

Seller Guide

BOND
ROBERTS

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

No professional camera or setup is required. Most modern phones have great cameras which allows you to simply “point and shoot”.

2. Orientation and Sizing

We take all our images in landscape and when uploading the files from a phone or emailing them from our phone to computer, always choose to keep files in “Original size”. Our site will compress them to ensure they are the best quality possible.

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 at least 6 to 9 images per listing depending on the type of release.

- Lid open, viewing the top layer
- Lid open, viewing the bottom layer
- Glassine paper, cedar insert and internal flyers
- Top of the box with the lid closed
- Top of the cardboard outer
- Side of the box
- Bottom of the box and/or cardboard outer with the date/factory code
- Serial number/warranty seal
- Release number

You can include more pictures that can be shared on our social media. When taking these pictures make sure the intended purpose of the picture is in focus, e.g. cigars, box code.

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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 and save 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.

As this will be your first time selling on Bond Roberts we recommend the following tips:

- Use bubble wrap inside the box to stop cigars from moving in transit
- Use bubble wrap around the outside of the box as well as packing peanuts inside the parcel/envelope to restrict movement
- Ship boxes with a small Boveda sachet to maintain humidity
- Always ask the buyer how they want the box to be shipped, what they want it to be declared as and what value the declaration should be. If you follow the buyer's instructions, then the responsibility for successful shipment lies with the buyer and the shipping company.
- Retain a copy where reasonable (such as copies of packing documents, and photos of the packed goods process etc) that can show that they have adhered to the terms of the post-sale handling agreement.

Pricing

Last but certainly not least! Between FOH Auctions and Bond Roberts there have been over 20,000 completed auctions and our pricing policy is based on the results achieved in those auctions.

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

- 1.** Starting/reserve prices can be no more than 90% of the previous highest price achieved on Bond Roberts for a similar item. Previous sales can be viewed by going to our Advanced Search, selecting the marca/vitola/packaging from the drop-down menus and filtering by All Auctions and Price: Highest
- 2.** If the previous highest sale on Bond Roberts was over 12 months ago, your starting/reserve price can be no more than 100% of the previous highest sale.
- 3.** If the item was previously purchased on Bond Roberts, your starting/reserve can be no more than 100% of your total purchase price.
- 4.** If you purchased the item at a price higher than our pricing policy allows, please provide proof of purchase, as your starting/reserve can be no more than 100% of your total purchase price.
- 5.** You can suggest a price that is higher than our pricing policy allows, however, we can approve or disapprove at our discretion.
- 6.** Relisting an unsold item will require a reduction of the previous starting/reserve price of 10%. Again, this is to attract more bidders and interest in your item. This is standard and proven auction practice to achieve the best price possible for an item.

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