

SoundBroker.com - How to list:

Thank you for contacting SoundBroker.com regarding your desire to list your equipment that you have for sale with us. If you want to use our expertise in marketing in order to reach our thousands of visitors and members who buy gear everyday, then you must post your items for sale on SoundBroker.com yourself.

Please note: If you are selling items with a total value of \$5,000 or under or an item in a category that SoundBroker.com does not sell, ie. musical instruments of any value you can join our Direct Club (VIP) no fee based program.

I regret that this is a rather long document, but I need to cover a lot of information that is important for you to understand before listing an item for sale with us. By reading this email you are insuring that you are going to get the utmost benefit of the selling power SoundBroker.com

Please follow the instructions below and if you have any questions, please call and we will be happy to guide you through the process.

We have incorporated a very sophisticated, but simple to use listing & selling system into SoundBroker.com and all of our equipment for sale listings are now entered by our members that own the gear, such as yourself. These days we are getting up to 25,300 visitors every day and most of them stop on our new listings page. If the items that you have for sale are priced to sell and described correctly, we have found from experience that it will sell within the first two weeks of listing with us.

We want to publish your listing in the correct category on SoundBroker.com and in our "New Listings" section of our site, however to insure that we get your listing entered into our system accurately and in a timely manner, it is imperative that you follow our instructions when you post it on SoundBroker.com. Since I founded SoundBroker in 1997 and after running SoundBroker.com all these years, I assure you that if you want to sell your gear quickly, you need to price it to sell quickly, describe it accurately in detail, include in the description: MFG, Model, Year of MFG, Basic Tech Specs and most importantly include as many recent pictures of the gear that you have.

If you are a grandfathered Gold Member, We recommend, that if you want a leg up and want all of your listings to appear bolded and and at the top of the category that they fit into you should consider upgrading to a Platinum Membership. For all the details click here or go to <http://www.soundbroker.com/newuser/> .

SoundBroker.com adds our fee for service on top of your asking price. You need to tell us what you want for your sale item(s) and we add our percentage on top of your asking price. When we get an offer below your asking price, we will bring you the offer and we will negotiate our fee.

SoundBroker.com marks up your asking price by adding a minimum profit margin of between 10% & 15% on all items for sale except those under \$1,000 where rather than working on a percentage, SoundBroker.com adds between \$150 & \$200

to your asking price. Please note that if the item that you have for sale has a total value of \$5,000 or under and you want to see your item appear on Direct To Buyer / Seller at the exact price you are asking, you can either buy an annual VIP-Loyalty Club Membership or a month to month Direct To Buyer membership. <http://www.soundbroker.com/newuser/>

FYI: SoundBroker.com reserves the right to include any listing placed on Direct To Buyer on SoundBroker.com with our usual mark up included in the price. As well as SoundBroker.com reserves the right to cancel any membership without notice for violation or abuse of any of our membership programs.

Please follow these instructions and submit:
Please go to www.SoundBroker.com :

1. Login using your member name and password or register for membership.
2. Click "Submit New Listing" on the left hand side of the page, it is the fourth link down.
3. Click "Submit New Listing" again on the bottom left, under the photo.
4. This takes you to the Seller's Agreement. If you like, you may print a PDF version of the Seller's Agreement by selecting "PDF Download," located near the bottom of the page. After the PDF downloads, select "Print" at the top of the Adobe Acrobat window.
5. After reviewing the agreement, select "Proceed to Add a New Listing" on the bottom of the page.
6. Here you may enter all of the information about your item(s). All fields which are in bold are required. When selecting the drop down menu for Manufacturers, a new window will pop up which has all of the manufacturer's whose items we currently carry. After selecting your manufacturer(s), click "Save and Close." If you cannot find the manufacturer of your item, hit Ctrl+F on your keyboard to bring up the find box. Type in the name or first few letters of the manufacturer for which you are searching and hit enter. Your browser will search the page for you. If you still cannot find the manufacturer of your item, scroll down to the bottom of the page and select "Manufacturer Not Listed Above" and enter the name in the text box to the right. Click "Save and Close."
7. Continue entering information in all the required fields. Please remember, the more information you provide, the quicker your item(s) will sell. If you have additional information that would add information to the listing, such as the shipping weights and dimensions, that would be greatly appreciated. If you are unsure or do not know any piece of the information, please simply state "don't know" or "information unavailable" as incorrect information can be very detrimental.

8. Once all information is entered, select "Verify Listing" on the bottom right of the page.

9. Review all of the information to make sure it is correct. If so, select "Submit Listing for Review and Add Photo(s)" If there are any changes you'd like to make, select the "Back" button on your browser and make all necessary changes.

10. You may add up to eight photos at this point. Our system will automatically resize your photos so there are no restrictions on size. Select "Browse." A window will pop up showing files on your computer. Find the photo you wish to add and select "Open." Repeat these steps for all of the photos you wish to add - up to eight (8). Once you have entered all of the pictures that you wish to have appear in your listing, select "Upload Image & Submit Listing." (If you prefer to submit your listing without a picture, you may do so, however there is a \$5.00 charge to do so. Simply select "Submit Listing Without Image" and enter all of your credit card information. After entering all information, select "Pay & Submit Listing")

11. Motivated Seller Listing. If you are looking for added exposure and you have priced your item aggressively to sell quickly, then click the appropriate radio button. If you do not require your listing to be placed as a Motivated Seller Listing, click the free listing button and submit the listing for our review.

12. Your listing has now been submitted for review. Most listings are reviewed and posted within 24 hours, however, please allow up to 72 hours for your listing to appear.

