



User Guide for Sellers

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Beginner's Guide to Selling on LiveAuctioneers

Interested in selling on LiveAuctioneers? Welcome! We've created this quick guide to help you get your first auction up and running.

Get Started on LiveAuctioneers

- If you're new to LiveAuctioneers, take some time to [get to know us](#).
- Review our [Pricing plans](#) and [policies](#) to make sure that selling on LiveAuctioneers is right for you and your business.
- Make sure your account information is correct by checking and editing your [public profile and About Us page](#).

Create Your First Auction

- Sign in to your new Sellers account by finding the 'Auctioneers Sign-in' at the bottom of [LiveAuctioneers.com](#)
- Click [Auction Set-up](#) in your sellers dashboard
- Follow the prompts to *Setup a New Auction* and select the appropriate [Plan](#) for your business
- Tell us the *Details & Date* of the sale, *Audio/ Video* options, *Payment* options, *Bid Increments*, and what your own business *Policies* are
- Upload your list of items from an Excel spreadsheet or .csv file. See what your spreadsheet should look like [here](#)
- Process the images by uploading them to an FTP program. For more details on the recommended image format, take a look at our [photo guide](#)
- Choose your cover lots and decide which items best represent your auction
- Pay the listing fee with a Credit or Debit card
- Proof your sale for last-minute edits and let it go LIVE!
- Need more details? Check this [in-depth guide](#) for uploading your text file and processing images

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Once Your Auction Is Online

- Learn how to [approve bidders](#) for your sale
- [Communicate](#) with bidders via the LiveAuctioneers messaging system
- Make [edits](#) to your catalog
- Get ready for auction day with these [last-minute checks](#)

Marketing, Branding and Promotion

- Make sure you're [optimizing your auction for LiveAuctioneers Search](#). You can read more about Search Engine Optimization [here](#)
- Link your upcoming auction to [Facebook](#) and [Twitter](#)
- Consider running an ad campaign with our great selection of display advertising and [email marketing](#) options. Contact support@liveauctioneers.com to book a space on the calendar today. They fill up fast!

Once Your Sale Is Complete

- How to [invoice bidders](#)
- Accept [payments seamlessly](#)
- View your post-sale [statistics](#) for performance trends and analysis

And relax....

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Create an Online Catalog – Detailed Guide

Welcome to selling on LiveAuctioneers! This guide will walk you through setting up your sale online and adding your items and images. For more details about getting started on LiveAuctioneers, check out this [Beginners User Guide](#)

What You'll Need

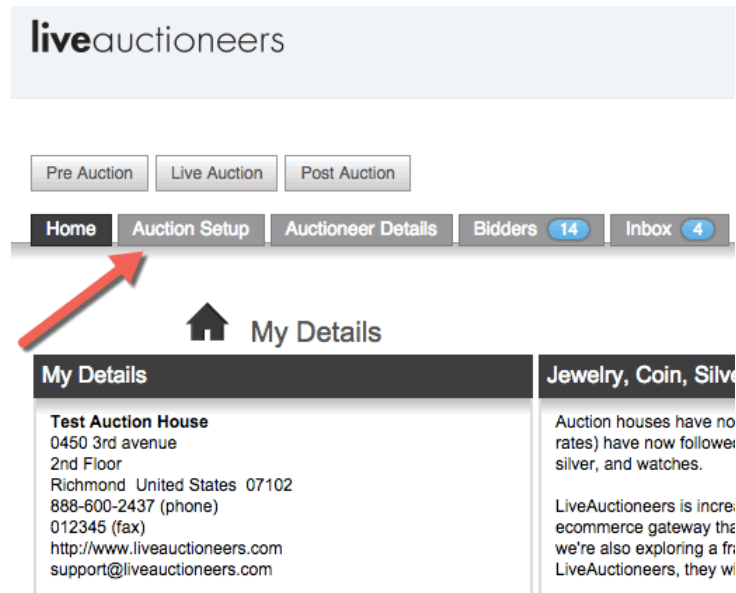
- ✓ A selection of between 50 - 1,250 unique or interesting items you would like to sell
- ✓ A spreadsheet to list the items. Here are two worksheet programs we recommend:
 - [Microsoft Excel](#)
 - [Open Office](#)
- ✓ An FTP program for sending images to us. We recommend:
 - [Filezilla](#)
- ✓ A credit/ debit card to pay for the listing fee and publish your catalog online

Let's get started!

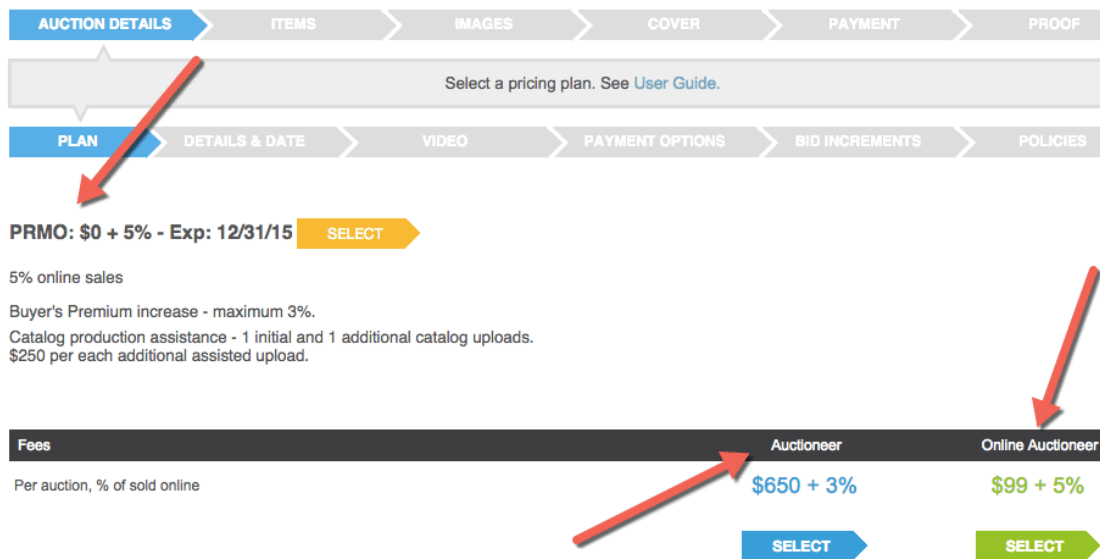
Section A: The Set-Up Form

Start by telling us about your sale.

- Once [signed in](#), click *Auction Set-up* in your seller's dashboard



- Follow the prompts to *Set Up a New Auction* and select the appropriate [Plan](#) for your business.



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Step 1: Details & Date

Auction Title

Tell us the name of your auction but keep it short; titles have a 49-character limit (including spaces!)

Description

Here you can write a little more about your sale. Tell us the main categories featured in the auction as well as any noteworthy items being offered. What would buyers search for to find your items? Add the most searchable words here to best describe your sale. For instance: *“Fine furniture sale featuring an 18th Century English Chippendale desk.”* The character limit is 2,000 and you may use HTML tags to format your text.

Preview Period

When and where are your items available to view? An example might be: *“Preview on Sunday, October 4th, or available for preview at www.liveauctioneers.com.”* HTML is not allowed in this field, which is limited to 2,000 characters

Category

Choose one category which best describes your sale. We give you a list of 16 categories to choose from. Around 24 hours after your sale is uploaded, our system searches the catalog for keywords and designates each lot to a broad category that can be browsed by our bidders. This also triggers email alerts sent to bidders interested in the types of items you sell. Learn more about [Optimizing your Auction for Search](#).

“This catalog contains...”

Don't worry! This is for data-collection purposes only.

Auction Location

Enter the physical location where the auction is taking place. If your auction is online only, enter your registered business address here.

Auction Date

What date and time will your auction begin? Our system is currently set to Pacific Time. If you are selling from another time zone, please make sure to enter the start time in PT by using this [time zone converter](#).

NEXT

Step 2: Video

Audio/Video

Select this box if you are interested in using live video streaming during your sale. A Support representative will contact you to assist with video setup. A special IP camera is required for streaming. For more information, see the Video Setup Guide.

Automated Live Bidding Console

This option is for when you want the sale to take place *online only*. Our automated console will operate the sale at a rate of around 100 lots per hour. Bidding will begin at the specified starting price for each lot and progress at pre-defined bidding increments until bidding stops. All bidding will take place on www.liveauctioneers.com

Bid Below Start Price

Check the box if you wish to allow bids below the start price.

NEXT

Step 3: Payment Options

How You'll Get Paid

Select the payment methods you want to accept from winning bidders. Your options are:

Payments by LiveAuctioneers

the easiest way to instantly collect bidder payments from anywhere in the world



lower overhead



collect more, faster



avoid fraud

LiveAuctioneers will collect the funds on your behalf and deposit into your bank account every Thursday. A processing fee of 2.8% applies. Read more about it [here!](#)

PayPal

You're welcome to use your own PayPal account to accept payments. Send your PayPal email address to support@liveauctioneers.com and write "PayPal E-mail Address" in the subject. PayPal payments will begin to show up as payments on the Invoices page as well as within the bidder invoices themselves.

Other:

- **Credit/debit cards**
- **Personal Check**
- **COD (Cash on Delivery)**
- **Money Order**
- **Wire Transfer**

Currency

Choose the currency you will use to price your items. We recommend choosing a currency that is the same as your bank's currency, as choosing a different currency may result in currency conversion fees.

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Buyer's Premium

This is a service fee for which the buyer is responsible. Buyer's premium can be set from 0% up to the maximum of 3% above the buyer's premium charged to floor bidders (a.k.a. "in-house buyer's premium"). For instance, if your in-house buyer's premium is 20%, you may charge up to 23% to bidders on LiveAuctioneers.

Buyer's premium on LiveAuctioneers cannot exceed buyer's premium charged to bidders online elsewhere, e.g., on auctioneer's website, or other online marketplaces.

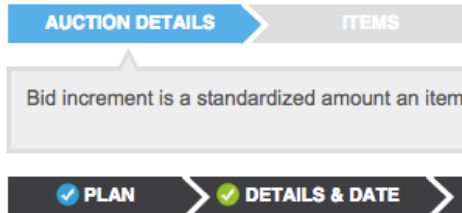
Note: Your in-house buyer's premium was set when creating your seller's account. If you need this to be changed, please contact support@liveauctioneers.com.



