

MaxSold Cataloging

What is MaxSold: MaxSold is an online auction platform. MaxSold was started by a second generation auction business owner, Barry Gordon whose father started an auction company in 1956. Barry has been a licensed appraiser and auctioneer since 1978, and inducted into the National Auctioneers Association Hall of Fame. Sushee Perumal, CEO, draws on his experience from Fortune 500 companies and early-stage start-ups across the US and Canada to bring you a reliable solution to sell a collection of items through a carefully selected and well coached on-the-ground team with proven marketing, technology and operations system. You have our assurance that the execution of the sale of your items, from site visit to receiving your payment, will run exactly as promised. Our core values are Commitment to Customers, Accountability for Results and Resourceful in Achieving our Mission.

MaxSold's mission is to make the process of selling a large volume of contents approachable, quick, and fun - connecting sellers with an extensive network of engaged and interested buyers to sell everything within two weeks. **Our vision** is that by 2031, MaxSold will have connected buyers and sellers of a billion items by becoming the global market leader for downsizing, estate sales and clearing excess items

A team of 3 is the most efficient way to work. Each team member will have their own task and responsibility.

The first 15-30 minutes the team will work in the first room assembling lots, think of lots in terms of value, \$30 and more where possible. Use natural groups on shelves and counter tops, efficiency is more important than lot value. Work as efficiently as possible and avoid moving items from room to room, if you find items in other rooms that match different lots you can note it in the description. There are no donation items, if it can be donated, it can be sold. If in doubt lot it, it can always be disposed of afterwards if it does not sell.

- **The lotter** – Will assemble the lots, and put the lot numbers on the items, using masking tape. They will also measure items and write the dimensions on the lot sticker. It is important to measure art, furniture, mirrors, couches, lamps, furniture etc. The lot should be photo ready, the photographer or describer should not have to empty boxes or containers to see what is in the lot, items can be returned to boxes once the photos have been taken. The lotter may also test items when time permits. A check mark on the lot sticker means tested, an X means not tested. The lotter must check all drawers and cupboards for contents. If there are 6 items in the lot you can write 6 pcs on the lot sticker, only do this where applicable. Don't Overthink Lotting - Make lots of similar items in the appropriate quantities to make cataloging efficient i.e. bigger lots of lower value items and smaller lots of higher value items and keep moving. Measure furniture (WxDxH) and art inside the frame (WxH). If you have an item of high value, please let

the team know so that it is not missed. Move around the room in a logical order so that the lot numbers run smoothly and make sense at pick up. DO NOT START GOOGLING ITEMS.

- **The describer** – This person follows behind the lotter, they will write the title of the lot, and a brief description of the items in the lot, provide the condition of the item and dimension where applicable. Always try to add brand names or makers marks, also note damage to the item. If you do not know what an item is just write what you see, DO NOT START GOOGLING ITEMS OR TEXTING FRIENDS. Write what you see, that's it, do not embellish descriptions, or add terminology that you are not 100% sure of. Do not describe items as gold or sterling unless you are 100% sure. The MaxSold app has lots of keywords you can add in so that you do not have to keep typing. Please do not use the term "antique", unless item is at least 100 years old. Avoid terms such as Victorian and mid-century unless you are 100% sure.
- List brand & model info.
- Mention any features: with wheels, carrying case, lid, owner's manual, etc.
- Describe material (leather, velvet, silk, etc.) and color.
- Use factual descriptions like: "shows signs of wear" instead of adjectives like: "poor condition."
- Use "in original packaging" and "no signs of use" instead of adjectives like: "new."
- Use the term "vintage" when describing items of a certain period of time, as in "vintage 1950's chrome table."
- List "plus contents" for items stored inside cases or boxes.
- List mattress and box spring as optional.
- Include any helpful disclaimers for buyers (e.g.: "heavy," "bring help to move," "bring tools to disassemble" or "pool table requires dismantling for removal")
- List if electronic item does NOT include the cord (we offered refund to a customer because they purchased a lot of books with a Nook and the cord was not included; even though the description stated that it was untested, they still were extremely unhappy).
- **The photographer** – The first photograph that you take is an overview of the lot, you should take 4-6 photos of each lot with the final photograph being the lot sticker with dimensions or info on it. Only photograph the items in the lot and try not to capture other lots in your photographs, this leads to issues with buyers. Take photos of the makers marks, bottoms of china & ceramics, if you think items are silver or silver plate take a photo of the markers marks & stamps. You will often find furniture makers names inside of the drawers. When taking photographs for MaxSold, efficiency is more important than getting the "perfect" shot. It's better to get 5 photos in a minute than to spend a minute getting one photo just right. Do not waste time photographing every makers mark in the cabinet, it is not necessary most buyers know what they are looking at.

