



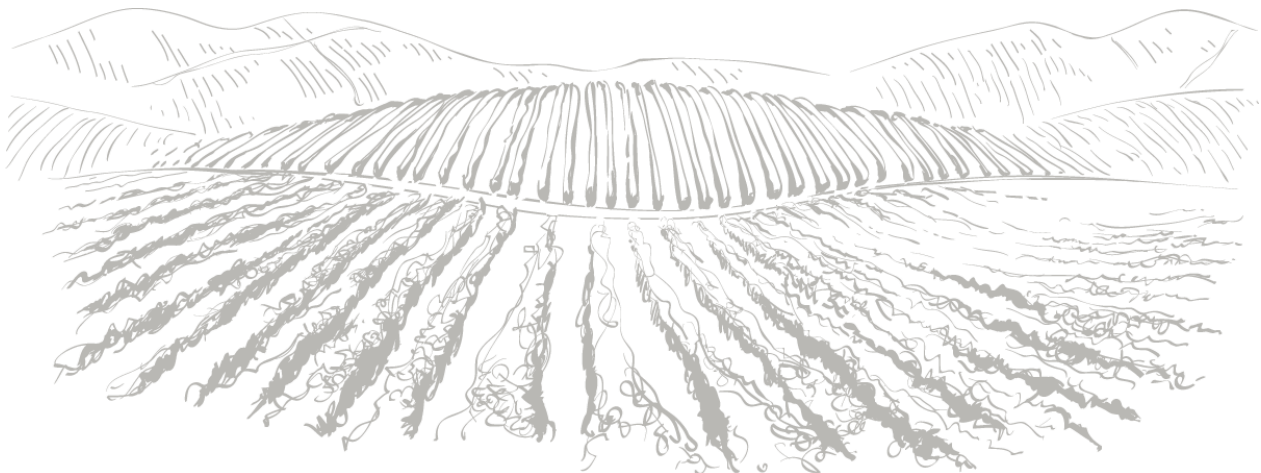
## SELLERS' GUIDE

ADVANTAGES OF SELLING ON IDEALWINE

OUR 5-STEP SALES PROCESS

FREQUENTLY ASKED QUESTIONS

Estimation  
Sending and storing wines  
Transport  
Sale



## THE ADVANTAGES OF SELLING WINE WITH IDEALWINE

iDealwine allows you to sell your wines at online auction in sales organized by its subsidiary auction operator IWA (International Wine Auction), or to sell your wines to us at a fixed price.

Simple, quick and inexpensive, selling your wines with iDealwine as an intermediary gives them unparalleled exposure, to a global community of fine wine lovers: 650,000 wine enthusiasts hailing from over 60 countries.



### ADVANTAGES:

- Optimum exposure for your bottles (export to over 60 countries)
- Over 15 years of experience as one of the world's leading online wine auctioneer
- Free appraisal!
- All-inclusive offer (transport, storage, sale)
- Secure payment!
- Guaranteed completion of transaction (from appraisal to delivery to the final buyer)
- WineDex security (Blockchain / RFID): forgery-proof certificates of authenticity are issued for high-value bottles, further boosting the security and value of your wines.



### NOS ENCHÈRES EN QUELQUES CHIFFRES:



One of the world's leading online wine auctioneers and number 1 in France

**650,000**  
members

**400,000**  
bottles  
sold per year

Buyers in  
**60**  
countries

More than  
**40**  
auctions held every year

## SELL YOUR WINES WITH US IN 5 STEPS

### I. SEND US A LIST OF THE WINES THAT YOU WOULD LIKE TO SELL

By filling out the online form: <https://www.idealwine.com/uk/sell-my-wines/estimation-gratuite-vins.jsp>

We will get back to you with a free estimate within 48 to 72 hours. If you would like to sell a significant number of bottles (30 or more different references), you can also email us your complete list in Excel format to the following address: [estimate@idealwine.com](mailto:estimate@idealwine.com)

### II. CHOOSE HOW YOU WOULD LIKE TO SELL YOUR WINES



#### ON-LINE AUCTIONS:

Sales are held following the traditional model of public auctions ('by the hammer') but take place online.

After confirming that you agree to sell your wines for the estimates given, you will receive a sales order to be signed electronically, established by the public auction operator IWA (a subsidiary of iDealwine) which will allow the wines to be put for sale at auction. This document includes, for each lot sold, the reserve price (the price under which you would not accept the wines be sold) which is automatically fixed at the low estimate already communicated.



