

# How to bid online using the-saleroom.com – a brief guide

<https://www.the-saleroom.com/en-gb>

## Introduction

The-Saleroom.com is a third-party online bidding platform which hosts numerous sales for auctioneers within the UK. These sales can take the form of live sales where bidding is in real time with audio/video of the sale as it happens, and timed sales which are online only, with bidding over several days, and lots closing at a specific date and time.

## Create an account

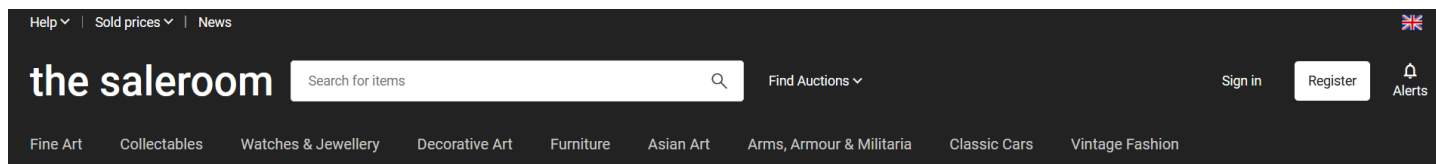
To bid online, buyers need to create an account with the-saleroom.com. This process is separate from any previous registration you may have had directly with Southams or W & H Peacock. You will be required to enter your name and contact details, create a password, and register a credit or debit card for verification purposes.

**Please make a note of the email address and password you use as you will need these each time you intend to bid.**

You can create an account on the-saleroom.com [here](#)

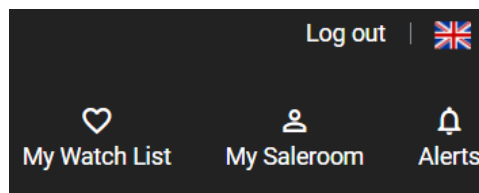
## Sign in to your account

Once you have created an account, from the home page you will need to sign in. Click the link at the top right of the page:



Enter your email address and password when prompted (make sure this is the same email address that you used when creating your account!).

To confirm you are signed in, you will see the following icons in the top right of your screen



## Registration

Once you have created an account, you will need to register for each auction.  
At the top of the catalogue page, you will see this button. Click it to register for the auction.

Get approved to bid

Your credit/debit card details are checked for each auction registration. Your card issuer may request additional verification at this stage to confirm that your card is being used by you – follow the on-screen prompts to confirm. Once confirmed, you will be automatically approved to bid in that auction.

**Please note, payment is not automatically taken from this card at the end of the auction. Please see the auction terms for methods of payment.**

## Live sales - Pre-sale Bidding or Live Bidding?


Before each Lot is offered, you can if you wish, leave a maximum bid in the box below as shown. You can do this before the sale starts and even after it has started, provided the lot has not yet been sold. This is known as a commission bid, and the auction software will bid on your behalf against other bidders, up to the maximum bid you have left.

Example:

LOT  
**311** **A CANTEEN OF STAINLESS STEEL CUTLERY FOR SIX PLACE SETTINGS**  
In Locke & England Weekly Auction

This auction is live! [JOIN THE AUCTION NOW TO PLACE YOUR BID](#)

**!** Leave a bid now! Your registration has been successful.



[< Prev lot: 310](#)  [Next lot: 312 >](#)

**!** This auction does not show 'Current bids' ⓘ

Your max bid ⓘ  GBP [Place Bid](#)

Additional fees apply ⓘ 27.00% Inc.VAT/sales tax

[Add to watch list](#) (2 watching) [You're registered for this auction](#)

Live Auction: **14 Dec 2023 10:30 GMT**  
Lot Location: **Leamington Spa, Warwickshire**  
Shipping: [See options](#)

Live bidding allows you to bid in real time as each lot is offered. You will hear a live audio feed from the saleroom of the auctioneer offering each lot and see the price increase as the bidding progresses. You can click the BID NOW button to bid live in the sale. The button will turn green once your bid is confirmed and you are in the lead, and will turn red if you have been outbid, clicking the button again will increase your bid to the amount shown.

Example:

The screenshot shows a web browser window displaying the Locke & England auction platform. The main content area features a photograph of two boxed Dinky toys: a Mercedes Benz truck and a Police Landrover. Below the image, the lot description reads: "A large Dinky Mercedes Bens truck (940) and a Dinky Police Landrover (277) each with intact window and original boxes". A table shows the current price as £0 and the asking price as £20. A prominent blue "BID NOW" button is visible, with the text "Lot 379 offered" underneath. A disclaimer at the bottom states: "Clicking the bid button and/or placing an Autobid is a legally binding obligation to buy and pay for the lot should your bid be successful. For security, we track all bids placed." On the right side, there is an "Audio only broadcast" section with the Locke & England logo and a list of upcoming lots. The first lot in the list, Lot 379, is marked with a "Live" icon.

If an auction is live, you will see the following icons either at the top of a catalogue list or within at the top of the lot page:

**This auction is live!** **JOIN THE AUCTION NOW TO PLACE YOUR BID**

**Join live auction**

Click either of these links to join the sale and bid live. This will open a new window and you will be prompted to re-enter your password [this is to prevent unauthorised bidding on your account]. Enter your password and press confirm and you are ready to bid live.

## Timed Sales

For a timed sale, the log-in and registration procedure are the same. Once you are logged in and approved for the auction, you can place a bid on any lot in the sale. You may either choose to place the next bid, or your maximum bid.

### *Example 1:*

Bidder A – Max. bid £120

Current price £100

Bidder B bids £110

New price £120 [Bidder A still in the lead]

### *Example 2:*

Bidder A – Max. Bid £120

Current price £100

Bidder B bids £150

New price £130 [Bidder A is outbid, Bidder B is now in the lead at £130]

If no further bids are placed, Bidder B will win the lot at £130

## The 10 minute rule [End-time extension]

If a bid is placed in the final few minutes of a timed auction, the end-time will be extended to protect against ‘sniping’ – the practice of bidders placing bids in the last few seconds preventing other bidders responding. A bid placed in the final 10 minutes extends the lot's end-time by 10 minutes.

The logo for the-saleroom.com, featuring the text "the-saleroom.com" in a bold, dark blue, sans-serif font. The text is enclosed within a rounded rectangular border of the same color.

For further information or assistance with bidding online, please contact [customersupport@the-saleroom.com](mailto:customersupport@the-saleroom.com)