Age restricted items

Prohibited	Allowed
<ul style="list-style-type: none"> Alcohol Tobacco products (incl. vape products) Marijuana/other drugs & drug paraphernalia (incl. Hookah pipes, even vintage or collectible) seeds or plants, material promoting illegal drug use. Videos/DVDs with XXX ratings Adult-themed comic books and graphic novels 	<ul style="list-style-type: none"> Decorative alcohol decanters, only if empty (include a photo with the lid off as proof) Playboy magazines Nude paintings (that are not sexually suggestive)

Animals

Prohibited	Allowed
<ul style="list-style-type: none"> All live animals, including fish - contact local agencies who can rehome pets for you Animal traps (leg hold traps, any trap designed to kill/maim animals) 	<ul style="list-style-type: none"> Beehives or bee equipment only permitted if brand new Animal traps (live traps) for rehoming mice, squirrels, raccoons

Animal Products

Prohibited	Allowed
<ul style="list-style-type: none"> Kapala or anything made from human bones Taxidermy including animals, birds, fish, or insects, mounted butterflies Bones from unidentified animals Fur rugs or clothing from anything endangered or requiring a hunting/trapping license Cats species (leopard, lynx, ocelot, etc.), bears, tigers, monkey Seal fur/skin Reptile/eel products with appendages (head, tail, legs) no matter the manufacturer 	<p>Any fur or skin must have the animal type identified.</p> <ul style="list-style-type: none"> Cow skulls & horns Cowhide rugs Sheepskin rugs Cutlery/carving sets with antler handles if stamped by a manufacturing company Fur coats from farmed animals Reptiles (crocodile, alligator, snake) or eel skin handbags, shoes made by a company (Can not have head, legs, tail)

Appraisal, purchase price, COA, or provenance

Prohibited	Allowed
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<ul style="list-style-type: none"> Mass-produced COAs for art (or collectibles) - appraisals from the Morrisseau Family Foundation and Group of 7 Publishing. Sell as 'Decorative Pictures' or 'Framed Decorative Pictures' only. No photo or mention of the COA and "limited" or series number information removed. Gem or jewelry appraisals in bulk (COA for a gem/jewelry item must be specific to the individual piece) COAs from PAAS are no longer permitted (red sideways diamond logo with letters PAAS) Unsigned artwork with description 'attributed to' cannot be listed unless an appraiser has verified it No original art by Norval Morrisseau (paintings) or Harvey John (carvings) 	<p>COAs must follow standard rules (see here), cannot be blank, general, mass produced COA's not referring to a specific item, and must be issued by a reputable source. If you are stating the item has provenance, you must have official documented evidence.</p> <p>When listing an appraised value, a photocopy of that appraisal MUST be available to the winning bidder and a photo of it needs to be present on the catalog. You can block out personal info, but the date, appraisal company, and items appraised in the lot must be clearly visible.</p> <ul style="list-style-type: none"> Appraisals that are more than a couple of years old are considered out of date due to market fluctuations If you state a purchase price, you must have a photocopy of the receipt available for the buyer
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Childcare items

Prohibited	Allowed
<ul style="list-style-type: none"> Assembled cribs, crib base, or platform Bassinets Baby walkers Fisher-Price Rock 'n Play (recalled) Car seats Breast pumps 	<ul style="list-style-type: none"> Crib sides, headboard, footboard (disassembled) without hardware, so it can not be reassembled as a crib.