#### FIXED-PRICE SALE:

The price offered will be the sum of the low estimates, less the sellers' fees. Selling your wines this way is quick and allows you to sell all your bottles at once.

The payment terms are as follows:

- 75% of the total is paid upon collection/receipt of your wines.
- The remaining 25% is settled after your bottles have been appraised on our premises (within 15 working days)



### III. TRANSPORT AND STORAGE OF YOUR WINES BEFORE AND DURING SALE

We store your bottles in our secure premises, in temperature and humidity conditions that are perfect for storing wine.

iDealwine takes full responsibility for storage, taking out insurance for the conservation of a third party's property.



#### YOU CAN CHOOSE BETWEEN:

- Dropping off your wines at our storage warehouse (on appointment) in Colombes, France, open Monday to Friday from 9am to 5.30pm.
- Collection by iDealwine (from a certain number of bottles): we will send you a quote within a few days of request
- The Colissimo Suivi service:  
We send you packaging especially made for bottles (isothermal and shock-resistant). Simply insert your bottles, apply the labels provided to the parcel and drop it off at your post office. The total cost includes sending and returning the parcel, as well as ad valorem insurance. The parcels are pre-paid and come with a tracking number and proof of delivery.

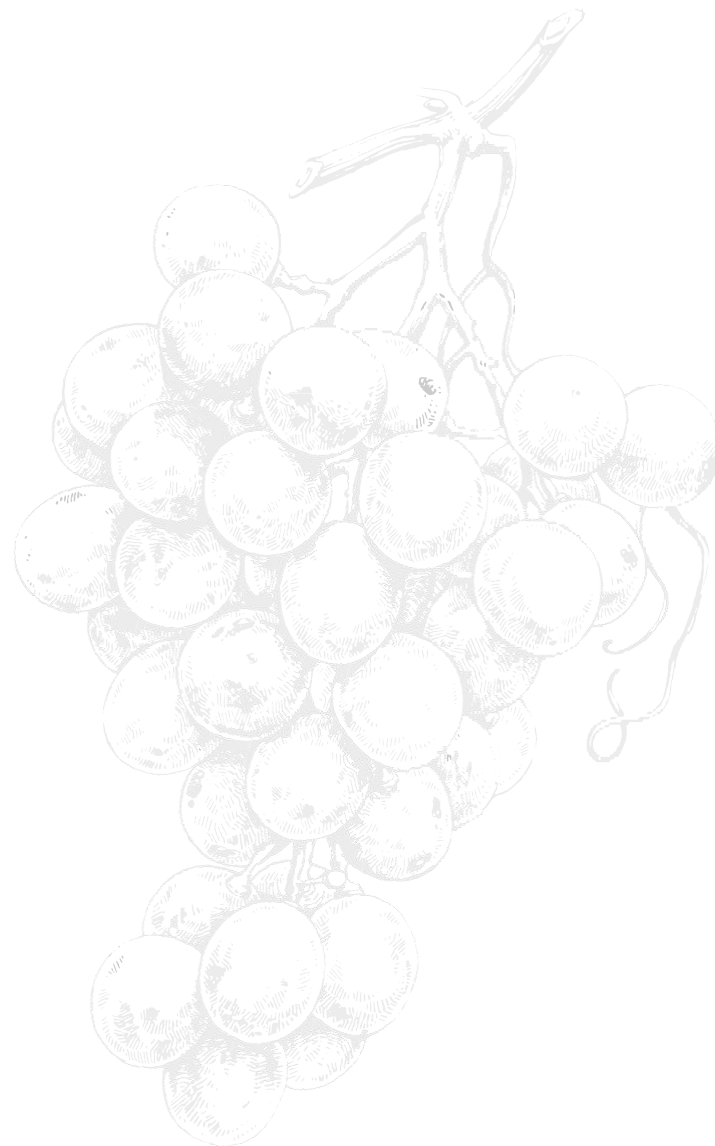
Our quotes for collection or Colissimo are deducted directly from the sale of your bottles, no fees are expected up front.

### IV. SALES RESULTS UPON AUCTION CLOSURE

You will be informed of the result of the sale of your wines within 24 hours of the auction ending, with the individual result of each lot.

