

JUST ASKING!

THE METHOD AND MADNESS OF **EBAY**

By AGWire™
February 18, 2017



[Engelhard 206.50 oz Industrial Silver Bar - S/N P890 TIER 1 250 - FEW SURVIVORS](#)

\$7,500.00 or Best Offer

[ENGELHARD 2ND SERIES 100 OZ CAST .999 SILVER BAR ULTRA RARE TIER 1 ONLY KNOWN](#)

\$7,000.00 or Best Offer

[Silver Engelhard Raw Industrial Bar Odd Weight 34.90oz, Rare 1 of only 2 known!](#)

\$9,999.99 or Best Offer

Ask, and you shall receive... maybe sometimes, but more likely **not**, referring specifically to the case of **eBay** seller asking prices for rare bullion. We believe the above auctions are presented well, but it brings the question, "Why do some bars sell quickly at strong prices while others linger and get stale on **eBay**?" Bullion auction images get tarnished too if they overstay their welcome. Selling on **eBay** is all about **presentation** and **pricing psychology**. If an item is displayed well and priced fairly, it will undoubtedly sell. There is a definite **Art** and **Science** to posting **eBay** auction listings.

The **Art** is in the heading, description and photographs. Think about it... what is the **first thing** you look at in an **eBay** auction, the Heading, or the Main Photo? All bets are that you first look at the **photo**, and then the heading. And if you have interest from there, you likely look at the price, and then the description. So, when formulating your auction post, first and foremost, take only high-resolution photo images. Use the best front shot of your bar for the main photo, and use **eBay's** photo editing tool (top left tool when loading and arranging auction photos) to crop and center your photo so that it POPS. Then, in logical succession, post photos of the reverse, all four edges, and close ups of any features, errors or blemishes that deserve to be noted. And make sure that your photos are in focus! And please recognize that many of these bars are highly reflective, so while you don't even register the thought that the photo you just posted shows you taking the photo in your skivvies, your crystal clear reflection is now posted for the worldwide collector audience to see, and snicker at. Not that we would ever do that, but just sayin'. And you've likely noticed that many auctions now reference the **All Engelhard Definitive Page** excerpt for the specific variety. Bingo, again, this helps to further qualify your auction while saving the buyer a step in doing their homework.

Next, make sure your auction Heading is descriptive with the words "Engelhard Silver Bar" (or other refiner), weight (i.e. 10 T. oz), rarity (i.e. Tier 2 <5000), and any other words that positively illustrate your bar (i.e. Stunning, Toned, Double-stamped, Error, etc.). You've seen the auctions that have caught your eye. Take a look back at your recent purchases and how the auctions were presented. Determine what you like about these, and be creative! Oh, and check you're grammur and speeling! All too often we come across the likes of "**Inglehart 10 once Siler Bat Rariest Tare 1 vareity and stuning** " Wish we were joking here.

The **Science** is in the pricing in relation to current market, or perceived market, scarcity and demand. Ask too little on a BIN and your item will be sold in a blink to an obsessive scavenger who preys on these moments (uh, we don't know *anyone* who does this... ;), and ask too much and some folks will think you're just showing off your goods, but realistically, if it's a highly collectible bar, someone will likely ping you through **eBay** and arrange a private no-fee deal, and **BANG**, item gone and auction is over. Ask just a hair over market, but with a **Best Offer** feature, and you will attract a qualified offer, or likely several, and maybe with a bit of back and forth haggling your bar will sell quickly. And then there are the no reserve auctions where folks bid until exhaustion, only to be run over by a Greyhound bus in the last second by uber aggressive sniper bids. We used to get so worked up over losing an auction to a last minute sniper, but now we take it in stride as part of the market and truly celebrate the expansion of collectors in this crazy growing market. Now we'll either join in the frenzy and try to outsnipe the sniper, or post our highest bid early on in the auction with the mindset that if we don't win, then **they** paid too much! Either way it's all good for the market, and continues to fuel our enthusiasm, commitment and yes, obsessiveness towards this great hobby!

eBay, without doubt, is currently the world platform for access to rare and common collectible bullion, and also the venue where benchmark value is publicly set. This likely won't change anytime soon. But many collectors are disenchanted with **eBay** for charging usuriously high final value fees, and as such, they make every effort to conduct direct deals with other collectors at no fee, often using **eBay** as the original bait. Fellow collectors tell us that even though direct deals are becoming more common, **eBay** is still a necessary evil for our hobby. Frankly, if your goal is worldwide exposure and attaining maximum price, there is no better venue for attaining optimum exposure and final value price than **eBay**.

Shooting from the hip, as most of us tend to do, let's make a few quick assumptions. It's safe to say that most of the civilized world is familiar with **eBay**. It's also safe to say that the Engelhard collector market is now worldwide. And, it's safe to say that many Engelhard collectors or owners are still not currently aware of the All Engelhard website. Because **eBay** is a worldwide platform, auction exposure is as big as it gets on this planet. And with a large audience, finished auction prices set valuation benchmarks in the world market. This is absolutely essential for validation and growth of our Engelhard market, and the same goes for the coin market, the art market, the native Indian artifact market, the comic book market, etc. Even though the finished sale fees incurred by a Seller are high on **eBay**, likely 10% of final value plus 3.1% to **PayPal**, the finished sale price is likely higher as well, due to the massive exposure, that is, *if* the item is presented properly. In our minds, **eBay** will always be **the** worldwide platform for documented price discovery.

But that doesn't mean that **eBay** has to be the only resource for buyers and sellers. Collectors continue to ask us if/when the All Engelhard THE FORUM will be trending mainstream with a **Have/Want** section for buyers and sellers to facilitate direct no-fee transactions. This is definitely on our radar, and it may happen some day, and it may very well be great for collectors. The issue for us is the time and effort devoted to screening out the bad guys and scammers, qualifying the listings for accuracy, keeping collector contact information secure and private, etc. as any and every transaction will have our name on it. This is not something we can take lightly, and much thought will need to go into development of the right format of a comprehensive and secure venue. The concept is definitely achievable, yet is also very complicated and on many levels. Our mission at All Engelhard from the onset was to provide the world the most accurate information available on Engelhard collectible bullion. We remain steadfast to this mission.

Resourcefully,

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