

FullAuction - Quick Start Guide

Selling Tips



Top Tips For Selling on **FullAuction** **Description, Description, Description**

Cars are often viewed immediately upon launch; this is when buyer notifications are sent out. Impressions are made instantly, so it's essential that cars' descriptions are accurate, detailed and correct from the start. This is where we grab a buyer's attention and he or she will decide to bid or watch. Later amendments to vehicle auctions may be missed.

Here are some nuggets of wisdom that will give confidence to buyers and give you the best chance of selling your car at the best price.

- Allow 3-4 days' auction duration
- Launching with a low starting price will stimulate bidding activity. We'll then have something to work with even if reserve isn't met
- Avoid finishing times before 10.30am, as a lot of final bids are placed first thing
- Avoid finishing times after 5.00pm as there is less chance then of contacting buyers to tie deals up
- Avoid finishing on Saturdays, Sundays and Bank Holidays for the same reason
- Show 5 images of each vehicle, including one of the interior. Show the car off!
- Include specific damage if applicable
- State the EXACT mileage, avoiding 000's!
- Include Service history. The more detail the better. Even if history is partial, indicate how many 'stamps' in the book and include the most recent service
- Add appraisal marks (as much detail as possible) and tyre tread depths to the nearest mm
- Add some text. Comments that really help include;
 - "Lovely car"
 - "No issues with cigarette smoke or dog hairs"
 - "Will need a valet"
 - "Some surface scratches – will polish out"

We know that a winning bid on a well described vehicle
is a sale!

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