### V. PAYMENT

Payment is ensured by the public auction operator IWA (subsidiary of iDealwine) in the case of online auctions, and directly by iDealwine in the case of a fixed-price sale. Payment will be issued within 35 days of the end of an auction or immediately, for a fixed-price sale. You will receive payment either by cheque or bank transfer, if you have sent us your bank details in advance in the European format. You can send us your bank details by email to [info@iwa-auction.com](mailto:info@iwa-auction.com)



## SELLING YOUR WINES: FAQ

### ESTIMATIONS

#### I. WHAT IS THE DIFFERENCE BETWEEN THE ESTIMATIONS AND THE IDEALWINE PRICE ESTIMATE?

The iDealwine price estimate, is constantly updated and represents the average price for which a wine has sold in French public auctions over the last 12 months. It is the hammer price plus the fees paid by buyers in auction houses. The estimations sent to you are calculated using these price estimates, minus the buyers' fees. When we don't have a value estimate for a wine, our estimation is calculated using the average price observed by a panel of France's most important négociants.

#### II. ON WHAT BASIS ARE THE ESTIMATIONS ESTABLISHED?

The estimations calculated are based on the wines having been stored in optimal conditions (stable temperature between 10 and 14°C, humidity levels between 70 and 75%, in a dark space...) The levels must be good. The label, capsule and cork must be in satisfactory condition.

#### III. CAN A RESERVE PRICE BE SET?

The reserve price is the starting price of a lot at auction, the price below which a lot cannot be sold. This reserve price is set automatically using the low estimate given for the lot. The seller can set a reserve price lower than the low estimate or choose to sell without a reserve price.

#### IV. CAN ESTIMATES BE REVISED AFTER APPRAISAL?

The estimations given are calculated on the basis that the wines have been stored in optimal conditions. They can be revised following the meticulous appraisal of the bottles, and price cuts of between 10 and 30% can be applied.

The most frequent reasons for changing estimations are the following:

- a lower level than previously stated
- a stained, dirty, scratched and/or damaged label
- an illegible vintage
- a damaged capsule
- a foreign export bottle
- scratched serial number

# TRANSPORT AND STORAGE OF WINES

## I. WHAT ARE THE STORAGE CONDITIONS BEFORE AND AFTER THE SALE?

For the duration of the sales process (from receiving your wines to sending to the final buyer), the bottles are stored in our secure premises, in the correct temperature conditions.

## II. HOW DO I DROP OFF MY WINES?

You can drop off your wines at our warehouse by organizing an appointment with our sales team at +33 (0)1 56 86 10 or by email at least 48 hours in advance. Please come with proof of identity and your bank details. A complete list of the wines you would like to sell must have already been established with the sales team.

## III. HOW DO I RECEIVE PROOF THAT YOU HAVE RECEIVED MY WINES?

Before your wines are placed for sale, you will receive a document confirming that the wines have been received in view of sale on the iDealwine platform.

This document is given to you in person if you drop off the wines at our warehouse. If the wines are sent by a transporter, you will receive an email with confirmation of receipt, followed by the drop-off confirmation, sent by email as a PDF, once the wines have been checked and integrated onto our system.



# TRANSPORT

## I. WHO IS IN CHARGE OF TRANSPORTING THE WINES?



### SEVERAL OPTIONS EXIST FOR FRANCE AND ABROAD:

- Prepaid parcels sent with the Colissimo tracking service (“Colissimo Suivi retour”). This service is available in France, Belgium, Luxembourg, Germany, Holland, Austria, Italy, Spain, Portugal, Ireland)
- All-inclusive transport service: iDealwine, or one of its partners (specialized courier), will pick the wines up from your home. Service available depending on the quantity of bottles and the total value of the cellar.
- Transport by your own means: you use a transporter or drop off the wines yourself. Should you decide to use an external transporter, we recommend you double-check that they are qualified to transport wine and to take out ad valorem insurance for the bottles. We request that you also send us the details (transporter name and delivery date) before delivery, as well as a list of the contents of the parcels, so that we can confirm they have all arrived safely.

Our teams will be able to advise you on the best solution for you.

## II. HOW MUCH WILL IT COST?

The cost of transporting your wines will vary depending on the quantity and value of the bottles that you would like to sell, as well as your location.

## III. ARE WINES INSURED DURING SHIPPING?

All of the transport services that we offer are insured for the total value of the wines (ad valorem insurance). Should your wines be damaged during shipping, they will be reimbursed to the median value of the estimate given (low and high estimate) minus the sellers’ fee.

## IV. DO I NEED TO PREPARE SPECIAL PACKAGING FOR THE SHIPPING?

Whatever form of transport you choose, the wines must travel in protective packaging. Should you choose the Colissimo service or collection by iDealwine, we will provide you with the special packaging. For the other options, you are responsible for sourcing the necessary packaging (wooden cases or cardboard boxes).