Clothing

Prohibited	Allowed
<ul style="list-style-type: none"> Undergarments, socks (unless considered collectible, i.e. antique, Victorian, vintage) Current use military helmets Current/recent use uniforms, ID, emblems, patches, badges belonging to police, military, security, penitentiary, fire department, postal services 	<ul style="list-style-type: none"> Unique items like furs, leather, evening wear (must be clean) New (sealed) packaged socks Coats, jackets, suits (with sizing listed) Vintage uniforms (not in current use) will be considered, as well official uniforms easily available for sale in a retail environment, (i.e. army surplus stores) General clothing that is in clean/ washed condition

Counterfeit/knock-off items

Prohibited	Allowed
<ul style="list-style-type: none"> We do not sell any branded items from Coach, Rolex, or Louis Vuitton. Refer to 	<p>NONE: We cannot sell counterfeit items, This includes listing but not mentioning the items, or hidden in a</p>

<p>the Designer Items section for more details.</p> <ul style="list-style-type: none"> • ‘Bootleg’ homemade, non commercially produced music, videotapes, CDs, or DVDs 	<p>large lot of items. Counterfeit/bootleg items are illegal and will not be sold on our platform</p>
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Currency and precious metals

Prohibited	Allowed
<ul style="list-style-type: none"> • Replica gold bars that are stamped as if real • Gold foil currency • Bitcoin coins • All counterfeit currency (illegal) • Gold/silver plated bars that are not clearly marked as plated 	<ul style="list-style-type: none"> • Novelty money, novelty gold/silver items will be evaluated on a case by case basis • Bullion (must have appropriate disclaimers regarding size) • “Tibetan Silver” must state it does NOT contain much or any silver, and could contain lead • Tiny gold/silver bars (1g, 0.5g, 0.1 g) require a photo beside a standard coin for reference

Designer items

Prohibited	Allowed
<ul style="list-style-type: none"> • Coach, Louis Vuitton, and Rolex branded items (due to the issues of authentication and prevalence of expensive counterfeits) <ul style="list-style-type: none"> ◦ Will be removed even if not mentioned by name 	<ul style="list-style-type: none"> • Other high-end designer branded items (like Chanel, Gucci, Hermes, Oakley, Ray-Ban, Cartier) <u>must have both a receipt and specific authentication attributes</u> (item dependant) • Pandora bracelets must be properly tagged (not ‘Pandora style’ if just an off brand) • Tiffany glass vases. Porcelain trinket boxes are ok • Partial list of designer brand names requiring authentication/sale receipts

Electronics

Prohibited	Allowed
<ul style="list-style-type: none"> • TV receivers or cable boxes that would be linked to an account 	<ul style="list-style-type: none"> • Computers, only if cleared of personal data and password screen lock removed (otherwise can be sold for parts only) • All devices linked to an account must be deregistered

Firewood

Prohibited	Allowed
<ul style="list-style-type: none"> Raw wood (travel ban in effect to prevent the spread of insect and diseases to forests and trees) 	<ul style="list-style-type: none"> Kiln-dried wood Lumber (plywood, 2x4's) Manufactured "fire log" products, pellet fuel

Food

Prohibited	Allowed
<p>Most food should be donated to a local food bank or charity; pet food can be donated to animal shelters</p>	<ul style="list-style-type: none"> Unopened, unexpired MRE or emergency rations will be considered (if the expiry dates are clearly shown in photos) Spices in spice racks, where the bottles/rack are the listing . sealed tea canisters or kcups, but only if part of a larger lot (note not for consumption in listing) Decorative bottles with inedible preserved food, note not for consumption (not the same as edible pickled food or preserves)

Hardwired items

Prohibited	Allowed
<ul style="list-style-type: none"> Any hardwired item that is still connected to a power/water/gas source at the time of cataloging/pickup Compressed gas cylinders (except for BBQ tanks and butane plumbing torches), due to transportation regulations 	<ul style="list-style-type: none"> In order to be listed, any hardwired items must be uninstalled and disconnected from the power source before cataloging takes place. Photos must be provided for proof. Electrical panels that are disconnected and uninstalled Air conditioning compressor units (must be uninstalled professionally due to environmental issues) Stoves, washer/dryers, dishwashers, if disconnected Gas stoves, furnaces or other gas-powered appliance that are built-in, if already uninstalled and disconnected Refrigerators, with food removed, disconnected from all utility lines (with photo proof in the lot)

Ivory, scrimshaw, display coral

Prohibited	Allowed
<ul style="list-style-type: none"> Ivory, even if antique Mammoth ivory Scrimshaw from ivory or tusks Turtle/tortoise shell products Pieces of dried coral 	<ul style="list-style-type: none"> French ivory (faux) Non-ivory items that look like ivory must have have material (resin, plastic wood) identified (if unsure, please test) Coral jewelry

