

Seller's Guide

BOND ROBERTS

AGED, RARE & VINTAGE CIGAR EXCHANGE

Photos

The photo is the first thing a prospective buyer will see, so it is very important that you spend the time and effort required to taking your photos the right way. There are 5 key things when organising the photos for your listing

1. Your Setup

Throughout FOH Auctions and now on Bond Roberts we have used a Samsung Galaxy s9 to take all our images. No professional camera or setup is required.

2. Orientation and Sizing

We take all our images in landscape and the size is set to 4032x3024 in your settings. This will stop your photos from being compressed or squished on upload.

3. Lighting & Background

Consistent lighting is very important to remove shadows from photos and show the true shade of the wrapper. Do not use any filters or software to adjust your photos.

Choose a black or white background so that the subject of the photo stands out.

4. Photograph what is required and make sure the focus is on the relevant information

Bond Roberts requires 3 to 5 images per listing.

- Lid open, viewing the top layer
- Lid closed
- Box code
- Serial number (if applicable)
- Release number (if applicable)

There is no need to include any more pictures than those listed above. When taking these pictures make sure the intended purpose of the picture is in focus, e.g. cigars, box code.



Once you are happy with your photos, you can move on to Listing Information.

Listing information

Listing information is a key section to receiving the maximum value for your box.

There are 2 areas that you should focus on:

1. Storage Information

Be honest about sticks with damage and include an accurate description in the storage information section. This is in your best interest as well as the buyer's.

2. Shipping

This section has been designed so that sellers have the final say on where potential buyers can bid from.

Sellers have the option to select "Delivery To" and choose specific countries/regions or select All* with exceptions.

Research where your preferred mail carrier will and will not ship to, then set your preferences accordingly.

If you would like to ship domestically there are options for that as well.

At the end of the day, you must be comfortable with your shipping preferences.

Pricing

Last but certainly not least! Between FOH Auctions and Bond Roberts there have been over 1,000 completed auctions and this advice is based on the results achieved in those auctions.

The following strategy is what we use for all our auctions:

1. Do not set a reserve! Nothing kills an auction faster than the message "The reserve has not been met". The longer it stays there the more likely interest will die. Especially if the bid count is high!

2. Instead of setting a reserve price set your starting price within 50-200 USD of the reserve (Depending on the value of your box). From the moment the first bid is placed this auction is off and running. You want to encourage bidding, not stifle it.

3. Do your research. Use the advanced search feature -> All Auctions, as well as other internet searches to figure out the sweet spot for your starting price.