NEXT

Bid Increments

Set your bid increment table. This determines the amount each bid is increased by as the bidding progresses. Increments can be modified up until 2hrs before the start of the sale. After this time, your Internet clerk has the ability to adjust the bid increments on the day of the sale through the LiveAuctioneers seller's console.



Bid Increments

From	Increment
0	1
30	2
100	5
500	10
1000	25
2000	50
5000	100
10000	250
50000	500
100000	1000



Step 4: Policies

Your Terms & Conditions provide a brief description of what your buyers should expect when purchasing from your auctions.

Provide your buyers with important information about how you do business, such as:

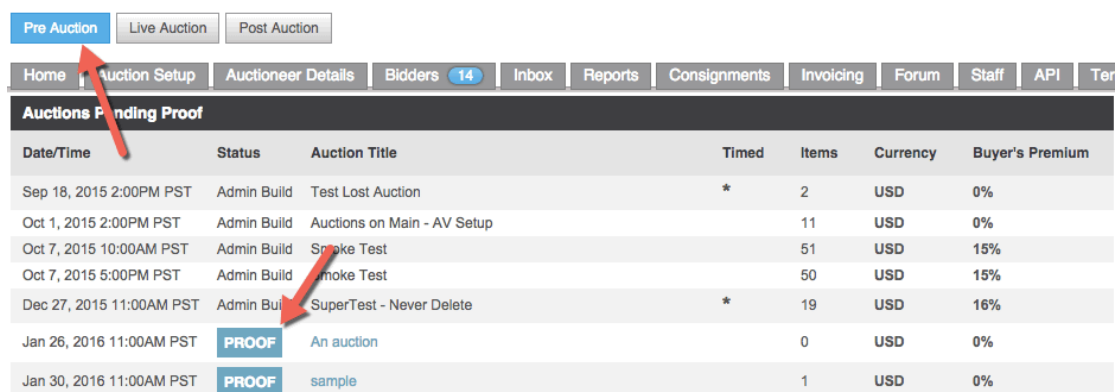
- Shipping options
- Whether or not you offer cancellations
- Applicable taxes
- What types of payments you accept

These policies are designed to **protect you as a seller** as well as your bidders. By providing policies that are safe, fair, respectful, you can offer assurance and instil confidence in your buyers.

Congratulations! Set-up form is complete. Phew!

P.S. The universal cut off time for edits to the Auction details is 2 hours prior to the commencement of the sale. This excludes the Buyers Premium and Terms & Conditions. These cannot be edited once the sale is live online.

Remember: you can save your Auction Set-up at any point and publish at a later date. Go to the *Pre Auction* tab for the list of your pending catalogs.



The screenshot shows the 'Pre Auction' tab selected in the top navigation bar. Below it is a table titled 'Auctions Pending Proof' with the following columns: Date/Time, Status, Auction Title, Timed, Items, Currency, and Buyer's Premium. Two rows are highlighted with a blue 'PROOF' status and a red arrow pointing to the 'Pre Auction' tab.

Date/Time	Status	Auction Title	Timed	Items	Currency	Buyer's Premium
Sep 18, 2015 2:00PM PST	Admin Build	Test Lost Auction	*	2	USD	0%
Oct 1, 2015 2:00PM PST	Admin Build	Auctions on Main - AV Setup		11	USD	0%
Oct 7, 2015 10:00AM PST	Admin Build	Smoke Test		51	USD	15%
Oct 7, 2015 5:00PM PST	Admin Build	Smoke Test		50	USD	15%
Dec 27, 2015 11:00AM PST	Admin Build	SuperTest - Never Delete	*	19	USD	16%
Jan 26, 2016 11:00AM PST	PROOF	An auction		0	USD	0%
Jan 30, 2016 11:00AM PST	PROOF	sample		1	USD	0%

Section B: The Item Upload

You can add items one-by-one, or use a spreadsheet to upload all items at once. We provide a sample items file to download in Excel 2010, XLSX format. Other supported file formats: CSV, and Text (tab delimited).

Take a look at how to format your spreadsheet [here](#).

****If using auction software e.g. RFC, BidMaster, AuctionFlex etc you can build a text file in the software and export it as a .CSV file for direct upload into LiveAuctioneers. *Please contact your respective inventory management software company.* ****

Click the *Choose File* option and select the spreadsheet saved to your computer.

✓ AUCTION DETAILS → **ITEMS** → IMAGES → COVER → PAYMENT → PROOF

You can add items one-by-one, or use a file template to upload all items at once.
Minimum items per auction - 50. Maximum items per auction - 1,250.
[See User Guide](#)

[Preview Auction](#)

0 items saved
50 more items required

Upload Single Item
UPLOAD ⓘ

Upload Items File
CHOOSE FILE
UPLOAD ⓘ

Download a [sample items file](#) to use (Excel 2010, XLSX format).
Other supported file formats: CSV, and Text (tab delimited).
We've recently added 'reserve pricing' under column 'h'

Now hit the *Upload* button and watch your spreadsheet appear below.

If there are errors, these will appear in a list and in red on the spreadsheet:

There is an error in the uploaded file. Please fix the error and upload again.

Major Errors or Warnings

- Required High Estimate Column does not exist (HighEst)

LotNum	Title	Description	Condition	LowEst
1	Test Lot **DO NOT BID	Test Lot **DO NOT BID bidding is ba...	Item is in good condition	200
2	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	200
3	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	200
4	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	1000
5	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	200
6	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	3000
7	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	200
8	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	1000
9	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	200
10	Test Lot **DO NOT BID	Test Lot **DO NOT BID	Item is in good condition	2000

Correct these errors by going back to your spreadsheet and making the necessary edits. Common errors include incorrect column headers, missing estimates, or extra rows hiding at the bottom of the spreadsheet.

Upload the corrected spreadsheet and hit *Save Items*.

Section C: The Image Upload

You can add images one-by-one, or use FTP to add multiple images at once. Take a look at our photo guides to learn about the required [image formats](#) and how to set up your [FTP programme](#).

Once your photos are on the FTP, Send an email to support@liveauctioneers.com and use "Image upload completed" as the subject line.

Section D: Publish Your Catalog

Cover

Choose 5 Items to feature on the liveauctioneers.com homepage. These are the photos that buyers will see first so make sure you choose the best pieces in your sale.

Item	Image	Item Title
Lot # 2		Test Lot **DO NOT BID Details
Lot # --		No item selected.
Lot # --		No item selected.
Lot # --		No item selected.
Lot # --		No item selected.

BACK SAVE ITEMS

Click *Save Items*

Payments

This is where you pay for the listing fee. Either complete the payment form here or email finance@liveauctioneers.com with the receipt from the wire transfer or PayPal payment. A member of the Support team will then advance your catalog to the next stage.

Click *Confirm Payment*

Preview

Click *Preview* to see how your catalog will look like to shoppers

Publish

You're ready to post your sale online! Read through the LiveAuctioneers Terms & Conditions carefully, scroll to the bottom, and click *Accept Agreement*

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Please proof all auction details before going live. Extra items and images can be added any time up to the auction date.
See [User Guide](#)

Payment Completed [Preview Auction](#)

Proof this Catalog:

Title Test
Date 8:00 AM PT - Feb 29, 2016
Number of items 70

Terms and Conditions
Please read and scroll to the bottom in order to accept the agreement

THE FOLLOWING DESCRIBES THE TERMS AND CONDITIONS ON WHICH LIVEAUCTIONEERS LLC ("LIVEAUCTIONEERS") PROVIDES AUCTION HOUSES, DEALERS, AND SELLERS OF PROPERTY AN ONLINE VENUE FOR THE LISTING AND SALE OF PROPERTY, AND THE MARKETING OF SERVICES

Introduction

Welcome to the LiveAuctioneers User Agreement ("Agreement"). This Agreement contains terms and conditions applicable to your participation in the listing and sale of property and the marketing of services on LiveAuctioneers' websites. By using the services on any LiveAuctioneers' website (i.e., LiveAuctioneers.com and any other related websites where this Agreement appears), you are agreeing to the following terms and conditions, including those available by hyperlink, with LiveAuctioneers LLC, as well as our subsidiaries and affiliates.

Before you may become a participating seller on any LiveAuctioneers' website, you must read and accept all of the terms and conditions in, and referenced by, this Agreement, the Participation Requirements (see Exhibit A), the Live Auction Agreement (see Exhibit B), the fee schedule for your chosen account level ("Fee Schedule"), and our Privacy Policy (whether such terms and conditions are contained in the primary document itself or are hyperlinked to related documents)(collectively, the "Terms of Use").

We strongly recommend that, as you read this Agreement, you also access and read all linked information, as well as the listing of Auction Terminology

By clicking this checkbox I verify that I am authorized to accept this agreement on behalf of the company

Accept Agreement

APPROVE AUCTION

And now *Approve Auction!*

Congratulations! Your Sale is now **LIVE**.

Access your live sale at any time by going to the *Live Auction* tab at the top of your seller's dashboard

Note: it may take up to 24 hours for listings to be indexed into search results and categories. Typically, though, it doesn't take more than a few minutes.

What's next?

Read our guide on what to do [Once Your Auction is Online](#)

And finally, tell potential buyers about your new sale and share it on Facebook or Twitter. For tips on optimizing your sale for search, click [here!](#)

Guide to your Catalog Text Format

This spreadsheet will form the basis of your catalog. Here are two worksheet programs we recommend:

- [Microsoft Excel](#)
- [Open Office](#)

Note: If using auction software, e.g. RFC, BidMaster, AuctionFlex, etc., you can build a text file in the software and export it as a .CSV file for direct upload into LiveAuctioneers. *Please contact your respective inventory management software company.*

Below are the mandatory column headers:

	A	B	C	D	E	F
1	LotNum	Title	Description	LowEst	HighEst	StartPrice
2						

Lot Number (LotNum)

Lot numbers can consist of up to 10 characters maximum. The lot number may also have an alphabetical character following it to distinguish from identical numbers. For example, 27 and 27A is permitted (no space between the number and letter).