It is important to note that SoundBroker's search engine is very sophisticated, so that a buyer will be able to look up any item using tech specs or model or manufacturer. Please be accurate when placing your listing and include as much information as you think prudent, most importantly remember the year of manufacture and the condition category.

13. Direct To Seller, Direct To Buyer: This fee based membership service provided by SoundBroker.com allows our Members to buy and sell directly with each other, thusly eliminating our commission for conducting the entire transaction. This service is designed to save our Buying members a minimum of \$150 per transaction on all used items listed on SoundBroker.com that are priced with a total combined value under \$1,000.00, however, there are huge deep discounts on all of the manufacturer's lines we carry. If you want to save money, then this program is for you.

14. Seller agrees that all photos submitted to SoundBroker.com are actual photos of the item(s) listed for sale and not those of the Manufacturer and that you have the rights to use the photos submitted. By submitting your images to SoundBroker.com, you hereby grant your permission for us to use any photos that you have taken, for any purpose, including but not limited to social media, marketing, and advertising. You agree to waive all claims to compensation for the use of your submitted photos. It is understand that we may edit, alter, or otherwise modify the photos in a way that will purpose our website needs. This permission is

irrevocable and will remain in effect for the lifetime of that the listing appears where they were we originally posted them.

Upon enrolling in the Direct To Seller, Direct To Buyer program, you will have access to our direct access section of SoundBroker.com that shows your special pricing. When clicking on an item's link to either buy or ask questions, a form will appear that will send your information directly to the Seller, bypassing SoundBroker.com completely.

If you are seller, the savings are huge and you reach our worldwide membership base and daily visitors. See below about the fees and how much you will save using our system compared to Ebay. See:

<http://www.fees.ebay.com/feeweb/feecalculator>

To participate in the savings and to take advantage of the full power of SoundBroker.com, your annual investment for a Premium Membership is only \$100 for a full calendar year (365 Days).

Please visit the the web site <http://www.SoundBroker.com/videos/store.bv> and check out the Informational Videos.

Benefits and Fee Schedules:

Premium MEMBERSHIP \$100.00 Per Year includes:

VIP Loyalty Club, Direct To Seller / Direct To Buyer Membership includes:

Unlimited use of the Direct Club (the **smorgasbord** of savings)

- **All Gold Member Benefits**
- **3 Free Listing upgrades to a Plan D (Valid for term of membership year)**
- **Ability to make lower price offers**
- **Exclusive discount pricing on A & B-Stock, Demo & Rep Samples ***
- **First priority "Gear We Need" Newsletter and WebSite Access ****
- **No Fees charged on your under \$5,000.00 Direct Club Listings**
- **Savings of \$150 off selected used items purchased directly from the Seller**
- **Free Bank Check or ACH vendor payments (\$10 Savings)**
- **Exclusive Specials - Additional discounts on selected manufacturer's**
- **The ability to use our online and secure Personalized "Shopping Cart"**
- **Priority responses to all requests for information**
- **All your listings are in bold type and in first position of category**
- **Priority access to SoundBroker.com's most current information & listings**
- **Direct communication between the Buyer and Seller when applicable**
- **Access to SoundBroker.com's Secure Transaction Service**
- **SoundBroker.com's Logistic Services:**
- **Iscounted Shipping Prices, Tracking, Shipping Quotes**
- **Advance copy of weekly newsletter on Saturday**
- **Sold price information**
- **Advance listing notification**

Please note as membership in VIP grows, there will be additional benefits added

* Manufacturer's A-Stock is only available to Domestic USA members

** Best way to find what you are looking for VIP Wanted Listing runs for 7 days

Extra Benefits For Motivated Listings (Circulation: minimum 24,000 views per plan)

SoundBroker.com Motivated Seller Program is an inexpensive method designed to give your listing maximum exposure immediately. If you are willing to price your item for sale at a reasonable price and be open to receive legitimate offers, then this program is for you.

How it works: After placing your listing on SoundBroker.com you will have a choice to select one of the 4 plans below.

Plan D \$50.00

(FYI: With Plan D you get all of the benefits of Plan C plus a banner ad that will appear in a rotating order on every page of SoundBroker.com)

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Daily Wanted Newsletter (5 Consecutive Days)

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Weekly Newsletter (4 Consecutive Weeks)

Your listing will be included in the Motivated Seller Section of SoundBroker.com (30 Consecutive Days.)

Your Banner Ad listing will appear in rotation on every page of SoundBroker.com

Plan C \$30.00

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Daily Wanted Newsletter (5 Consecutive Days)

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Weekly Newsletter (4 Consecutive Weeks)

Your listing will be included in the Motivated Seller Section of SoundBroker.com (30 Consecutive Days.)

Plan B \$20.00

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Daily Wanted Newsletter (2 Consecutive Days)

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Weekly Newsletter (2 Consecutive Weeks)

Your listing will be included in the Motivated Seller Section of SoundBroker.com (14 Consecutive Days)

Plan A \$10.00

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Daily Wanted Newsletter (1 Time Only)

Your listing will be included in the Motivated Seller Section of SoundBroker.com's Weekly Newsletter (1 Time Only)

Your listing will be included in the Motivated Seller Section of SoundBroker.com (7 Consecutive Days)

If you have any question, please feel free to contact our office.

All my best,

Jan Landy
SoundBroker.com
Direct To Seller / Direct To Buyer
Buying & Selling For Professionals
Pro: Sound, Lights, Staging, Video

702-736-3003

You Make It Happen!!!

www.SoundBroker.com
www.LightingBroker.com
www.StageBroker.com
www.UsedStages.com