

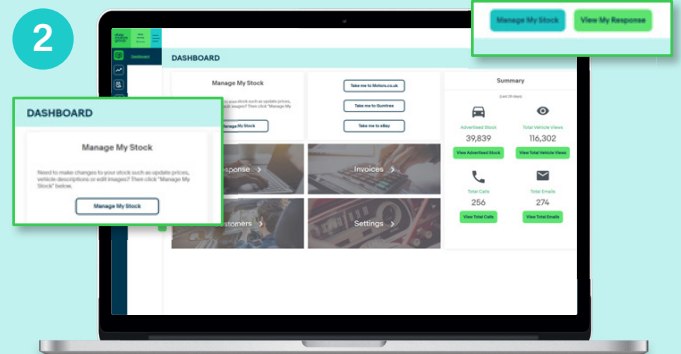
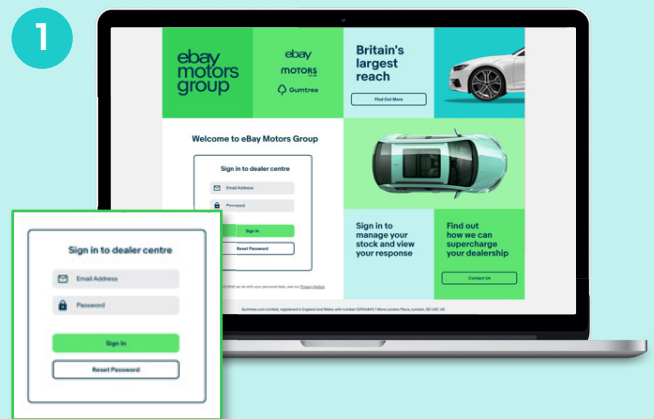
# Welcome to the eBay Motors Group

It's easy to get your stock live, just follow the simple steps below. If you're planning to use a feed to upload listings, please talk to your eBay Motors Group Account Manager.

## Step 1 Signing in

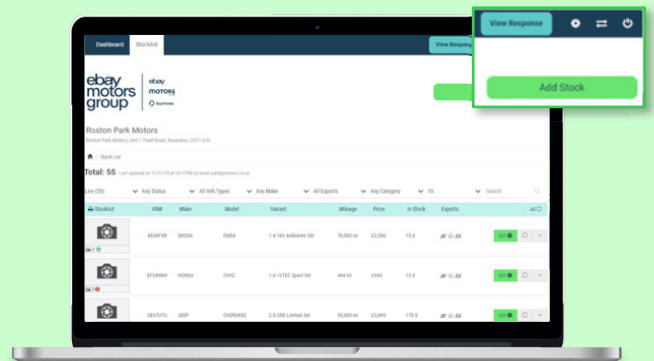
First of all, you'll need to go to the eBay Motors Group Dealer Centre at [emgdealercentre.co.uk](http://emgdealercentre.co.uk).

1. Once you're there, on the left hand side of the screen is a box titled **Sign in to dealer centre**. Input your email address and password then click **Sign in**. This will take you directly to the main dashboard.
2. On the main dashboard page, select **Manage my stock** in a box at the top left hand side of the screen and also accessible using a button in the top right. This will take you to the stock section of the Dealer Centre.



## Step 2 Starting your ad

Click the **Add Stock** button in the top right of the screen on the Stocklist page.



# Step 3

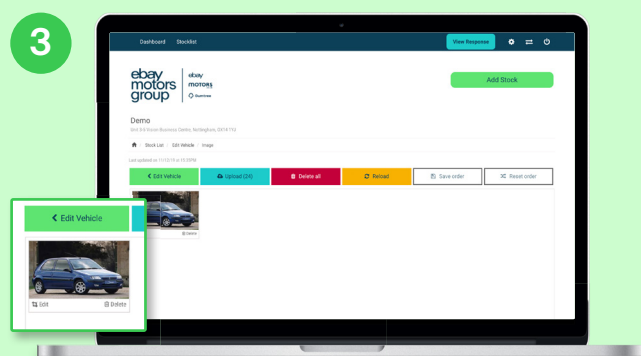
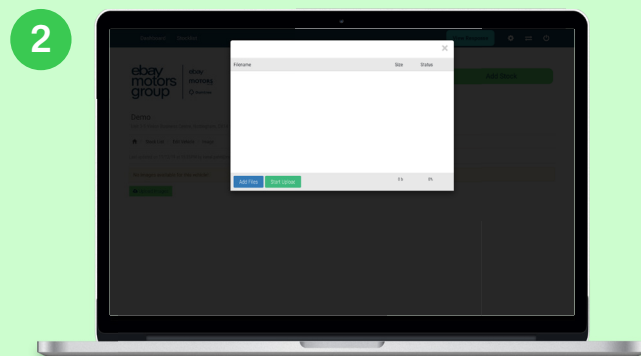
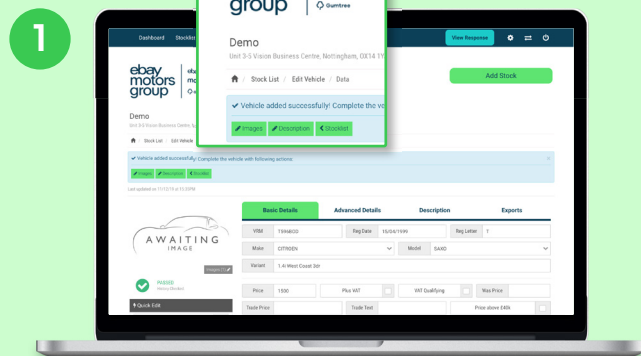
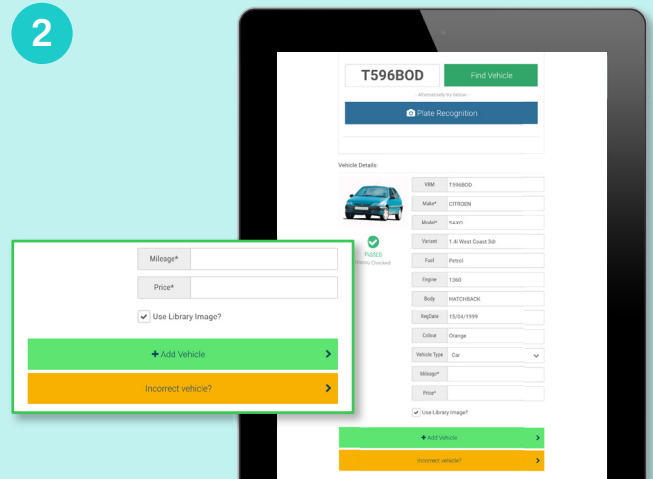
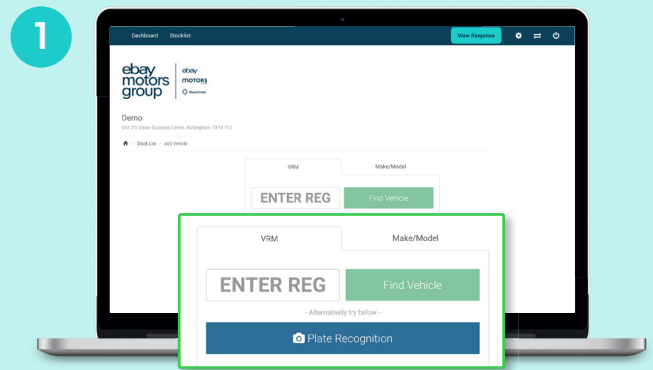
## Entering vehicle details

