



Guide to Automatic Bidding

How to set up your account for
easy Automatic Bidding.

What is Automatic Bidding?

Automatic Bidding is an option provided for bidders that may prefer to set their maximum bid amount at the start and let their bids automatically increase up to their maximum bid amount if they are outbid.

Whilst we encourage watching the live auction to avoid disappointment, Automatic Bidding can be a handy tool if you are unable to watch the auction end.

How does Automatic Bidding work?

To set up Automatic Bidding you will confirm your initial bid and then confirm the maximum bid you are willing go up to go to if you are outbid. If you are outbid the system will automatically place further bids on your behalf in increments of £500. This continues until bidding stops either below, or above your maximum bid amount.



If your maximum bid is reached and you are outbid, you have the option to continue manually bidding if you wish to continue.

The sequence of bids placed by the Automatic Bidding tool is designed to reflect what would happen in a live event, with people needing to place a subsequent higher bid than the last. As with a live auction, there cannot be two bidders at the same amount, so there is a chance that your final bid could be just below your set maximum bid as shown in the examples below.

Customer	Customers Bid	Maximum Bid	Automatic Bids
Customer A	£138,000	£142,000	
Customer B	£138,500	£140,000	
Customer A			£139,000
Customer B			£139,500
Customer A			£140,000

In the example above, Customer B set a maximum bid of £140,000 so their bidding stopped at £139,500 when Customer A's automatic bid reached £140,000 before them. In this example, should no one else bid, Customer A would be the winning bidder.

Customer	Customers Bid	Maximum Bid	Automatic Bids
Customer A			
Customer B	£140,500	£145,000	
Customer A			£141,000
Customer B			£141,500
Customer A			£142,000
Customer B			£142,500

In this example, Customer B has elected to bid again. They have added a new bid of £140,500 (this being the required £500 increment) and added a new maximum bid of £145,000. In this example, Customer B would be the winning bidder if no further bids were received, as they have exceeded Customer As maximum bid of £142,000.

Remember, ask your Auction Specialist if you are unsure!



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