Title (Title)

This is used to display your lot on LiveAuctioneers, so **add the most searchable words to your title**. The title must not exceed 49 characters (including spaces).

Description (Description)

There is no word limit here, so try to describe your item as accurately as possible. Be sure to include the size, age, materials used, artist/designer/manufacturer, how it was made, and any unique features. The words you use in the Description column help shoppers locate or discover your items when they search on LiveAuctioneers. *Please provide dimensions and weight as it will allow prospective bidders to estimate shipping cost, and will reduce the amount of incoming inquiries. All damage should be well described.*

You may use simple HTML tags. Links to your website are NOT permitted and must be removed.

LINE BREAKS or CARRIAGE RETURNS. These should be specified using HTML tags such as

Chinese characters should be sent to us in Unicode. Descriptions can be converted [here](#).

Low Estimate (LowEst)

List the low estimate of the item, which cannot be greater than your high estimate or lower than your start price. Do not include currency symbols.

High Estimate (HighEst)

List the high estimate of the item, which cannot be equal to or less than your low estimate.

Start Price (StartPrice)

The start price will serve as a starting point for your bidders to leave absentee bids. The start price cannot be greater than your low estimate. *If this field is left empty, Start Price will be automatically set at 50% of your low estimate.*

Note: Do not include currency symbols in the above three columns.

Optional column headers:

A	B	C	D	E	F	G	H
Condition	Reserve	Consignor	ImageFile.1	ImageFile.2	ImageFile.3	ImageFile.4	ImageFile.5

Condition

If you are aware of the condition of an item you are selling, please list it in this field.

Reserve

You can use this column to record the items reserve price. This is only for record keeping purposes and will not display online.

Consignor

This is for internal use only and will not be displayed online.

Image File (ImageFile.1 to ImageFile.10)

Image file columns are only required if the photographs are *not* named according to lot numbers. See our [Guide to Image Formats](#) for the accepted image file formats and naming conventions.

If using this column you must list the full image file name including the .jpg extension. The files names are case sensitive. Example: If your image is “warhol19front” for lot number 24, then the ImageFile.1 for lot 24 would read “warhol19front.jpg”.

Additionally, if your images are hosted on a website, you may enter the URL location of your images in the Image File Columns for our image processor to retrieve.

Last but not least – try saving your Excel as a .csv or text file. This will help preserve any special characters, such as é, Ö or ½ during the upload.

Now to the [upload!](#)

Guide to Image Formats

Great photos are just as important as product descriptions. We allow up to 10 photos per lot.

Photo Requirements

We recommend using an image that is a **maximum of 1100 pixels wide**. Using an original image of this size enable shoppers to use the **Zoom feature**.

The file size must not exceed **1.5mgb** (megabytes) or be smaller than 15kbg (kilobyte).

We require images to be in a **.jpg** format.

Images cannot contain any URLs, email addresses, contact information or watermarks of any kind

Naming your Photos

Lotnum Imagenum

Name your photo so it matches up with the lot number it represents. If you have four images for Lot 1, name them like this:

1_1.jpg, 1_2.jpg, 1_3.jpg, and 1_4.jpg

Please remember to always include the “_” as well as the “.jpg”

Similarly, if you have an A lot in your sale (i.e., lot 53A), name the images like this:

53A_1.jpg, 53A_2.jpg, and 53A_3.jpg.

Don't want to rename your photos?

If you prefer not to rename your photos, you can provide them in the text file under the *ImageFile* columns. Learn how to include image file names in your spreadsheet [here](#).

Setting Up Your FTP Program

One of the easiest ways to send us photographs of your inventory on a regular basis is through an FTP program.

What is FTP?

File Transfer Protocol, the procedure for exchanging files over the Internet

Where can I find an FTP program?

There are several free FTP clients on the Internet and we recommend FileZilla: <http://filezilla-project.org/>

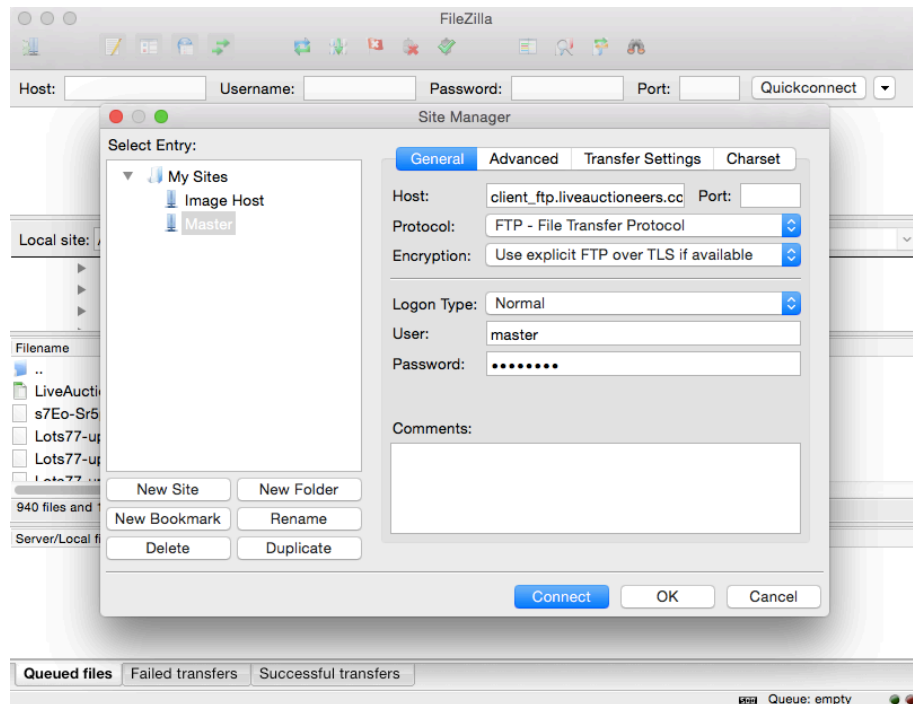


How to FTP?

Download the FileZilla program and install it on your computer.

Once FileZilla is opened, we will need to set up the connection with LiveAuctioneers' servers.

Go to *File > Site Manager > New Site*



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Give your connection a name (*LiveAuctioneers*, for example) and add the following information:

Host : client_ftp.liveauctioneers.com

Protocol: FTP - File Transfer Protocol

Encryption: Use explicit FTP over TLS if available

Logon Type: Normal

User: please use your LiveAuctioneers username

Password: please use your LiveAuctioneers password

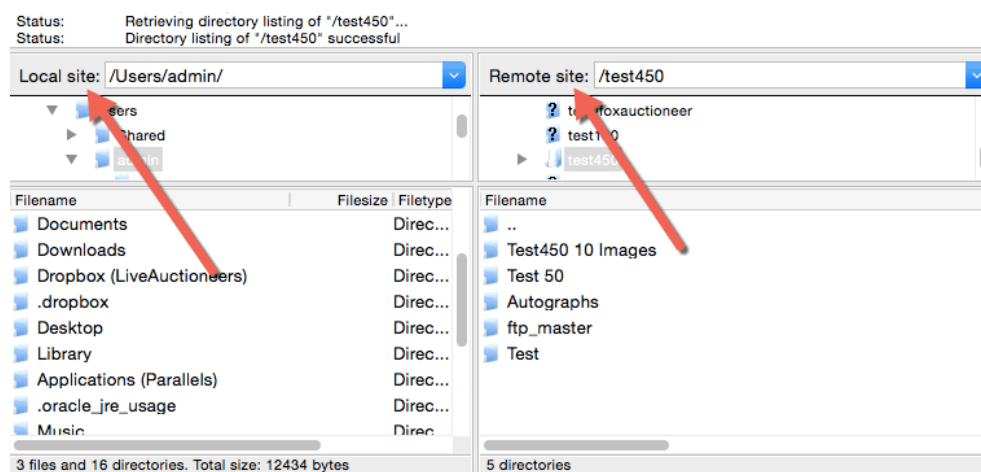
Hit *Connect*.

When you have connected successfully, the top section of the screen should read: Status: Directory listing of "/" successful

The screen is basically divided into two sections:

Local Site (left): These are files on your computer.

Remote Site (right): This is the LiveAuctioneers server. We can access whatever you put here.



Start the transfer by finding the file on your computer (local site), then dragging and dropping it into the LiveAuctioneers server (remote site)

You will see the transfer take place at the bottom section of the screen.

Email the Support team at support@liveauctioneers.com to let us know when you have made the transfer!

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Tips for Managing and Approving Bidders

Now that your sale is online, bidders will begin to preview the catalog, register for the sale, and leave absentee bids. It is your job to review the registrations and decide who will bid in your sale.

The Bidder Management page is where you decide who can buy at your sale.

Let's start by accessing the Bidder Management page in your seller's dashboard

- Click the *Live Auction* tab at the top of your seller's dashboard
- Select the sale for which you want to approve bidders
- Click the *Bidders* tab

The screenshot shows the Bidder Management page in the Live Auctioneers dashboard. The page has a navigation bar with tabs for Pre Auction, Live Auction, and Post Auction. Below the navigation bar, there are tabs for Details, Items, Upload, Bidders (11), Statistics, Marketing, and Customization. The Bidders tab is selected, and the page displays a list of bidders waiting to register. The list includes columns for Bidder Name, Items Won, Avg Hammer Price, and Bid Value. Two bidders are listed: Test Testerton and Emily Pugh. The page also shows a summary table for Bidders, Bids, and Bid Value.

Bidders	Bids	Bid Value
Pending	11	8
Approved	0	0
Declined	0	0
Blocked	0	0
Suspended	0	0
Total	11	8

Bidders waiting to register for the sale will appear in the Pending section.

The screenshot shows the Bidder Management page with the Pending section highlighted. The Pending section has 2 bidders waiting to register. The Approved section has 799 bidders, Declined has 4, Blocked has 4, and Suspended has 3.

