

Best Practices for Improving Your Seller Ratings in the Proxibid Marketplace

We know it can be difficult to find new ways to stand out in the crowd. That's why we've introduced seller ratings. With seller ratings, top performers in the Marketplace will be recognized for their commitment to the industry and their buyers. Sellers who have earned top marks have done so by implementing best practices to ensure buyers have a positive experience and come back time and again. Follow these simple best practices and watch your ratings soar.

Shipping Timelines & Fees

TIP: In 2013, 13 percent of all buyers surveyed in the Proxibid Marketplace cited shipping as the area in most need of improvement. According to Smashing Magazine, the leading resource for web design, shipping is the tipping point for 34 percent of online buyers. What can you do to improve your shipping processes?

- Take advantage of shipping tools available on the event editor page or on the lot editor page in AuctionBuilder.
- Provide affordable and cost effective shipping options to buyers.
 - Charge actual cost or a flat rate for shipping. Do not inflate shipping costs.
 - Offer free shipping on items at a certain price point (e.g. purchases less than \$50).
 - Combine items and do not charge a per-item or convenience fee.
- Disclose your shipping costs/policies up front. Set and communicate the expectation with your buyers.
- Provide tracking numbers on all shipments.
- Provide a list of shippers as well as assistance arranging transport of larger items.

Accuracy of Online Listings

TIP: Many buyers in the Marketplace have complaints with the accuracy of listings—more than 25% of all buyer feedback in 2013 was tied to this issue. Buyers will spend more in your auction if they have a high degree of confidence in the items you are selling. Provide as much information as possible to ensure buyers can make smart purchasing decisions.

- Describe items in detail including any defects, to help online bidders make worry-free purchases.
- Provide multiple images, ideally 10 – 15 images and a video for each item, and remember to take photographs of both sides of coins, artwork and other relevant items.
- Present inventory in advance of your event to give buyers time to review.
- Use metadata in your catalog to make it easier for buyers to read item details and for search engines to find your items.

Additional Seller Fees (Buyer's Premiums, etc.)

TIP: Some buyers are new to the Marketplace and the idea of a buyer's premium or any other fees may be foreign to them. Remember buyers tend to gravitate toward sales that offer lower buyer's premiums or other fees.

- Adding excessive fees on top of the purchase price and shipping costs may be a turnoff for buyers.
- Disclose clear and concise payment instructions and do not markup buyer fees.
- Charge a competitive buyer's premium based on category and event type. Below is the recommended premiums based off Proxibid Marketplace data.

Category	Recommended Buyer's Premium
Benefit & Charity	0%
Real Estate	1% or less
Heavy Construction Equipment Farm Machinery & Implements	2% or 2.5% with \$750 cap or less
Commercial Trucks Vehicles, Collector Cars & Marine	3% or less
Commercial & Industrial Estate & Personal Property	5% or less
Art, Antiques & Collectibles Firearms & Military Artifacts	10% or less
Fine Art & Rare Memorabilia Jewelry, Gemstones & Watches Coins & Currency	15% or less

Customer Service

TIP: Take advantage of tools like the "Get More Info" button available on item detail. Your account manager can help you set this up on your account. Tools like this help sellers maintain open and transparent communication with buyers.

- Promptly respond to customer inquiries and concerns.
- Work to mitigate disputes/complaints and when they do happen, resolves quickly and professionally in the effort to "make it right" with the customer.
- Our best sellers maintain a complaint rate of less than 1 percent.

Need help getting started?

» Contact your account manager today, and see just how quickly your business will grow: 1.877.PROXIBID and press "2"