Mattresses

Prohibited	Allowed
<p>:</p> <ul style="list-style-type: none"> • Soiled, well-used mattresses • Any used mattress where prohibited by local laws 	<ul style="list-style-type: none"> • Only list used mattresses as optional, listed with another item (buyer can leave the mattress behind) Unless it has been treated and sealed for resale by a professional agency. • Must be photographed with the linens removed so mattress is visible • Brand new, still sealed, or treated mattresses

Medical/cosmetic items

Prohibited	Allowed
<ul style="list-style-type: none"> • Medicine (prescription or over-the-counter) • Condoms • No medical devices requiring a prescription <ul style="list-style-type: none"> ◦ CPAP machines or parts, breathing devices (vaporizers, inhalers) ◦ Medical devices that could be exposed to blood (i.e. diabetes testers, IV devices) ◦ Hearing aids should be donated to a charity (Doctors Without Borders) • Tattoo machines • Marijuana, see Age restricted items • Open/used cosmetic items 	<ul style="list-style-type: none"> • Nail polish, new or opened (must state whether new or opened in the listing) • Open designer perfume (with a caveat that scent may not be guaranteed) <ul style="list-style-type: none"> ◦ Factice perfume bottles must state there is no perfume inside • Collectible open/used cosmetic items (i.e. old Avon bottles, vintage/antique items being collected for packaging, not product)

Mystery boxes

Prohibited	Allowed
<p>Mystery boxes are not allowed in auctions. (even if not specifically listed as “mystery” but contents of lot isn’t made clear)</p>	<p>Exception for large lot sales, such as the contents of an entire storage unit that is sold as 1 lot. Large boxes of LPs, comics, etc. must have a good number of photos, and disclaimer that “<i>Buyer should assume any item not shown has little or no monetary value.</i>”</p>

Nazi/Confederate items

Prohibited	Allowed

- No items promoting hatred, or intended to single out a particular race or religion in an offensive manner
- Nazi/Confederate uniforms, medals, flags
- Any item featuring a swastika or Hitler
- No recently banned [Dr. Seuss books](#)
- The terms 'Indian' and 'Aboriginal' will be replaced with 'Indigenous'; other outdated terms may be changed as we deem necessary

- Asian swastikas, associated with Hinduism, Buddhism, and Jainism

Recalled items

Prohibited	Allowed *with disclaimer
<p><i>NOTE: items found to be recalled and declared unusable can be recalled at any step of the sale.</i></p> <ul style="list-style-type: none"> • Corning coffee pots with silver rim • Kidde fire extinguisher • Recalled or banned chemicals (i.e. DDT, liquid mercury, asbestos or items made with it) • Fisher-Price Rock 'n Play (recalled) • Window blinds with cords. 	<ul style="list-style-type: none"> • IKEA MALM dressers, with disclaimer • Cuisinart food processor, with disclaimer for replacement blades • Lane cedar chests with keys, with disclaimer that the lock may need replacing (safety issue for children)

Safety gear

Prohibited	Allowed *with disclaimer
<ul style="list-style-type: none"> • Car seats, including strollers with car seats • Current use military helmets • Current/recent use uniforms, ID, emblems, patches, badges belonging to police, military, security, penitentiary, fire department, postal services (very vintage uniforms will be considered, as well official uniforms easily available for sale in a retail environment, i.e. army surplus stores) 	<ul style="list-style-type: none"> • Children's toys, seats, accessories, with a disclaimer they are not checked against current safety standards • Helmets, with a disclaimer that they are not checked for safety and should not be used (i.e. decorative, collectible football helmets, etc.) unless brand new in sealed packaging

Weapons

Prohibited	Allowed
<ul style="list-style-type: none"> • Guns, BB guns, ammunition, bullets, or air guns that look real - no guns that shoot anything out of them (pellets, balls, bb's) • Starter pistols that resemble weapons • Crossbow • Spear guns 	<ul style="list-style-type: none"> • Paintball guns, nerf guns, vintage toy guns that will not be mistaken for real guns and only make sounds • Replica weapons will be considered on a case-by-case basis • Antique flintlock-style guns will be considered on a case-by-case basis

- Ninja stars, nunchucks, brass knuckles
- Tactical gear (bulletproof vests, stab-proof vests)
- Blowdarts, pointed end lawn darts (modern round-ended ones acceptable)
- Slingshots are restricted by state/provincial laws, check before listing
- Knives with blades that open automatically (through gravity, centrifugal force, hand pressure applied to a button, spring)
- Leghold traps

- Manual knives (pocket knives, swiss army knives, food knives)
- Indoor darts/dartboards ok