Every buyer on LiveAuctioneers has a Username and bidding profile. In order to help you decide who can bid, we provide the following information on each bidder:

- Contact information (including links to social media)

Jonathan Harford  [View dispute history](#)



Username: Jonathan_Harford
Address: 291 DeVoe St. #1B
Brooklyn, New York 11211, United States
Mobile tel: (917) 414-9391

- What date they became a member
- How active they are, how many items won and average hammer price

Bidder Analytics:

Member Since:	Jul 2 2014
Auctions Attended:	30
Bids Placed:	452
Bids Placed This Auction:	1
Saved Searches:	0
Saved Items:	40
Items Won:	51 or more

- Other sellers who have previously approved them
- If the bidder has a validated card on file
- And most importantly...**dispute history**

Jonathan Harford  [View dispute history](#)

This tells you when a bidder has had problems paying in the past. Auctioneers have the option to file disputes against bidders who A) take too long to pay or B) refuse to complete the transaction.



This symbol tells you about current/ on-going disputes



This symbol signifies resolved disputes.

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Ways to Approve Bidder Registrations

Individual approval

Under the Pending section, select a bidder's name to review their profile. If you are happy with their history, hit Approve



To prevent a bidder from registering successfully, hit the Decline button

You can re-approve bidders at any point by clicking on the user in the declined section and clicking the approve button.

Verified bidders will have a green card symbol next to their name:



This denotes that we have a verified card on file for this bidder.

If you would like to authenticate bidders through credit card verification (who do not already have a card on file), please provide bidders a link to <https://m.liveauctioneers.com/dashboard/cardonfile> and they will be guided to verify a credit card for free using Stripe, a leading ecommerce payments service that uses hundreds of signals to determine the validity of a buyer.

Once the bidder's card is verified, their registration request will have the green credit card indicator on their profile.

Use the Email button to send each bidder an email with the Credit Card Validator link. [Learn more about communicating with bidders.](#)



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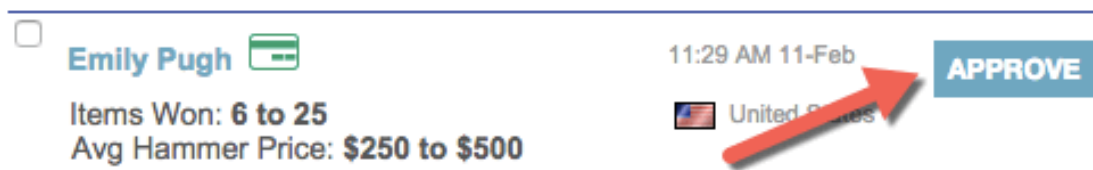
Whichever action you take, the bidder will receive a message notifying them of your decision.

Quick Approval

In the Pending list, next to each bidder's name, we have included;

- + Verified Credit Card -- see whether a bidder has a valid credit card
- + Number of items won -- see a bidder's real experience
- + Average hammer price -- see a bidder's historical spending amounts

An 'approve' button also accompanies each bidder's name, which means you can quickly register bidders based on the summary we provide.

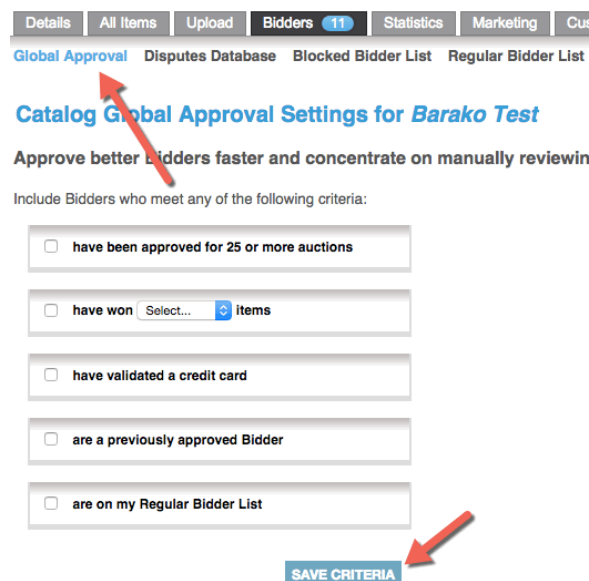


Pre-Approval

The Global Approval feature allows you to automatically approve bidders based on selected criteria. This might involve automatically approving previously approved bidders, bidders with more than a certain number of wins, or bidders who have validated a credit card.

Bidders with recent open disputes will never get approved automatically.

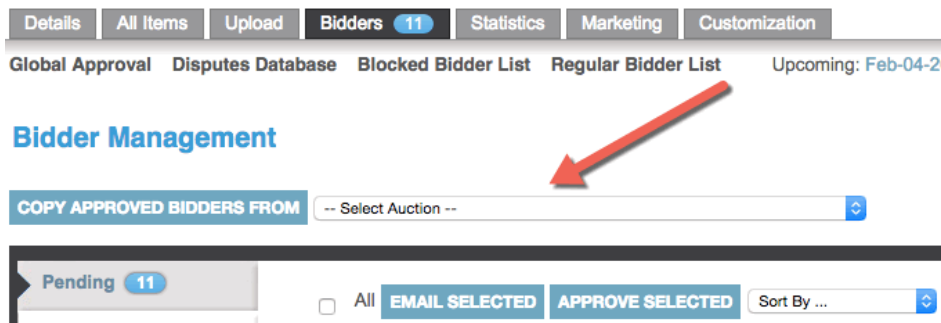
The Global Approval feature is found at the top of the Bidder Management page:



liveauctioneers

Approving Bidders from Past Sales

This drop-down box allows you to Approve bidders from past sales. Bidders will receive a notification of their registration.



Regular Bidder List

Bidders added to the Regular Bidder list are permanently approved to bid in all of your auctions.

Regular Bidder List

Bidders added to the Regular Bidder list are permanently approved to bid in all your auctions.

Enter Bidder's username or email:

Blocked Bidder List

Bidders added to the Blocked Bidder List are permanently blocked from bidding in all of your auctions.

Blocked Bidder List

Enter Bidder's username or email:

Blocked Bidder List					
Username	Name	Reason	Options		Date
blade93ny	Tester Mctester	test	Edit	Remove	2013-10-25
testbidder3	John Smith		Edit	Remove	2014-01-28
kevin.mak11	Jonathan Williams		Edit	Remove	2013-02-22
kennethtai23	Kenneth Tai	no good	Edit	Remove	2014-01-17
Blaine25	Vigo The Carpathian		Edit	Remove	2016-01-26

Check for Pending bidders at least once a day. Remember, any absentee bids left are only activated once a bidder is approved.

Tips for Communicating with Bidders

LiveAuctioneers is not directly involved in the transaction between buyers and sellers. We encourage bidders to **communicate directly** with you through our onsite messaging system.

Common questions/requests you might receive from bidders:

- + Condition reports
- + Shipping queries
- + Approval inquiries
- + Retracting a bid
- + How to bid LIVE

If you are unable to answer a bidder inquiry yourself, it is best to direct them to our Support team at info@liveauctioneers.com

Messages from bidders will appear in your Inbox tab located on your seller's dashboard:

The screenshot shows the LiveAuctioneers seller dashboard. At the top, there are tabs for 'Pre Auction', 'Live Auction', and 'Post Auction'. Below that is a main navigation bar with tabs: 'Home', 'Auction Setup', 'Auctioneer Details', 'Bidders' (with a '11' badge), 'Inbox' (with a '4' badge and a red arrow pointing to it), 'Reports', 'Consignments', 'Invoicing', 'Forum', 'Staff', and 'API'. Below the navigation bar, there are several auction listings with titles like 'Valuable Books, Auto...', 'Fall Antique Show Fo...', 'Modern 20th Century ...', 'Thanksgiving Liquid', and 'Non Paying Bidders W...'. Below the listings are buttons for 'INBOX', 'SENT', and 'TRASH', along with a 'Select Action' dropdown and a search bar labeled 'Search email' with a 'Search' button. Below the search bar, it says 'You have 4 new un-read conversations' and 'View 10'. The main content area is a table with columns 'From', 'Subject', and 'Date'. The table contains 4 rows of messages:

From	Subject	Date
mark-test5	General Question	Feb 12, 2016
▶ 2 bob-dunn	Lot 0004: Test Lot	Feb 12, 2016
mark-test3	Lot 0002: Hermes	Jan 15, 2016
▶ 2 joel-casingal	0002: Test Lot **DO NOT BID	Jan 3, 2016
▶ 2 joel-casingal	0003: Test Lot **DO NOT BID	Jan 3, 2016

We also send a notification to your business email address with a link to the inbox each time you receive a message from a bidder

Our messaging system allows you to:

+ Create folders for different types of requests. These are located at the top of the page



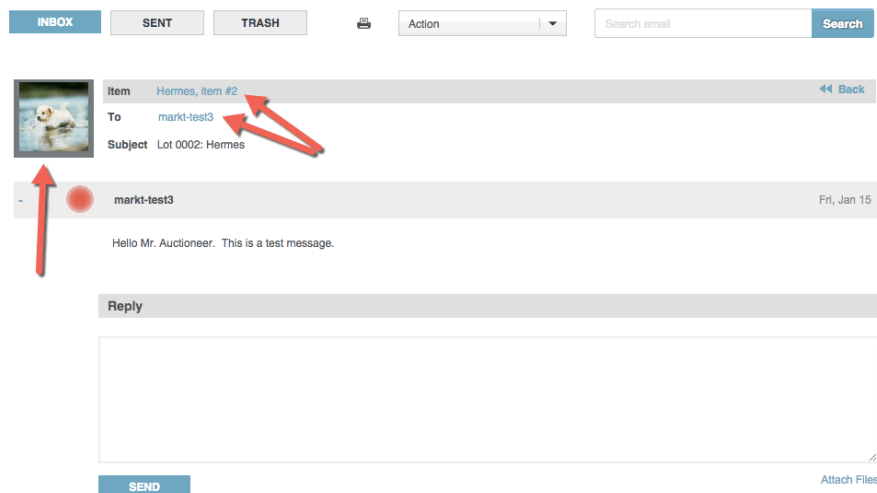
+ Search for keywords or messages from particular bidders



+ Select multiple messages to delete, mark as read, or mark as unread

+ Adjust the number of messages that appear on the page

Each message will include the bidder's username and a link to the bidder's profile (if already registered for your sale). It will also include a thumbnail image of the item they are inquiring about, as well as a link to the catalog.