1. If you have your VRM number, enter it under the **ENTER REG** panel, then click **Find Vehicle**.

If you don't have the VRM number click on **Make/Model** and input the details there.

2. The next page will populate automatically. However you will need to add the **Mileage** and **Price** information.

Then select **Add Vehicle** which will create your listing.



# Step 4

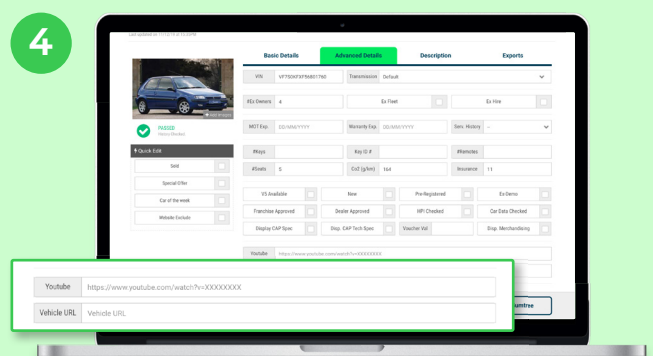
## Adding photos

1. Click on the **Images** tab located on the left hand side of the screen.

2. Add your images and upload.

3. Once the images have been added successfully, select the **< Edit Vehicle** option to continue editing your advert.

4. To add a YouTube video of your car, select the **Advanced Details** option. From here, paste the URL into the YouTube section at the bottom of the screen.

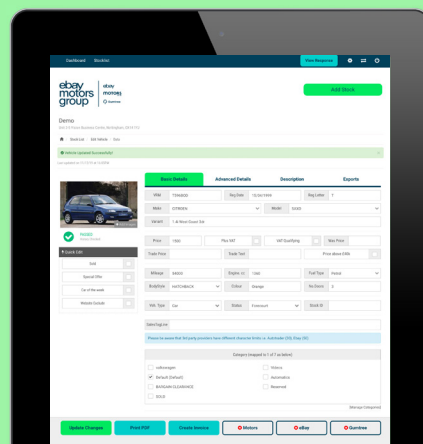


# Step 5

## Posting your ad

Click **Update Changes** in the bottom left of the page.

Your listing should now be complete, but if you encounter any problems please contact your Account Manager, who will be very happy to help.



## Our 6 top tips for successful listings

### 1. Price to sell

Your cars are only worth what people are willing to pay for them. Make sure you always know your market and set prices accordingly.

Start by conducting a search for the vehicle you're selling. How are the vehicles within 10 miles priced? Statistics show that listings which start with a high asking price, then reduce to sell ultimately return a lower profit.

### 2. Look the business

When searching for a car, buyers see before they read. Present your cars in their best light with great photographs.

### 3. Give a complete description

Write every advert for the exact vehicle you're selling – not just the make and model. Include all the info a potential buyer might find useful like:

- Tyre condition
- Key features
- Extras/modifications
- MOT due date
- Service history
- Number of owners
- Condition of car/bodywork

And don't forget to include your business and sales terms in the description.

Add in Google reviews and customer satisfaction scores to highlight your good sales reputation.

### 4. Nail down the details

Always enter the vehicle registration number. This helps us correctly identify your car and carry out a vehicle history check, which helps you save time and gets your advert posted fast.

### 5. Eliminate the little errors

No one is perfect. But with a little care up front and one last look before posting, your adverts can be.

- First, when writing your advert, be sure to proof read it in order to pick up the spelling and grammar mistakes we all make. The correct spelling also ensures your cars get found in keyword search.
- And we know you want to shout about your stock, but if you use BLOCK CAPITALS in your text, buyers might just feel like you're shouting at them – and move on. Keep it calm.

### 6. Stand out from the crowd

Make use of the extra features available to make your adverts even easier for buyers to find.