

# auction calendar

## Listing Suggestions

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### INTRODUCTION

At Auction Calendar, we are committed to providing auctioneers and buyers with a comprehensive platform to list, browse and view all upcoming auctions across various industries within Southern Africa.

We've established the following guidelines to enhance the overall browsing experience of our users and to improve the quality of the listings being loaded, in turn benefiting both the auctioneers and potential buyers.

These guidelines aim to provide a consistent and professional online presence for auctioneers and promote transparency and trust among potential buyers.

We will continuously update these guidelines to ensure that we provide you with the best possible practices for listing your auctions. You will be notified when any updates are made, so keep an eye out for our mail and take advantage of the tips provided.



## GENERAL INFORMATION

### PROFILE INFORMATION

Auction Calendar affords their buyers the opportunity to contact the auctioneer directly through the platform. Therefore, it is important to make sure that your profile information is updated correctly. This includes:

- Your Company's name
- Auctioneer's name
- Your contact number
- Your email address

### LISTING GUIDELINES

#### AUCTION TITLE

Auctioneers should provide clear and applicable titles for their listings that accurately represent the items or properties being auctioned. Titles should be concise and relevant, providing potential buyers with a clear understanding of what is being auctioned.

Titles should not contain any promotional language or misleading information.

#### AUCTION TYPE

Auction Calendar provides its users with the opportunity to market their upcoming auctions, whether they are onsite or online.

When loading your auctions onto the Auction Calendar platform, we suggest that you always provide your registration link.

### ONSITE AUCTIONS

When listing your onsite auction, please provide the following details:

- Street Address
- Province
- City
- Suburb
- Postal Code

It's important to review and make sure that all auction details are provided and correct.

### ONLINE AUCTIONS

When listing your online auctions, please provide the event link in the suggested field. We recommend that you test this link beforehand to ensure that everything works before your auction starts.

## AUCTION CATEGORIES AND SUB-CATEGORIES

Auctioneers should select the most appropriate category for their listings from the provided categories on the Auction Calendar platform. Selecting categories and sub-categories provide the users with an accurate representation of the type of items or properties being auctioned while also creating a seamless browsing experience for potential buyers.

Auctioneers may refer to the category suggestions provided on the platform to ensure their listings are accurately categorised, not misleading or irrelevant. Auction Calendar has constructed a comprehensive list of categories and sub-categories for you to choose from. You can select multiple categories simultaneously to ensure a true representation. Should you find that we do not have all the categories that you might need available for selection, please send a mail to [support@auctioncalendar.co.za](mailto:support@auctioncalendar.co.za) with the identified categories so that our platform can be updated accordingly.

### Auction Calendar categories & sub-categories:

Real Estate					
Agricultural Property	Commercial Property	Development Property	Industrial Property	Residential Property	
Movables					
Abattoirs, butcheries & related	Agricultural Equipment & Related	Aviation, Marine & Railway Equipment	Catering & Hospitality	Electronic & Sound Equipment	Fashion, Footwear and related
Firearms & Munitions	General	Government & Military Equipment	Groceries & Pharmaceutical	Household Furniture & Appliances	Industrial, Construction & Mining
Medical, Aesthetic and Related	Office Furniture & Equipment	Retail Equipment	Wine, Art, Antiques & Charity		
Agricultural					
Agricultural Equipment	Agricultural Property	Agricultural Vehicles & Machinery	Game & Hunting	Livestock	
Vehicles					
Agricultural Vehicles & Machinery	Aviation, Marine & Railway	Cars, Motorcycles & Trucks	Commercial Vehicles	Construction Vehicles & Machinery	Government & Military Vehicles

## AUCTION START & END DATE

When listing your auction, you are required to provide a start and end date. Please ensure that the correct date and times are supplied so that potential buyers do not miss out on your auction.

## AUCTION FEATURES SECTION

The "Auction Feature Section" affords you the opportunity to provide the buyers with more information regarding your upcoming auction. We suggest that you take advantage of this section by adding various sections using the "Add Features button". Break down the various features/topics so that each has their own section. This will allow the buyer to easily work through all the information provided.

## ALT TEXT DESCRIPTION

Alternative text (Alt text) is a description of an image or graphic found on a website. Alt text provides a textual description of the image, allowing users who may not be able to see the image to understand its content and context.

Here are a few tips to consider for writing effective alt text:

- **Be descriptive:** Provide a detailed description of the image, including relevant details such as colours, objects, locations, and actions.
- **Be concise:** Keep the alt text brief and to the point, focusing on the most important elements of the image. Try to keep it within a 120-character limit.
- **Be accurate:** Ensure that the alt text accurately reflects the content of the image and does not provide misleading information.
- **Avoid using "image of" or "picture of":** The alt text is already associated with an image, so there is no need to include redundant phrases like "image of" or "picture of" in the alt text.
- **Consider the context:** Think about how the alt text will be used by screen readers or other assistive technologies and provide enough information to convey the meaning of the image in that context.



