

To make the selling process as simple as possible and to get the very best price for your vehicle, print out and follow these 4 simple steps:

### 1. Check off that you have the following information before you go to the computer to start listing your vehicle:

- |   |   |
|---|---|
| <input type="checkbox"/> Model  | <input type="checkbox"/> Fuel type  |
| <input type="checkbox"/> Date of manufacture                                      | <input type="checkbox"/> Gearbox type   |
| <input type="checkbox"/> Date of first registration                               | <input type="checkbox"/> Interior colour & trim and exterior colour                             |
| <input type="checkbox"/> Kilometres driven  | <input type="checkbox"/> Service history  |
| <input type="checkbox"/> List of options (eg including air conditioning, sunroof) | <input type="checkbox"/> List of any remaining warranties                                       |
| <input type="checkbox"/> Vehicle registration number                              | <input type="checkbox"/> List of recently replaced parts (eg tyres or batteries)                |
| <input type="checkbox"/> Engine size  | <input type="checkbox"/> Full description of any past and present damages – interior & exterior |
| <input type="checkbox"/> Warranty information                                     | <input type="checkbox"/> Number of doors and body style   |
| <input type="checkbox"/> Registration information                                 | <input type="checkbox"/> List of number and type of previous owners                             |

### 2. Bring Your Car to Life – Take 6 -12 Digital Photos of Your Car

- Take between 6 and 12 good quality images to help maximize the price you get for the vehicle. The first six photos are free using Picture Pack
- You're more likely to make a sale if you include, clear, well-lit pictures of your vehicle from all angles, exterior and interior – include all sides of the exterior, engine, odometer, interior trim and finish, close up of special features (mag wheels, sunroof) and close ups of any damage
- Responsible sellers will also highlight any areas of damage to prevent any surprises on completion of the transaction

### 3. Decide on the Best Pricing Strategy for You

Typically successful vehicle sellers use one of three approaches to sell on eBay Motors:

- i) Auction with low start price and a reserve: The low start price (at say \$1) gets buyers excited to bid on your vehicle while the reserve protects your asset. You should set the reserve at the minimum price you would be prepared to accept. This encourages buyers to bid and can create a flurry of interest in your vehicle.
- ii) Fixed price with Best Offer: This new format, exclusive to eBay Motors allows you to sell your vehicle just like you would face-to-face with the added convenience of doing it online. Set your start price at your ideal amount and allow buyers to make offers on your vehicle. You can choose to accept or reject these offers.
- iii) Auction with higher start price and no reserve: Reserves put some bidders off as they don't know what sort of price you are looking for. Set the start price at the minimum you would accept and buyers know that if they bid they may win

### 4. Review These Selling Tips

- i) Consider offering inspections and test drives during the auction
- ii) Make sure you answer any email questions quickly
- iii) Explain your payment terms and collection or delivery options
- iv) Even if the auction finishes without a sale, you can make a Second Chance Offer to any bidder to close the deal. Or, you can always realist the car for a second time. The second listing is free if the car sells.