

Listing a Clock on Horton's *Sellers Direct* Antique Clock Sales

What we need

- ✿ At least one good photo, preferably more. Cell phone cameras are quite acceptable, but please shoot against a plain background, in natural light if possible. Daylight CFL or LED bulbs or camera flash are good choices for indoor photos. Accurate photos result in happy buyers.
- ✿ A short description, noting any shortcomings or defects, as well as pointing out strengths. Include the make and model if known. An honest description is least likely to result in an unhappy buyer.
- ✿ The listing price.
- ✿ Whether you are willing to ship the clock (professionally or personally), or require local pickup.
- ✿ Your name, address, phone number at which you can be reached most times, and an email address. Indicate what you want shown with your clock: Name (optional), email address and/or phone number. We will include your city and state so potential buyers can decide if shipping or pick-up is appropriate.

What we provide

- ✿ Large photo listings on a website that receives several hundred visits per day, and is devoted to antique clock sales.
- ✿ Emails to over 900 subscribers that include pictures of clocks currently listed, with price and short descriptions. We have an outstanding group of clock collectors, decorators, and antique retailers who follow our auctions and are willing buyers of quality clocks.

How this works

- ✿ After you email us the photos, description, and required information we will promptly post your clock(s) on the *Sellers Direct* website and within two weeks send out an email to our 900+ subscribers featuring a photo and description of your clock. The fee to list a clock on Horton's *Sellers Direct* is 5% of the sale price, payable only if your clock sells. You must tell us when your clock sells, and for how much, so that we can mark it sold and send you a PayPal invoice. You can also pay by personal check. Your posting will

remain online for one month, after which you must reduce the price by 10% or more to continue the listing for another month, or you can withdraw the listing. There is no charge to renew the listing, and there is no charge if you choose to end the listing.

Are you ready to list?

Send us an email containing the photo(s) and a short description of the clock, along with the contact and listing information requested above, and we will get your clock on Horton's *Sellers Direct* website! Send your email to: HortonsSellersDirect@gmail.com.

The Fine Print

- ✱ Horton's *Sellers Direct* reserves the right to reject any listing.
- ✱ Clock listings will run for one month, and can be renewed monthly with a 10% reduction in listing price.
- ✱ No more than three (3) concurrent listings are permitted.
- ✱ You agree to provide a full refund of the purchase price to the buyer should the buyer decide upon receiving the clock that it is not as described, and upon return of the clock at his expense in original condition.
- ✱ We will send out at least one email per month that includes a photo and short description of your clock.
- ✱ Clocks that previously have been consigned on Horton's Antique Clocks auction website are not eligible for listing on *Sellers Direct* without a separate agreement between Horton's Antique Clocks and the consignor.
- ✱ Horton's *Sellers Direct* bears no responsibility for the veracity of any descriptions or pictures listed on Horton's *Sellers Direct*, and will not be held liable for photos and descriptions that do not accurately portray the clock listed.
- ✱ Horton's *Sellers Direct* will not be held liable for sales that prove unsatisfactory to either the buyer or seller. All transaction arrangements are solely and mutually the responsibility and obligation of the buyer and seller.
- ✱ You agree that you are making use of our services at your own risk, and that they are being provided to you on an "AS IS" and "AS AVAILABLE" basis. Horton's *Sellers Direct* is

not liable, and you agree not to hold us responsible, for any damages or losses (including, but not limited to, loss of money, goodwill or reputation, profits, or other intangible losses or any special, indirect, or consequential damages) resulting directly or indirectly from the use of our services or any agreements entered into as a result of the use of our services.

- ☼ By listing a clock or other item with Horton's *Sellers Direct* you agree to the terms stated above.