Example of effective alt text:

**Poor Alt text:** "Man standing" or "Man looking at sky".

**Good Alt text:** "Man standing on top of a rock mountain during golden hour with his arms wide open, palms facing up."

## LISTING IMAGES

Uploading clean, clear and high-quality images of the items on auction will provide the customer with a pleasant auction browsing experience. Creating visually appealing listings will attract potential buyers and increase the exposure of your listing.

We require a minimum of 1x image per listing, which will serve as the listing's cover/feature image.

- We suggest a minimum image size of 600x450 pixels and a maximum image size of 1920 pixels.
- Images should not be pixelated, distorted, or low-resolution.
- Images should not be misleading and should accurately portray the items on auction.
- A maximum of 40 images per listing may be uploaded.  
*\*Your first 10x image are standard and included in your subscription. Should you wish to upload more images, you can do so at an additional cost per listing.  
R200 per additional 10x photos added.*
- We recommended that you do not add any duplicate of photos.

## RECOMMENDED IMAGE SIZES:

- Business Logo's: 500 x 500 pixels in size, no bigger than 2MB.
- Profile Pictures: 500 x 500 pixels in size, no bigger than 2MB
- Featured image/ Auction cover image: A landscape image is preferred with the image begin no larger than 4MB.
- jpg, jpeg, png, bmp, gif, svg, or webp are the recommended and accepted image formats.

## GALLERY IMAGES

When uploading images in the "Gallery" section of your auction listing, it is suggested that an appropriate image title and alt text pertaining to the specific image is provided.

## UPLOADING DOCUMENTS

### BIDDERS PACK

A bidders pack contains all the documents and information from auctioneers to potential buyers for a specific auction. It includes details about the auctioned item(s) or property, such as specifications, terms and conditions, legal documents, inspection reports, and any other relevant information that buyers need to review before participating in the auction.

The standard file size when uploading your bidders pack is 5MB and is already included in your current package.

Auctioneers who wish to add a bidders pack larger than 5MB can purchase an additional 5MB or 10MB. It will cost you R200 per additional 5MB, with the max of 15MB in total.

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## PDF ADVERT

The PDF advert typically includes details about the auctioned item(s) or property, such as descriptions, specifications, images, and other relevant information to attract potential bidders. The PDF Adverts are generally the materials used for marketing purposes. These refer to the newspaper, magazine and flyer advertisements.

## LISTING PACKAGES

Auction Calendar offers a variety of packages to effectively list your auctions. We have designed it specifically to meet the needs of the various types of auctioneers within the industry.

Please bear in mind the following when listing your auction:

- We provide you with a package that is valid for a month, or up until the listing amount as per the package has been met.
- An auction can be loaded in one month and only take place in the month afterward.
- Unfortunately, unused listings cannot be transferred to the next month.

<b>Standard</b> <b>R750/ Month</b>	<b>Premium</b> <b>R1000/ Month</b>
<ul style="list-style-type: none"><li>✓ 1-3 Basic listings</li><li>✓ Email Alerts to relevant buyers</li><li>✓ Track listing performance</li><li>✓ Dedicated support</li><li>✓ Upload 10 photos to listing gallery</li><li>✓ Upload a Bidders pack &amp; PDF Advert</li></ul>	<ul style="list-style-type: none"><li>✓ 1-5 Basic listings</li><li>✓ Email Alerts to relevant buyers</li><li>✓ Track listing performance</li><li>✓ Dedicated support</li><li>✓ Upload 10 photos to listing gallery</li><li>✓ Upload a Bidders pack &amp; PDF Advert</li></ul>
<p>Additional photo packages and bidders pack space available at an additional cost of R200 per bundle.</p>	<p>Additional photo packages and bidders pack space available at an additional cost of R200 per bundle.</p>

We offer you the opportunity to boost your listing by upgrading it to a "Featured Listing". This ensures that your listing enjoys marketing priority on our website and social media platforms. These features are in addition to those you receive with our Standard and Premium Packages.

**Featured Listing**  
**R1950/ Per Listing**

- ✓ Featured auction shown on home page
- ✓ Differentiated on the calendar with a star
- ✓ Marketing Priority
- ✓ Featured on our social media pages
- ✓ Included in our newsletter sent to relevant buyers

Additional photo packages and bidders pack space available at an additional cost of R200 per bundle.

## CONCLUSION

The team here at Auction Calendar is hard at work to ensure that we bring you the best auction listing platform. We are always looking to improve our service offering. Please feel free to share any suggestions, complaints or compliments you may have to [info@auctioncalendar.co.za](mailto:info@auctioncalendar.co.za) – we look forward to hearing from you!

-The Auction Calendar Team

