



Seller information guide

Welcome to FurnitureEtc, the new way to buy and sell preloved and unique furniture and accessories. Our curated online marketplace is brought to you by the publishers of the UK's best-loved interiors brands, including Ideal Home, Houselife.co.uk, Livingetc and Country Homes & Interiors.

We are delighted you have chosen to list your items with us.

This document gives you all the information you need for:

- Listing your items
- Getting your photography right.

Listing your items

FurnitureEtc provides a high-end, beautifully curated environment in which sellers can sell the their unique pre-loved pieces quickly and efficiently. While we provide the environment, it's up to you to ensure that you provide buyers with as much useful information as they need to make purchasing online simpler. Below we've included some useful tips...

Listing guidelines

Accurate and honest details of the products you want to sell mean that buyers can make quick and confident decisions about purchasing. You are solely responsible for all aspects of the item's listing, including the title and description of the product. You agree to represent the details of the product accurately and to the best of your knowledge.

Product title

Include the style, material and product type, and capitalise each word. For example, French Painted Oak Dining Chairs.

Price

The minimum listing price is £200 per item. In £s, no pence.

Dimensions

Please supply dimensions in centimetres (cm) in the following order Height x Width x Depth.

Condition

Everything we sell is graded into one of four categories, so please select the most appropriate.

- If you say it's '**Excellent**' that means as the seller you are confident the item shows minimal wear considering its age and background.
- For '**Good**', the item has a little more wear that would benefit from a polish and light touch-up, but nothing serious.
- If an item is marked as '**Fair**', there'll be noticeable signs of age and distress, but not serious degradation. Some simple repairs are likely, but nothing requiring specialist techniques or tools.
- Finally, '**A Project**' is exactly that. The foundations will be sound, but the item needs a rebuild to bring it back to its former glory.

Product description

Please supply a maximum of 50 words at the maximum and include the key details of the product, including its:

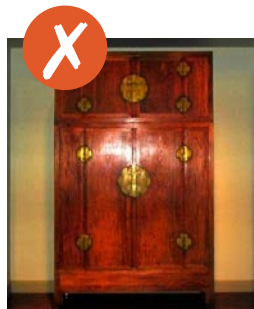
- **Style**
- **Age**
- **Material**
- **Category**
- **Colour**
- **Brand (if known)**

For example, 'These French-style dining chairs are made from oak and painted in soft grey. Dating from the 1850s, they have a linen covered seat and come as a set of six.' Feel free to add any other selling points, such as 'Perfect seating for a farmhouse-look kitchen'.

Please note: FurnitureEtc reserves the right to revise your listing for grammatical errors and minor corrections. FurnitureEtc also reserves the right to reject any item as unsuitable for sale at any time.

Getting your photography right

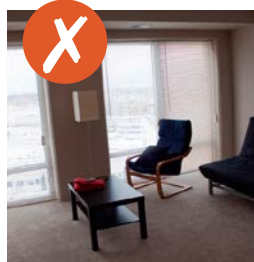
Good pictures equal quick sales! Here's a step-by-step guide to achieving the best quality online photography of the items you want to sell...



Bad flash reflection



Height and angles are wrong



Bad light and no clear space around item



Bad light, taken from wrong angle, no clear space around item

1. Set up a simple background - white is the cleanest most professional way of presenting your items. Do not show an expanse of flooring, your feet, your home/office etc.

2. It is best to take your photos during the daytime in natural daylight. If you do need to use a flash be aware of any flash reflection in the product. Moving the camera to different angles can reduce this. Also make sure you have plenty of lights on in the room so the camera can autofocus and auto-expose properly.

3. A tripod is helpful but not essential. Hold the camera steady and check each picture as you take them. If they are blurry or out of focus then take another one.

4. Concentrate on the item you want to feature and allow yourself plenty of space around it, especially when photographing something large like furniture. You need a small clear white space all the way round. Also be aware of any reflection showing in the product if it is reflective/glossy/shiny. Get as close as possible to the product so it is large in the shot but make sure not to crop out any part.

5. Imagine you are a customer looking around the item. Take pictures of the whole item from all angles and make sure the front view is the best. Take your front view picture straight on with the sides of the product parallel; your product will look distorted if you shoot it from top-down or from bottom-up and we won't be able to use it.

6. To avoid customer returns, make sure that any defects or flaws are captured in one of the photos to match the description of the item.

7. If necessary, use Photo Editor software to correct the colour of your images to truly represent its likeness.

What to supply for the site

We require a minimum of 3 high-quality, in-focus images of each item. We ask for 3-8 images, taken from a variety of angles, with close-ups of any interesting details. Supply as JPG format at least 1500 x 1500 pixels.