



**you.bid**

# **Seller's Guide**

Hints and tips to give your items the  
best possible exposure to maximum  
your returns

**[www.you.bid](http://www.you.bid)**





# Welcome to you.bid

Australia's fastest growing online auction platform designed for enthusiasts and sellers of all kinds of vehicles. Whether you're selling a **classic car**, a **high-performance sports vehicle**, or even specialised equipment like **boats**, **motorhomes**, **commercial vehicles**, **trucks**, or **earthmoving machinery**, **you.bid** provides a streamlined and hassle-free way to connect with passionate buyers across the country.

At **you.bid**, we understand that selling a vehicle or equipment can often be a daunting task, filled with uncertainties and complexities. That's why we've built our platform with you—the seller—in mind. Our mission is to simplify the selling process while ensuring you get the best possible return on your item.







## Why Choose you.bid?

### **100% Zero Seller Fees:**

Unlike traditional auction houses that charge hefty fees, **you.bid** is completely free for sellers. You'll receive 100% of the final auction price, making it a very cost-effective solution for selling your vehicle.

### **Maximized Exposure:**

Our platform is designed to showcase your item to a wide audience of potential buyers. With expertly crafted listings and extensive marketing efforts, we ensure your item gets the attention it deserves.

### **Transparency and Trust:**

Every buyer and seller on our platform is vetted, providing you with peace of mind that you're dealing with serious and legitimate buyers – no tyre kickers here!

Our transparent auction process means you always know where your vehicle stands.

## What to Expect from this Guide

This guide is designed to help you navigate the process of preparing your vehicle for auction on **you.bid**. From taking high-quality photos to gathering all necessary information, we'll walk you through every step to ensure your listing is as compelling and complete as possible.

Whether you're a first-time seller or a seasoned auction veteran, this guide will provide you with the tools and knowledge needed to make the most of your listing on **you.bid**.

## Let's Go...





# Photo Guide

## Why High-Quality Photos Matter

High-quality photos are crucial to attracting attention, building trust, and showcasing the key features of your vehicle or equipment on **you.bid**. In an online auction, where buyers rely on images to assess the item, clear and detailed photos can significantly increase interest, reduce uncertainty, and lead to higher bids. Investing in great photos not only makes your listing more appealing but also sets the stage for a successful auction with a higher final sale price.

**A great photo gallery ensures your vehicle gets the attention and bids it deserves!**

## As a general rule...

- Around **150 to 200 photos** would be ideal if possible, but less is ok.
- All photos should be taken in **landscape (horizontal) orientation**, not portrait orientation, with an ideal aspect ratio of 3:2 or 16:9.
- The photo resolution should be at least 2400 x 1600 pixels to ensure the best possible quality. The higher, the better – bidders want to see as much detail as possible!

**Prefer a professional touch?**

**Contact us, and we'll connect you with a photographer in your area.**

**Packages typically range from \$150 - \$350**



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## 1. Preparation

- Smartphone cameras generally offer excellent resolution and can be used, but if you have access to a more advanced camera or DSLR, it's a better option. **If you choose to use your phone's camera, please ensure your camera settings are set to the highest possible resolution and megapixel size.**
- Clean both the exterior and interior of the car to present it in its best condition.
- Take with you all necessary documentation, including the owner's manual and service books, to photograph as part of the photo collection.

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## 2. Location

- Choose an open outdoor area with a clutter-free background that enhances the car's aesthetic. Ensure there are no other vehicles, graffiti, stains, or standing water. A park or natural setting works best. For instance, a classic or prestige car might look best near a well-maintained garden, park, or on a circular driveway in front of an elegant, historic home. Similarly, a muscle car could be photographed against an industrial backdrop or on an open road or carpark to emphasize its power and presence.
- The ground should be solid, like asphalt, concrete, gravel, or dirt. Avoid grass and sand.
- Avoid harsh sunlight—opt for shade on bright days. If possible, shoot during times like sunrise, sunset or overcast days. Ensure there are no visible shadows, and photos should be taken in even, natural light. If shooting in direct sunlight, make sure the entire car is evenly lit, without partial shade.





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### 3. Exterior Photos

#### Hero Image

All vehicles listed on our platform require a single eye-catching feature image that quickly shows off the car to any prospective buyers. This displays the whole vehicle - ideally showing the front portion of the vehicle on an angle. The Hero Image will be used to headline your auction, so make sure it's a good one... or take a few, and we'll pick one!



