

Guide to your Catalog Text Format

This spreadsheet will form the basis of your catalog. Here are two worksheet programs we recommend:

- [Microsoft Excel](#)
- [Open Office](#)

Note: If using auction software, e.g. RFC, BidMaster, AuctionFlex, etc., you can build a text file in the software and export it as a .CSV file for direct upload into LiveAuctioneers. *Please contact your respective inventory management software company.*

Below are the mandatory column headers:

	A	B	C	D	E	F
1	LotNum	Title	Description	LowEst	HighEst	StartPrice
2						

Lot Number (LotNum)

Lot numbers can consist of up to 10 characters maximum. The lot number may also have an alphabetical character following it to distinguish from identical numbers. For example, 27 and 27A is permitted (no space between the number and letter).

Title (Title)

This is used to display your lot on LiveAuctioneers, so **add the most searchable words to your title**. The title must not exceed 49 characters (including spaces).

Description (Description)

There is no word limit here, so try to describe your item as accurately as possible. Be sure to include the size, age, materials used, artist/designer/manufacture, how it was made, and any unique features. The words you use in the Description column help shoppers locate or discover your items when they search on LiveAuctioneers. *Please provide dimensions and weight as it will allow prospective bidders to estimate shipping cost, and will reduce the amount of incoming inquiries. All damage should be well described.*

You may use simple HTML tags. Links to your website are NOT permitted and must be removed.

LINE BREAKS or CARRIAGE RETURNS. These should be specified using HTML tags such as

Chinese characters should be sent to us in Unicode. Descriptions can be converted [here](#).

Low Estimate (LowEst)

List the low estimate of the item, which cannot be greater than your high estimate or lower than your start price. Do not include currency symbols.

High Estimate (HighEst)

List the high estimate of the item, which cannot be equal to or less than your low estimate.

Start Price (StartPrice)

The start price will serve as a starting point for your bidders to leave absentee bids. The start price cannot be greater than your low estimate. *If this field is left empty, Start Price will be automatically set at 50% of your low estimate.*

Note: Do not include currency symbols in the above three columns.

Optional column headers:

<u>Height</u>	<u>Width</u>	<u>Depth</u>	<u>Dimension Unit</u>	<u>Weight</u>	<u>Weight Unit</u>	<u>Quantity</u>
<u>Buy Now Price</u>		<u>Exclude From</u>	<u>Condition</u>	<u>Reserve Price</u>		
		<u>Buy Now</u>				

Condition

If you are aware of the condition of an item you are selling, please list it in this field.

Consignor

This is for internal use only and will not be displayed online.

Image File (ImageFile.1 to ImageFile.20)

Image file columns are only required if the photographs are not named according to lot numbers. See our Guide to Image Formats for the accepted image file formats and naming conventions.

If using this column you must list the full image file name including the .jpg extension. The files names are case sensitive. Example: If your image is “warhol19front” for lot number 24, then the ImageFile.1 for lot 24 would read “warhol19front.jpg”.

Buy Now Price

If you enabled the Buy Now feature, this is the price at which your item will be listed after the auction if passed or unsold. If this field is left empty or 0, Buy Now price will be set at reserve or low estimate.

**Buy It Now/Make An Offer Items are available for a default of 14 days post sale, however they can be set for a custom length of time.*

Exclude From Buy Now

If you have the Buy Now feature enabled,

0 = (default) item eligible for Buy Now.

1 = item not eligible for Buy Now.

Reserve Price

If you are running an automated sale, or using the Online Seller pricing plan, you can use this field to enter a Reserve Price above your start price. Items being sold on the automated console will not sell if the Reserve Price is not met.

Height

Used in conjunction with the Dimension Unit column to indicate the height of an item.

Width

Used in conjunction with the Dimension Unit column to indicate the width of an item.

Depth

Used in conjunction with the Dimension Unit column to indicate the depth of an item.

Dimension Unit

Enter the measurement unit you used for height, width, and depth. Acceptable units are: in, ft, or cm

Weight

Used in conjunction with the Weight Unit column to indicate the weight of an item.

Weight Unit

Enter the measurement unit you used for weight. Acceptable units are: oz, lb, g, or kg

Quantity

Enter how many of this item are included in the lot. For example, if lot 45 was a set of 4 armchairs, you would put 4 in the Quantity field for this lot. **PLEASE NOTE:** This does NOT allow you to set the price per piece in a lot. LiveAuctioneers does not support Price Per Piece or Times the Money for a lot. The price you enter for a lot is for the whole lot.

Additionally, if your images are hosted on a website, you may enter the URL location of your images in the Image File Columns for our image processor to retrieve.

For the best upload results, save your Excel as a .csv or text-tab delimited file. This will help preserve any special characters, such as é, Õ or 1/2 during the upload.

You could also convert your special characters to Unicode by using the following webpage:

<http://www.pinyin.info/tools/converter/chars2uninnumbers.html>

By copying and pasting the description on to this page, clicking Convert, then copying and pasting the result back into your catalog, you will ensure that all special characters such as é, Ö, as well as any foreign language characters such as Chinese, will display correctly on your catalog.

Now to the [upload!](#)