

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

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 3 to 5 images per listing.

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

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.



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 8500 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. Keep starting/reserve prices at **no more than 90% of the previous highest price achieved on Bond Roberts** for a similar item. This will attract more interest from bidders and give your item momentum to achieve the best price possible.
2. 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.
3. **Do your research.** Use the [Advanced Search](#) feature and set to "All Auctions" to figure out the sweet spot for your starting price.