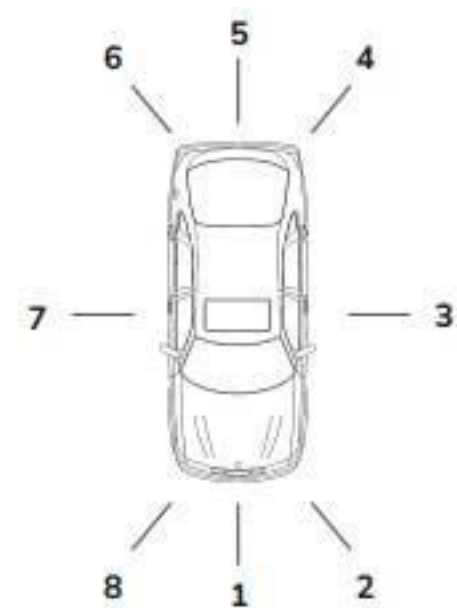


Exterior – Around Vehicle

- Capture the car from various angles, both high and low, as well as close-up and from a distance.
- As you walk around the vehicle, take a photo from each angle listed below, with the ENTIRE car shown in the frame, similar to a rotating turn-table at a car show. You should be approximately 3 to 5 metres away from the car, and the vehicle should take up approximately 75% of the frame with some space around the borders so we can crop if required.

Ensure that you have all of the photos listed below:

- ☐ Head-on front (with lights on)
- ☐ Head-on rear
- ☐ Driver-side 3/4 view from front
- ☐ Passenger-side 3/4 view from front
- ☐ Driver-side profile (side on)
- ☐ Passenger-side profile (side on)
- ☐ Driver-side 3/4 view from rear
- ☐ Passenger-side 3/4 view from rear



**NOTE:** if you have a convertible, take all of the above with the top down, and another set with the top up.



Complete an additional walk around of the exterior to capture additional details, including:

- ☐ Each of the 4 wheels
- ☐ Headlights
- ☐ Taillights
- ☐ Undercarriage
- ☐ Mirrors
- ☐ Roof
- ☐ Engine Bay (a few)
- ☐ Accessories
- ☐ Badges/Emblems
- ☐ Special Build Numbers
- ☐ Dents/Scratches
- ☐ Flaws/Damage



## 4. Interior

Position the car in even lighting, ideally during the day and in the shade - parking in the shadow of a building works well. Avoid direct sunlight, uneven light, and shadows. Ensure the photographer is not visible in any shots, especially in mirrors or window reflections.

### Dashboard

- Wide shot of entire dashboard from driver-side
- Wide shot of entire dashboard from passenger-side
- Steering wheel head-on, showing dash and gauges
- Gauge cluster with odometer showing
- Entire dashboard from rear seats
- Center stack
- Center console and gear stick
- Glove box (open and closed)



### Seats

- Front seats from driver-side
- Front seats from passenger-side
- Rear seats
- Front footwells
- Driver's seat from front (with entire seat visible)
- Passenger seat from front (with entire seat visible)
- Area behind front seats (if applicable)
- Rear footwells



### Other

- Boot
- Driver-side door panel(s) and jamb(s)
- Passenger-side door panel(s) and jamb(s)
- Pedals
- Headlining
- Any flaws (cracks, tears, scratches, etc.)





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## 5. All Included Items

Include photos of all loose items sold with the vehicle. Pay special attention to service records, capturing each individual service page, as many buyers value knowing the vehicle's detailed history. Ensure any personal details, such as names and addresses, are covered or obscured.

- Factory window sticker or build sheet
- Owner's Manual
- Service Books/Records (cover any personal info)
- All Factory Books/Documents
- Fixed Build & Compliance Plates
- Keys, Stereo Remote Controls
- Labels/Stickers
- Tools & Spare Parts



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## 6. Walkaround Video

A walkaround video gives bidders the chance to see your vehicle's condition, as well as see and hear the engine running, making them feel as if they are there in person to view it themselves. Below are tips for shooting a great video to maximize your auction's success:

### Exterior

The exterior portion of your video should cover:

- 360-degree rotation as you walk around the vehicle
- Closeups of any notable flaws
- Details of anything that's particularly nice on the car (such as paint condition, chrome badges, etc.)

### Interior

The interior portion of your video should include footage of:

- Instrument cluster, dashboard and centre console
- Seats and Boot area
- Any notable flaws such as wear in seats and carpet
- A demonstration of any notable features you'd like to show bidders



## Engine

After covering the exterior and interior, we recommend starting up the engine while the camera is focused on the instrument cluster. Once all warning lamps have turned off, you should pop the hood and show bidders the engine bay with the engine idling. If you have someone else to assist, you could also have them start the engine while the camera is focused on the engine bay.



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## 7. Sending Us Your Photos & Videos

- When submitting your vehicle's details via the Sell With Us form, use the File Uploader tool at the beginning of the form to upload your complete photo and video collection.
- If you've already signed up, applied to become a seller, and have all your vehicle details and photos ready, you can start your submission now...

**SELL**