

# Checklist for Selling Your Watch



Use this checklist when selling your watch online to reduce the risk of problems due to missing information.

## Description

- Describe the condition of the case, dial, crystal, movement, bracelet/strap.
- How long have you had the watch and where did you get it?
- Any repaired, replaced or aftermarket parts?
- Any service history? Include the last known battery change for quartz watches.

## Specs

- Brand & model name/number
- Year/month of manufacture
- Country of manufacture
- Type of watch, e.g. automatic, quartz, solar, etc.
- Case material
- Bracelet/strap material
- Crystal material
- Case width – indicate whether crown is included.
- Case thickness
- Lug width
- Bracelet wrist size
- Case and bracelet/strap combined weight
- Water resistance
- Length of any remaining guarantee
- Additional items, e.g. box, manual, guarantee, bracelet links, etc.

## Logistics

- What shipping method will you use and who will pay? Any country restrictions?
- Will you offer a refund? If so, on what condition?
- Are you open to offers/negotiation?
- Why should people trust you? Link to a verifiable reputation/rating.
- Offer to answer any questions.

# Photography

- Clean watch thoroughly with a soft, dry cloth.
- Use a horse-hair brush, toothbrush or toothpick for around the crystal and crown.
- If the crystal is acrylic, use polish or PolyWatch to remove light scratches.
- Use a plain white background.
- Light the watch from the side with natural light, e.g. a north-facing window.
- Either wear gloves or hold the watch with a cloth to move it between shots.
- Crop to a square format for best compatibility with various websites.

## Important photo angles:



Head on



All items



Bottom end link



Top end link



Crown side



Non-crown side



Caseback



Clasp/buckle



Diagonal



Wear/damage

- Head-on shot of the case and dial. This is a candidate for the primary image.
- Whole watch and all additional items. This is also a primary image candidate.
- Low front shot towards bottom end link.
- Low rear shot towards top end link.
- Low side shot of crown side.
- Low side shot of non-crown side.
- Shot of the caseback.
- Shot of the bracelet clasp or strap buckle.
- Diagonal 4 o'clock shot of the case, for a kind of 3D perspective.
- Close ups of the worst condition areas, to set expectations for buyers.

## Optional photos:

- Photo with caseback removed, if you're confident doing so.
- Photo or screenshot of timegrapher data, if you have one.