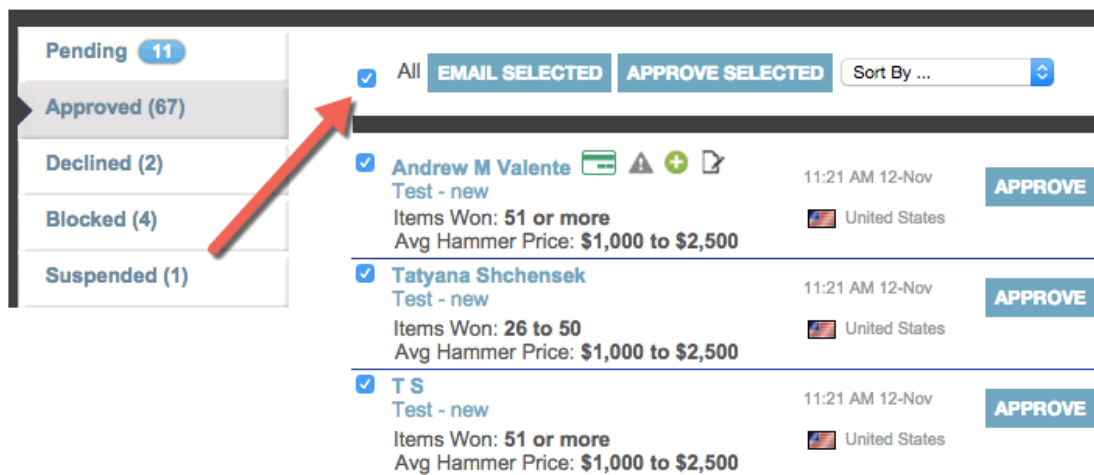


Sending Multiple Messages to Bidders

If you would like to send an email to all registered bidders in a sale, the easiest way to do this is from the Bidder Management page.

From the sellers dashboard go to *Live Auction > Bidders > Approved*

Select the check box at the top and click the *Email Selected* button. Compose your message and hit *Send*.



The screenshot shows the 'Approved' bidder management interface. On the left, a sidebar lists bidder status counts: Pending (11), Approved (67), Declined (2), Blocked (4), and Suspended (1). The main area displays a list of bidders. At the top of the list, there is a 'All' checkbox, an 'EMAIL SELECTED' button, and an 'APPROVE SELECTED' button. A red arrow points to the 'EMAIL SELECTED' button. Below this, three bidder entries are visible, each with a checked checkbox, name, status, time, location, and an 'APPROVE' button.

Checkbox	Name	Status	Time	Location	Action
<input checked="" type="checkbox"/>	Andrew M Valente	Test - new	11:21 AM 12-Nov	United States	APPROVE
<input checked="" type="checkbox"/>	Tatyana Shchensek	Test - new	11:21 AM 12-Nov	United States	APPROVE
<input checked="" type="checkbox"/>	T S	Test - new	11:21 AM 12-Nov	United States	APPROVE

Rules for Messaging on LiveAuctioneers

Messages must not contain links or language suggesting that a bidder place their bid directly with the auction house or through any platform other than LiveAuctioneers.

The maximum file size for attachments is 1GB (gigabyte).

A message can have a total of 5 attachments.

And finally...

Be courteous, reply promptly and keep in mind that inquiries will come from international bidders in different time zones, and sometimes, in different languages.

Tips for Editing Your Online Catalog

Once your sale is live, it is very likely that you'll need to make edits to the text or add an additional image or two.

- Click the *Live Auction* tab at the top of your seller's dashboard
- Select the sale you would like to edit
- Click the *All Items* tab

Pre Auction **Live Auction** Post Auction Search this page

Details **All Items** Upload Bidders Statistics Marketing PR Services Customization

Cover Items Add New Item Upcoming: Feb-04-2016 - Feb-05-2016 - Feb-16-2016 - Feb-26-2016 - Feb-29-2016

Test

Filters Custom Filter
None Filter By? Equals APPLY EDIT CATEGORIES EXPORT LIST SHOW IMAGES

70 Items View 20

Lot #	Title	Description	Condition	Low	High	Start Price	Reserve Price	Consigner	Bids	Pending Bids	Hits	Images	Edited	Edit
1	Test Lot **DO NOT BID	Test Lot **DO N...	Item is in good...	\$200	\$400	\$100			0	0	0	1		

From this page you can:

Apply **filters** to find items in your catalog, **Export List** allows you to download your catalog in different formats including Excel (.xls) HTML (.html), or XML (.xml) files, and **Edit Categories** for each item in order to optimize your auction for LiveAuctioneers' Search. You can read more about Search Engine Optimization [here](#).

Filters Custom Filter
None Filter By? Equals APPLY EDIT CATEGORIES EXPORT LIST SHOW IMAGES

70 Items View 20

Lot #	Title	Description	Condition	Low	High	Start Price	Reserve Price	Consigner	Bids	Pending Bids	Hits	Images	Edited	Edit
1	Test Lot **DO NOT BID	Test Lot **DO N...	Item is in good...	\$200	\$400	\$100			0	0	0	1		

Edit Categories in Batch

- Click on the blue "Edit Categories" button, which will take you to the below page (example screenshot):

Category Selection - Fine Art, Furniture and Decorative Art

Filters: None | Update Selected Lots: Set Category to [] APPLY

451 Items | Page: 1 | View: 20

Items	Lot #	Title	Category ?	Origin ?
<input type="checkbox"/>	0001	A Continental Aubusson Cartoon, Oil on Cotton, 19th	Art > Paintings	Ex. Chinese, Native American, Iroquois
<input type="checkbox"/>	0002	A Continental Aubusson Cartoon, Oil on Cotton, 19th	Art > Paintings	Ex. Chinese, Native American, Iroquois
<input type="checkbox"/>	0003	Henri Charles Antoine Baron (1816-1885) Lady in a	Art > Paintings	Ex. Chinese, Native American, Iroquois

- Items can be sorted by lot number or title and you can set the View up to 500 items per page. Items can be featured to show only those without categories, origins or style periods.
- Click on the drop-down box arrow for any lot to select a category, or click into the box itself and start typing a category name to auto-fill related choices and select from there.
- Categories can be added in batch using the "Filters" and "Update Selected Lots" area at the top of the page.

Changing Cover Items

This button is found at the top of the *All Items* page and allows you to change the 5 items you chose to feature on the www.liveauctioneers.com homepage.

Pre Auction | **Live Auction** | Post Auction | Search this page

Details | **All Items** | Upload | Bidders | Statistics | Marketing | PR Services | Customization

Cover Items | Add New Item | Upcoming: Feb-04-2016 - Feb-04-2016

Test

Filters: None | Custom Filter: Filter By? | Equals | [] | APPLY | **EDIT CATEGORIES**

70 Items | Page: 1

Editing Individual Lots

Find the lot number you need to edit and click on the **Title**.

Lot #1

The screenshot shows a lot page for 'Test Lot **DO NOT BID'. On the left, there is a thumbnail image of a landscape painting with the text 'All Images' below it. To the right of the image is the 'Amounts' section, which lists: Low Estimate: \$200, High Estimate: \$400, Start Price: \$100, Reserve Price: \$0, and Consigner: (blank). Below this is the 'Description' section with the text 'Test Lot **DO NOT BID bidding is bad', followed by the 'Condition Report' section with the text 'Item is in good condition'. At the bottom left is a 'Recent Referrals' section with a table header containing 'Time', 'Domain', and 'Page'. On the right side of the page is a vertical sidebar with navigation options: 'VIEW ITEM' (highlighted in blue), 'Edit Item' (with a red arrow pointing to it), 'Delete Item', 'Make cover item', 'Graphs', 'Recent Referers', 'Images', and 'Bid History'. At the bottom of the sidebar is a 'Jump to Lot#' field with an empty input box. Navigation arrows for 'Prev' and 'Next' are at the top of the sidebar.

Choose the Edit button in order to make changes to the Description, Low & High Estimate, Start Price or Condition Report.

The *Delete Item* button is also available here for removing the lot from your catalog.

To Edit Categories

- Scroll down to categories and origins

The screenshot shows a form for editing categories and origins. The 'Category' dropdown is set to 'Art > Paintings'. The 'Origin' dropdown is open, showing options: Canadian, Dutch, and African. The 'Creator' dropdown is empty. The 'Style Period' dropdown is empty. The 'Materials & Techniques' dropdown is open, showing options: Collage, Copper, Coral, and Cotton. Below the form are seven image thumbnails labeled 'Image 1' through 'Image 7'. A red arrow points to the 'Category' dropdown menu.

- Use the drop-downs for categories and origins to select from the categories and origins available, or start typing and it should autofill a category. You can select up to two origins, one creator, one style period and eight materials and techniques.
- Click Continue to save the changes.

To Add Images

Images can be added at the bottom of the page by selecting the Browse button and locating it on your computer. Each lot can have up to 10 images, and they must not exceed 1.5MB each in size.

Add Images

MAX FILE SIZE for image uploads is 1.5MB per image. Images must be JPEG type.

Replace Image 1	CHOOSE FILE
Add Image 2	CHOOSE FILE
Add Image 3	CHOOSE FILE
Add Image 4	CHOOSE FILE
Add Image 5	CHOOSE FILE
Add Image 6	CHOOSE FILE
Add Image 7	CHOOSE FILE
Add Image 8	CHOOSE FILE
Add Image 9	CHOOSE FILE
Add Image 10	CHOOSE FILE

CONTINUE

Edits can be made up to 2 hours before the start of the sale.

To Add Items

From the All Items tab, it is possible to add a new item to your catalog.

Find the **Add Item** button at the top of the page and start adding!

Don't forget to hit **Save**.

If your catalog is already live, adding or editing lots may take up to **30 minutes to process** and appear online.

Batch Updates

Sometimes, no matter how much you prepare, your catalog might need a huge number of edits. In this instance, make the edits to your original spreadsheet and send it to the Support team at support@liveauctioneers.com. We can process a batch update of the catalog all at once, which will save you time editing each and every lot.

