

# Quick guide: How to succeed on Bidders Highway



- **Clean the car thoroughly before photos and any viewing:**

A spotless car always makes a better first impression. Consider investing in a full detailing to show that the car has been properly cared for.

- **Use our professional photographers:**

Professional images make a real difference. Statistics clearly show that cars photographed by professionals sell more often and attract more bidders.

- **Gather documentation:**

Service history, receipts, and other paperwork build trust. The more documentation you can provide, the greater the chance that bidders will place high offers.

- **Fill in the form carefully:**

Every detail matters. Information about service, maintenance, and history makes your listing more credible and attracts the right buyers.

- **Review the listing text:**

Once our team has prepared the text, read it carefully and provide feedback. A correct and well-written presentation increases the chances of higher bids.

- **Set a smart reserve price:**

A competitive reserve price is absolutely crucial to creating an exciting auction. Discuss with your handler to determine the right level.

- **Be active in the comments section:**

Engage with bidders directly. By answering questions quickly and clearly, you build trust and increase interest in the car. An unanswered comment often means a missed bid.

- **Be available towards the end:**

The final hours of an auction are often decisive. By being available, our team can support you in maximizing the result.