# SALE

## I. WHEN WILL MY WINES BE PUT FOR SALE?

Three online auctions are organised every month on iDealwine. Expect a period of three weeks to a month between receipt of your wines at our warehouse and them being placed for auction. You will be notified of their auction opening date by an email also containing the appraisal report for your bottles, and a sales order to be signed electronically.

## II. HOW LONG DOES THE AUCTION LAST?

Auctions last around ten days. During this time, your wines have maximum visibility and exposure on our website.

## III. WHAT ARE THE SELLERS' FEES?

Sellers' fees are 13% excluding tax (15.6% incl. tax). They include storage fees, appraisal, the creation and publication (online) of the catalogue (with a photo and description of the wines).

## IV. CAN I FOLLOW THE AUCTION OF MY WINES IN REAL TIME?

On your iDealwine account, your wines will be placed on your watch list, meaning you can follow each of your lot's progress at auction. You can find them in the "My wine sales" part of your account, under "Current sales".

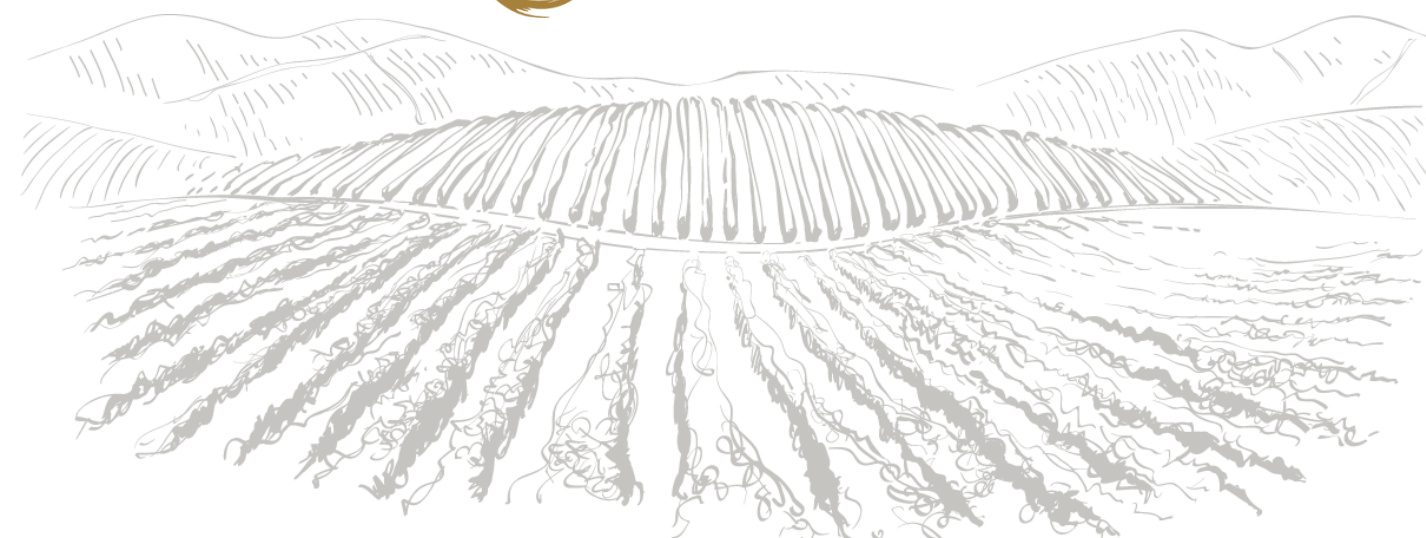
## V. WHAT HAPPENS IF SOME OF MY WINES AREN'T SOLD?

If your wines aren't sold during the auction, they will automatically be placed back for sale in two new auctions, with no extra fee incurred.

After three unsuccessful auctions, the unsold lots will have a 10% decrease of their reserve price. After six auctions, a further 10% decrease will be applied to the new reserve price.

## VI. CAN I GET MY UNSOLD BOTTLES BACK?

Once an auction has closed, you can retrieve any unsold bottles after three auctions with no extra fees charged, except possible shipping costs. Simply let us know what you would like back by sending an email to [info@iwa-auction.com](mailto:info@iwa-auction.com). To pick the bottles up directly from our warehouse in Colombes (Paris), the unsold bottles will be made available for one week. An appointment must be made at least 48 hours before the desired collection date.



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