Please note that lot numbers *must* remain in the original order in which they were first uploaded. These cannot change.

Last-Minute Checks

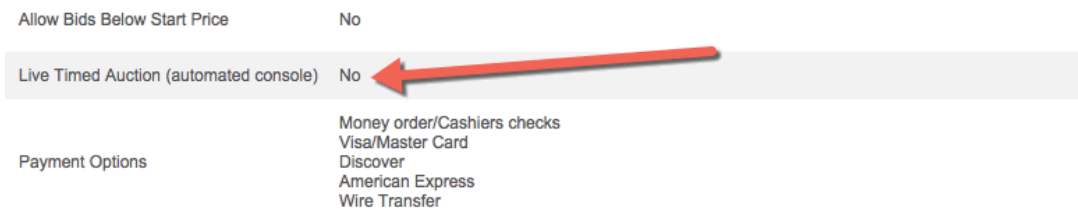
Get ready for auction day with these last-minute checks!

1. Is the date and time set correctly?

If either is incorrect, contact the Support team at support@liveauctioneers.com or call the emergency line if it is within 2 hours of the sale.

2. If the sale is live with an audience, make sure it isn't set to the Timed console.

You can check by going to the *Details* tab of your sale and finding the *Live Timed Auction (automated console)* setting.



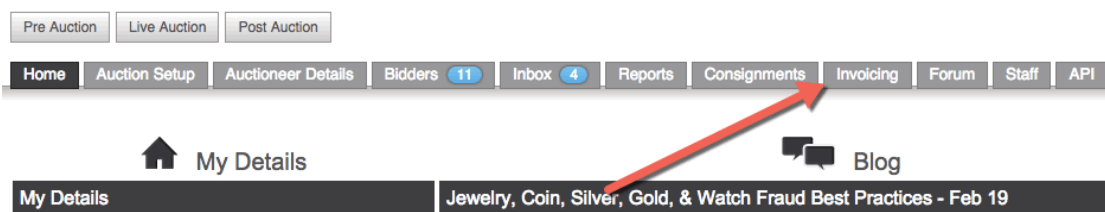
Call the emergency line to make amendments if it is within 2 hours of the sale

3. Make your clerk's life easier by confirming the Bid Increments are set correctly.

You can check by going to the *Details* tab of your sale and finding the *Bid Increments* button.

4. Set-up your invoicing in advance by adding sales tax and linking your business PayPal account.

You can do this under the *Invoice* tab found from your main sellers dashboard. If you'd like to receive payments from bidders via PayPal, send us your PayPal email address to support@liveauctioneers.com and we will enable this feature for your account. Make sure you set up IPN, so PayPal can inform you when a payment has been made.



liveauctioneers

5. Make sure all queries have been answered in the Inbox.
See here for tips for [Communicating with Bidders](#)

6. And finally, check for pending bidders!
Bidders can continue to register for live Internet bidding *throughout* the sale.
See here for tips on [Approving Bidders](#).

Be prepared for what has become typical: a last-minute, but potentially important, wave of registrations, especially when the weather decides to change for the worse and people want to stay at home and bid!

Get ready for these common questions asked by bidders before a sale:

1. How can I retract a bid? Tell the bidders to contact LiveAuctioneers on info@liveauctioneers.com or direct them to the My Bids section of their bidder's dashboard. Bidders can find their dashboard by clicking on their name found at the top right of the LiveAuctioneers website. Absentee bids cannot be retracted if the sale is within 2 hours. If the sale is about to start, you will have to Decline their registration until after the lot with their absentee bid has passed.

2. Approval inquiries. Bidders may contact you to ask if they can be approved. They cannot bid unless they are approved. You can check for Pending bidders by going to *Live Auction > Bidders > Pending*.

Keep in mind if the bidder is not pending they may be within the other sections (Approved, Declined, or Suspended)

3. How to bid online? Direct the bidder to the FAQ section on their bidder's dashboard or ask them to contact LiveAuctioneers on info@liveauctioneers.com

Good luck! And remember, we are always on hand if there is an emergency. Call the 24/7 emergency line if there is a problem with your sale.

1 888 600 BIDS
Outside USA: +001 646 429 1992

Press 2 for Auctioneer Options, Press 6 for Emergency

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Tips on Optimizing Your Auction for Search (SEO)

Search Engine Optimization (SEO) is a powerful process that can help drive traffic to your online catalog from search-engine sites like Google and Yahoo.

There isn't a way to promise your auction will appear at the top of Google's search results, however, there are some best practices that you can use to help improve your auction's SEO.

1. Select Keywords

Finding the best possible words to describe your auction is a critical step in improving your catalog's SEO. **Think like a collector:** what words would you search for when looking for your kind of items? This is also a helpful exercise for considering which categories your items should be placed under for LiveAuctioneers' on-site search function.

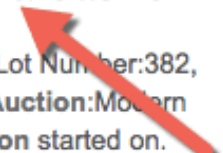
2. Your Item Titles and Descriptions

Item Title and Descriptions are two important SEO elements.

Item Title

Your Item Title is used to create the page title on search engines. Search engines only show approx. 66 characters, so LiveAuctioneers has an automatic character limit to ensure your item title fits into Google's page title.

[Charles & Ray Eames Rosewood Lounge Chair & Ottoman ...](#)
[www.liveauctioneers.com](#) > Furniture > Chairs ▾
Lot: Charles & Ray Eames Rosewood Lounge Chair & Ottoman, Lot Number: 382,
Starting Bid: \$1500, Auctioneer: Palm Beach Modern Auctions, Auction: Modern
Design, Decorative Arts & Luxury, Date: 09:00 AM PT ... live auction started on.



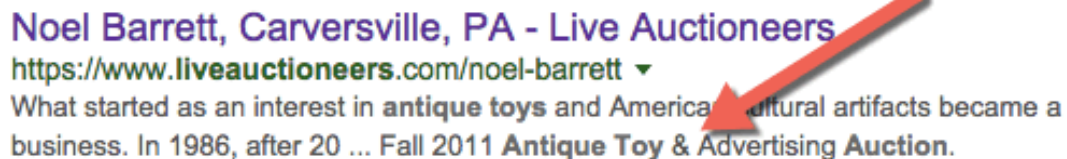
Clearly describe your item at the beginning of the Item Title. Use keywords you think a collector may search. This counts for the search engine on LiveAuctioneers, too!

Item Description

Your description is also important beyond the first 66 characters. Search engines look at a page's full content. Make sure to include the size, materials used, how it was made, and any unique features. The words used here help collectors find your items when they search on LiveAuctioneers too.

3. About Us Page

This will tell search engines all about your business and the kinds of items you sell. Use welcoming language and keywords that you think collectors will search to find your items.



Noel Barrett, Carversville, PA - Live Auctioneers
<https://www.liveauctioneers.com/noel-barrett> ▾
What started as an interest in antique toys and American cultural artifacts became a business. In 1986, after 20 ... Fall 2011 Antique Toy & Advertising Auction.

The first 160 characters of your About Us section are used to create the meta description on search engines.

You can edit your About Us page by going to *Sellers Dashboard > Auctioneer Details > About Us*. Use the *View as appears now* link to see how it will look on LiveAuctioneers.

4. In-bound Links

The number *and* quality of in-bound links to a page is important for SEO. You want people to be writing about your auction, as well as linking to your LiveAuctioneers pages. This helps search engines know that people are interested in your content.

Consider linking to your LiveAuctioneers catalog from your business website and personal blogs, and when networking with other sites to encourage them to feature your auctions.

5. Social Media

Instagram, Facebook, Twitter, and Pinterest are great sites to show search engines that people are talking about auctions. Yahoo and Bing, particularly, use social media as a ranking signal; so if you have one of these channels running, use them to promote your sales!

You can find social media links to your catalog by going to *Sellers Dashboard > Live Auction > Select Catalog Title* and finding the *Marketing* tab.

LiveAuctioneers Search

In addition to optimizing your catalog for search engines, it is important to make sure collectors on LiveAuctioneers can find your items successfully.

All of the above advice applies to optimizing your sale for LiveAuctioneers search. We have included a few extra tips below.

6. Categories

When bidders use the search filters on LiveAuctioneers, they will find items based on the way you categorize them. Think of the style, period, origin, creator, materials and techniques used.

Refine your categorization for individual lots by going to *Sellers Dashboard > Live Auction > Select Catalog Title > All Items* and hit the *Edit Categories* button.

7. Photography

Clear, striking photographs help tell bidders about your unique items. Good images will invite clicks from bidders so they can take a closer look. We allow up to 10 images per lot and recommend using an image that is a **maximum of 1100 pixels wide**. Using an original image of this size allows shoppers to use the **Zoom feature**. Take a look at our [Guide to Image Formats](#)

How to Invoice Bidders

While you might send your own invoices to winning bidders, we highly recommend taking advantage of the LiveAuctioneers invoicing system.

Bidders generally expect to receive our invoices, and it also provides a good opportunity to check your internal records against LiveAuctioneers' records.

Step 1: EOA Check

Start by checking your EOA (End of Auction) report.

Click the *Post Auction* tab at the top of your seller's dashboard > Click catalog title > Go to the *EOA* tab

Here you will find a list of all your winning bidders!

The screenshot shows the LiveAuctioneers dashboard with the 'Post Auction' tab selected. The 'End-Of-Auction Report - Test - User Guide Test' page is displayed, featuring a table of winning bidders and a summary table at the bottom right. The summary table is circled in red.

