

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.