be used on all listings
- b Tyre Tread Depths Measure across all 4 tyres
- c Service History a vehicle with service history itemised will be a more profitable than those without. An image of the service book provides evidence for buyers
- d Photo Gallery 10 photos as a minimum per vehicle, FullAuction will allow up to 15 images
- e Use your best photos first, with a full shot of the vehicle as your first image. Take 3-4 images of the vehicle's exterior, 3 images of the inside including speedometer with the engine running, dashboard alerting buyers to any warning light issues. The rest of the images showing any damage and service book
- f Well-described, accurate and honest descriptions show buyers the vehicle has been checked prior to listing. This will create a sense of trust and confidence in your listing, giving an estimate in total spend when bidding on the vehicle

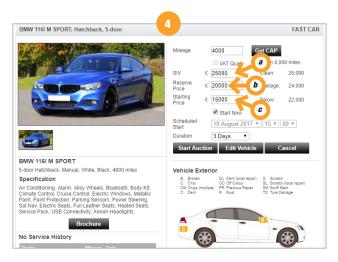
4. Start Price and Reserve

- a Enter your SIV FullAuction will never disclose your SIV. By entering the SIV, when looking at our reporting sections it will give you an overview of your PPU
- **b** Reserve Price this is only disclosed to buyers once the auction has finished, by our team as this is the price you need for the vehicle
- c Start your vehicle at a low Starting Price to attract early bidders and watchers
- d Mobile bidding application allows bidder to bid from phones or tablets









Make the most of your listing and get the best price for your vehicle.