Lot #	Auction Title	Hammer Price	Premium	First Name	Last Name	White Label	Username	Email	Paddle	Paid	Shipped	Disputes	Remove Item
4	Test Lot **DO NOT BID	\$1,160.00	\$115.00	T	S		mooooooo	latyana.shchensek+987865@liveauctioneers.com	901	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Test Lot **DO NOT BID	\$380.00	\$45.60	T	S		mooooooo	latyana.shchensek+987865@liveauctioneers.com	901	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Test Lot **DO NOT BID	\$4,500.00	\$450.00	T	S		moooooooooo	latyana.shchensek+253235234@liveauctioneers.com	902	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Test Lot **DO NOT BID	\$1,300.00	\$130.00	Andrew	Valente		andrew.m.valente	andrew.valente@liveauctioneers.com	903	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Test Lot **DO NOT BID	\$240.00	\$28.80	Ray	Castle		raycastle2	ray.castle+5@liveauctioneers.com	904	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Test Lot **DO NOT BID	\$390.00	\$46.80	Andrew M	Valente		DrewValente	andrew.valente+23982983181@liveauctioneers.com	905	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Test Lot **DO NOT BID	\$900.00	\$90.00	T	S		latyana.shchensek-12	latyana.shchensek+12347@liveauctioneers.com	906	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Test Lot **DO NOT BID	\$1,475.00	\$147.50	Kenneth	Tai		kennethtai23	kenneth.tai@liveauctioneers.com	907	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Test Lot **DO NOT BID	\$4,360.00	\$435.00	Dc	Breakfast		DaNIELcohenBreakfist	daniel.coher+teeth@liveauctioneers.com	908	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Test Lot **DO NOT BID	\$380.00	\$43.20	Ernst Starvo	Blofeld		ernst.blofeld	felix.zeygerit+blofeld@liveauctioneers.com	909	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Test Lot **DO NOT BID	\$1,150.00	\$115.00	T	S		latyana.shchensek-12	latyana.shchensek+12347@liveauctioneers.com	906	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	Test Lot **DO NOT BID	\$2,100.00	\$210.00	Ray	Castle		raycastle2	ray.castle+5@liveauctioneers.com	904	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Total	Premium
Hammer Total	\$18,295.00	\$1,856.90
Adjusted Total	\$18,295.00	\$1,856.90
Total Paid	\$0.00	\$0.00

Items Listed: 70
 Items Sold: 12
 Sell-Through Rate: 17.1%
 Payment Collected: 0
 Payments Pending: 12

Check the list against your records for:


1. Lot sold to a floor bidder but was clerked to the Internet
2. Lot sold to an internet bidder but was clerked to the floor
3. Incorrect hammer price
4. Sold item to an Internet bidder but the item is unavailable

If any of these instances should occur, please email the Support team at support@liveauctioneers.com with the sale date, lot number and bidder username along with your request to remove the lot from the EOA report.

Hammer Prices

From this page, you can also make amendments to the hammer prices of items not sold to LiveAuctioneers bidders. Click the *Hammer Price* button found top left of the EOA report

Details | All Items | Statistics | Marketing | **EOA** | Invoices | Customization

[Hammer Prices](#)  Upcoming: Feb-04-2016 - Feb-05-2016 - F

EOA - Hammer Prices - Test - User Guide Test

Advanced Hammer Price Management (display)


Lot #	Hammer	Passed	Lot #	Hammer	Passed	Lot #	Hammer	Passed	Lot #	Hammer	Passed
1	\$0	<input type="checkbox"/>	19	\$0	<input type="checkbox"/>	37	\$0	<input type="checkbox"/>	55	\$0	<input type="checkbox"/>
2	\$0	<input type="checkbox"/>	20	\$2100	ONLINE	38	\$0	<input type="checkbox"/>	56	\$0	<input type="checkbox"/>
3	\$0	<input type="checkbox"/>	21	\$0	<input type="checkbox"/>	39	\$0	<input type="checkbox"/>	57	\$0	<input type="checkbox"/>
4	\$1150	ONLINE	22	\$0	<input type="checkbox"/>	40	\$0	<input type="checkbox"/>	58	\$0	<input type="checkbox"/>

You also have the option of exporting a full list of winning bidder information from the EOA. Check it out by clicking on one of these links:

End-Of-Auction Report - Test - User Guide Test

[Bidmaster Export] [PACTS Export] [Winning Bidder Info] [Create Excel File] [Full Report] **API** Show Old

Lot #	Auction Title	Hammer Price	Premium	First Name	Last Name	White Label	Username	Email	Paddle
4	Test Lot **DO NOT BID	\$1,150.00	\$115.00	T	S		moooooo	tatyana.shchensek+987865@liveauctioneers.com	901



Once you are happy with the EOA report, let's move on to Invoicing.

Step 2: Preparing Invoices

Next to the EOA tab, you will find the Invoices tab.

The screenshot shows the 'Invoices' tab selected in the top navigation bar. Below the navigation bar, there are tabs for 'Details', 'All Items', 'Statistics', 'Marketing', 'EOA', 'Invoices', and 'Customization'. The 'Invoices' tab is active, and the page title is 'Invoices - Test - User Guide Test'. There are two red arrows: one pointing to the 'Payment Options' button and another pointing to the 'Invoices' tab. Below the title, there is a 'Payment Message' section with a text area for entering a message. Below the text area, there are buttons for 'Import Past Payment Message' and 'Submit'. Below the 'Payment Message' section, there is an 'Invoice List' table.

Invoice #	Total	Hammer Price	Premium	Username	First Name	Last Name	Email	Invoice Status
Invoice Not Created	1,430.00	1,300.00	130.00	andrew.m.valente	Andrew	Valente	andrew.valente@liveauctioneers.com	

First we need to prepare the Invoices by setting our *Payment Options*. Clicking this button will take you through to a separate page where you can

- Set tax
- Shipping
- PayPal
- Tell us the email address where you would like a copy of the invoices to go to

Hit the *Change* button to save the edits. Click *View Invoices* to return to the Invoices page.

Now we can set the *Payment Message*

The screenshot shows the 'Payment Message' configuration page. The title is 'Payment Message'. Below the title, there is a text area for entering a message. Below the text area, there are buttons for 'Import Past Payment Message' and 'Submit'. A red arrow points to the 'Submit' button. Below the 'Payment Message' section, there is a sample message:

```
<br> Hello! <br>
Thank you for your purchase. Please pay within 5 days using the LiveAuctioneers
Payments feature. <p>
Thanks!<br>
```

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Write clear instructions to the buyer about how to complete payment. This message will appear in the "Payment Details" section on every invoice.

This is a simple text field and only accepts simple html tags such as , <center>,
, <p>

Hit the *Submit* button to apply this message to all the invoices.

Step 3: Creating Invoices

Invoices - Test - User Guide Test

Payment Message Create invoices Put unpaid in mailbag Send Mailbag Payment Options Check balances Refresh

Lots Sold: 12 Emails Sent: 0 Completed Transactions: 0

Invoices Created: 9 Emails Pending: 0

Invoice #	Total	Hammer Price	Premium	Username	First Name	Last Name	Email
Invoice Not Created	1,430.00	1,300.00	130.00	andrew.m.valente	Andrew	Valente	andre

Hit the button to generate Invoices. This will create a unique reference # for each invoice.

Before sending them out, you can edit the individual invoices by selecting the LA#### next to each bidder's name

Invoices - Test - User Guide Test

Payment Message Put unpaid in mailbag Send Mailbag Payment Options Check balances Refresh

Lots Sold: 12 Emails Sent: 0 Completed Transactions: 0

Invoices Created: 9 Emails Pending: 9

Invoice #	Total	Hammer Price	Premium	Username	First Name	Last Name	Email	Invoice Status	Paid	Shipped	Items
LA1656614	1,430.00	1,300.00	130.00	andrew.m.valente	Andrew	Valente	andrew.valente@liveauctioneers.com	1 Pending	No	No	1
LA1656615	1,622.50	1,475.00	147.50	kennethtai23	Kenneth	Tai	kenneth.tai@liveauctioneers.com	1 Pending	No	No	1
LA1656616	436.80	390.00	46.80	DrewValente	Andrew M	Valente	andrew.valente+23982983181@liveauctioneers.com	1 Pending	No	No	1
LA1656617	2,255.00	2,050.00	205.00	tatyana.shchensek-12	T	S	tatyana.shchensek+12347@liveauctioneers.com	1 Pending	No	No	2
LA1656618	1,690.60	1,530.00	160.60	mooooooo	T	S	tatyana.shchensek+987665@liveauctioneers.com	1 Pending	No	No	2
LA1656619	4,950.00	4,500.00	450.00	mooooooo	T	S	tatyana.shchensek+253235234@liveauctioneers.com	1 Pending	No	No	1
LA1656620	2,578.80	2,340.00	238.80	raycastle2	Ray	Castle	ray.castle+5@liveauctioneers.com	1 Pending	No	No	2
LA1656621	4,785.00	4,350.00	435.00	DaNIEL.cohenBreakfast	Dc	Breakfast	daniel.cohen+teeth@liveauctioneers.com	1 Pending	No	No	1
LA1656622	403.20	360.00	43.20	ernst.bielfeld	Ernst Starvo	Bielfeld	felix.zygerli+bielfeld@liveauctioneers.com	1 Pending	No	No	1

This will launch the individual invoice in a separate tab. Under the *Invoice Details* section, you can add shipping fees, manually edit the sales tax, and include alterations.


In order to include reductions, the “ - “ symbol can be used before numerals. For example: -150.00 or -50.00.

Click *Save Changes* or *Add* to calculate a new total.

Step 4: Sending Invoices

Before you send the invoice, look for the red and white envelope symbols.


: This allows you to add an alternative email address to the invoice.


: This represents an unsent/pending invoice. You can click on the red envelope symbol to remove an invoice from the mailbag, with the option of sending it at a later date.

Once you are happy with your invoices, click *Send Mailbag*.

Invoices - Test - User Guide Test

Payment Message Put unpaid in mailbag **Send Mailbag** Payment Options Check balances Refresh

Lots Sold: 12 Emails Sent:  0 Completed Transactions: 0

Invoices Created: 9 Emails Pending:  9

Invoice List						
Invoice #	Total	Hammer Price	Premium	Username	First Name	Last Name
LA1656614	1,430.00	1,300.00	130.00	andrew.m.valente	Andrew	Valente

Hit the refresh button and a green envelope symbol will appear next to each sent invoice.

And now wait for the money to *pour in!*

Step 5: Adding payments

Update each invoice by selecting the appropriate LA#### and adding the payment (either partial or full amount) received, then hitting the *Add* button.

After the full amount has been added to the invoice, the balance due will display 0.00 along with a time stamp of when the amount was added.

