

# EBAY FOR THE UNINITIATED: AUCTIONING4U LAUNCHES FLAGSHIP STORE

Submitted by: Blueice Communications

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Auctioning4u, the first eBay facilitator operating in the UK, enables people in the UK to sell items via eBay without the hassle of writing descriptions, monitoring the auction process or dealing with payments and shipping. The company has opened its flagship store at 118 Blythe Road, London W14. Based on successful US models, Auctioning4u will set everything up on eBay – all clients have to do is wait for the cheque to arrive in 4-6 weeks.

Christian Braun, Managing Director of Auctioning4u, came up with the concept after his wife asked him to help clean house. They ended up with over 200 items too good to give away and she suggested that he investigate selling them on eBay. Both busy professionals, they found the process time consuming and were amazed to discover that while a multitude of American companies had sprung up to take on the selling process, nothing similar existed in the UK. Equipped with a London Business School MBA and his experience with GE's private equity division, Christian saw the perfect opportunity for a new service business.

Christian plans to grow the business via both owned and franchise stores. "We believe London alone will support 50-60 stores which will be serviced from our processing centre near Olympia. Outside of London we will be looking to franchise the concept" reports Christian.

Customers are encouraged to bring items into the store for evaluation although a pick up service is available. Staff will evaluate the item and advise whether or not it is worth auctioning. Julia Shcherban, Auctioning4u office manager, advises that the best selling items to date have been electronics like mobile phones and collectables like Dinky Toys. "Concert tickets have also sold well but clothing, unless it is a high quality designer item, is not worth bringing in. We were recently able to sell a Vienne Westwood jacket for £330 and Hermes scarves go for around £120." Auctioning 4u's sale-through rate so far has been above 90% compared to eBay's average of 43%.

Customers who proceed to sale sign a contract agreeing that 1/3 of the sale price will be paid to Auctioning4u. Out of this percentage the company will pay the eBay and PayPal fees while the purchaser is responsible for shipping costs. Items are normally auctioned for 10 days and the highest bidder at the end of this period is accepted. If an item doesn't receive an acceptable bid, customers have the option of reclaiming the item or donating it to charity. Auctioning4u photographs items for sale, provides a full description and authentication and deals with all enquiries as well as shipping the items to the successful bidder once payment is received and cleared. Customers will usually receive a cheque 4-6 weeks from deposit of the goods.

As at least half of Auctioning4u's buyers to date have been overseas, with over one third of those buyers from America, just the shipping service alone would be worthwhile.

For more information on Auctioning4u, please contact Christian Braun on Tel: 020 7371 6644 or Email: christian.braun@intrepidventures.com or visit the company website: [www.auctioning4u.com](http://www.auctioning4u.com)

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For more information (not for publication), please contact Elizabeth Tagge, Blueice Communications,  
Tel 01483 281227 Email [etagge@blueicecom.com](mailto:etagge@blueicecom.com)

#### EDITOR'S NOTES

- Auctioning4u is an eBay facilitator, created to help people sell via this popular auction site which currently attracts over 85 million customers from around the world each year
- Auctioning4u is located at 118 Blythe Road, London W14 9HD Tel: 020 7371 3715  
Website: [www.auctioning4u.com](http://www.auctioning4u.com)
- Case studies and images are available. Please contact Elizabeth Tagge, Blueice Communications, Tel: 01482 281227 or Email: [etagge@blueicecom.com](mailto:etagge@blueicecom.com)
- For franchise information, please contact Auctioning4u MD Christian Braun on Tel: 020 7371 6644 or Email: [christian.braun@intrepidventures.com](mailto:christian.braun@intrepidventures.com)