INVOICE #LA1656614

Test - User Guide Test
February 28th, 2016 9:15 AM PT

Username: andrew.m.valente
andrew.valente@liveauctioneers.com

Mobile phone: **9177439520**


Phone: **2035063432**

Andrew Valente
581 Vanderbilt Ave
Brooklyn NY
US 11238

Test Auction House
support@liveauctioneers.com
0450 3rd avenue
2nd Floor
Richmond, VA United States 07102
888-600-2437

Invoice Details

Item Total:	USD 1,300.00		
Buyer's Premium:	USD 130.00		
Sub Total:	USD 1,430.00		
Sales Tax:	USD <input type="text" value="71.50"/>	<input type="button" value="Save change"/>	
Shipping:	USD <input type="text" value="0.00"/>	<input type="button" value="Save change"/>	
New alteration:	<input type="text" value="Alt Name"/>	USD <input type="text" value="0.00"/>	<input type="text" value="Explanation"/> <input type="button" value="Add"/>
Total:	USD 1,501.50		
Payment:	USD 1,000.00	2-28-2016 12:43PM	<input type="button" value="Remove"/>
Payment:	USD 501.50	2-28-2016 12:43PM	<input type="button" value="Remove"/>
Balance Due:	USD 0.00		

If a bidder pays via PayPal, this symbol:  will appear on both the individual invoices and the list of invoices.

And finally...

You can resend all unpaid invoices from the invoice list page by clicking the *Put Unpaid in Mailbag* and hitting *Send Mailbag*!

Lots Sold: **12** Emails Sent: **0** Completed Transactions: **0**

Invoices Created: **9** Emails Pending: **9**

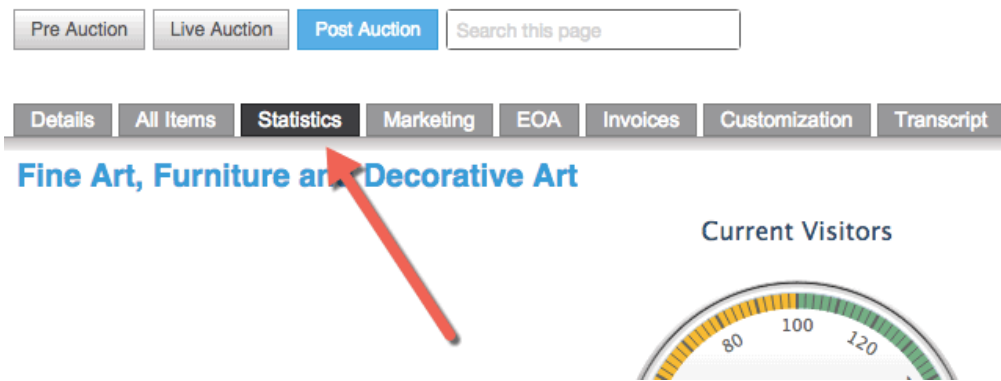
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Review Post-Auction Statistics

Your Post-Auction Statistics can give you great insights into how your business is developing on LiveAuctioneers.

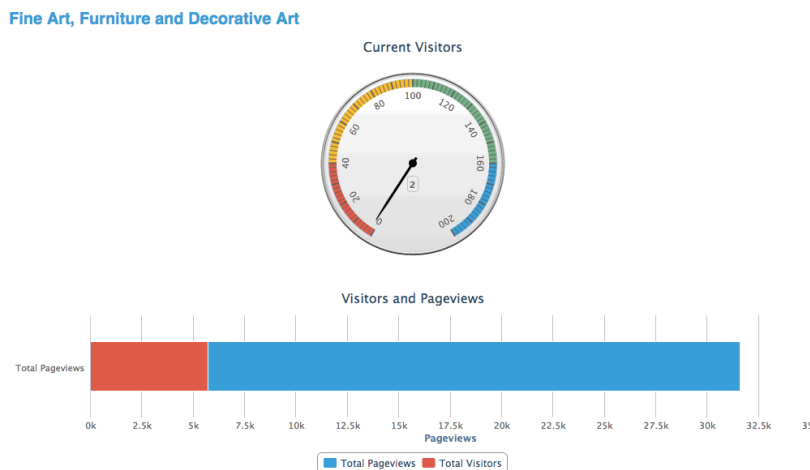
Using our Statistics page can help you figure out where your traffic is coming from, what time of day Users are most active on your catalog, and which items are the most popular.

To view your statistics, sign in and go to *Post Auction > select catalog title > Statistics*.



Traffic

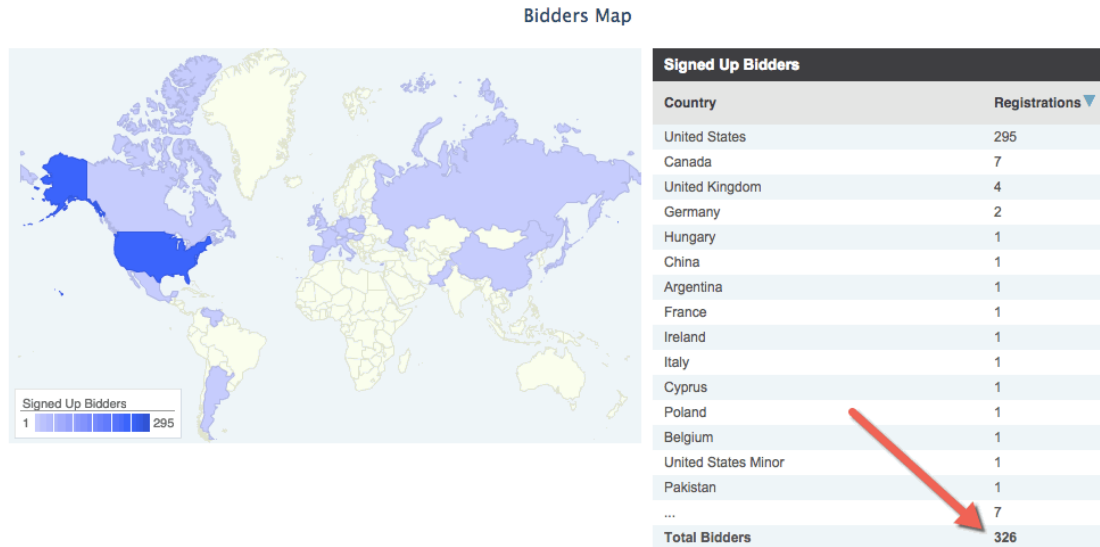
This section features infographics detailing the number of hits received by your catalog. It includes the current, hourly, daily and total page views.



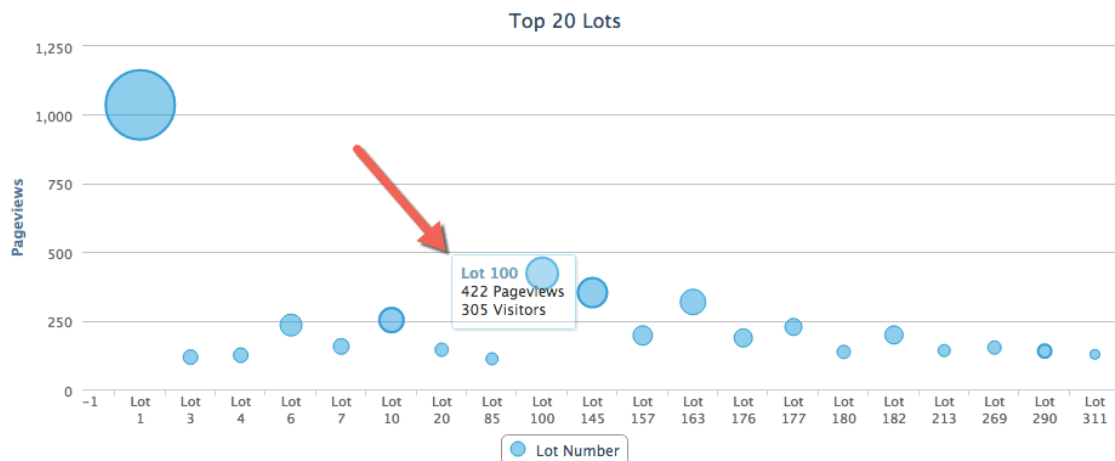
The *Visitors and Page View* bar is divided into the number of users viewing your sale (red) and total number of times they have viewed your catalog (blue)

Bidders

This section shows data about bidder sign-ups and what part of the world they come from.

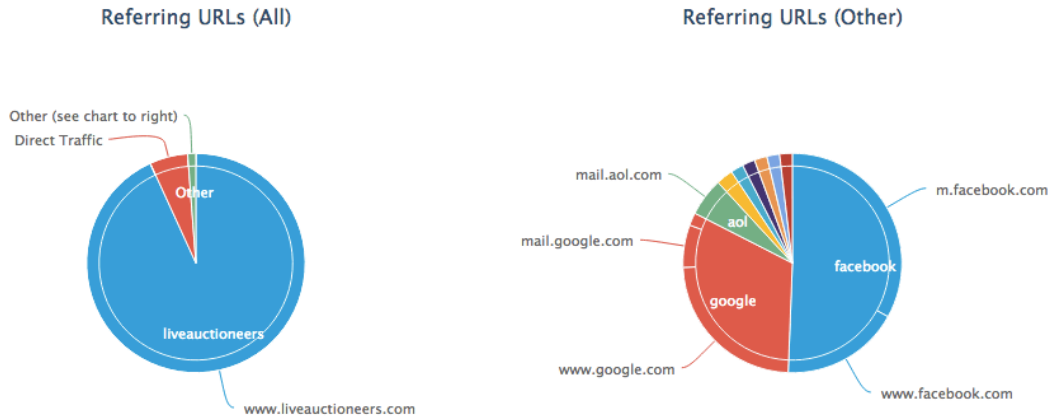


If you are on the Traditional sellers plan, you will also see a section on your Top 20 most viewed items in your catalog. You can click the blue circles to find out how many page views and how many visitors that particular item received.



Traffic Sources

This section explains where and how people found your auction. These will mostly be from websites (including LiveAuctioneers) and search engines.



These are divided into the external sites that sent people to your auction and sources from within LiveAuctioneers that sent people to your catalog

To learn more about driving online traffic to your sales, read our guide to [Optimizing your Auction for Search](#).