



BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

The Berry Bros. & Rudd Auction Site

Bidding guide

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1. How do I register to bid?

a. Create an account

To bid in an auction you will first need to create an account:

- Register your email: If you have a Berry Bros. & Rudd account please use the email associated with it. Then create a unique password.
- Validate your email: Click the verification link sent to your email, check your junk/spam folder.
- Complete your profile: After verifying, you'll be prompted to log back in to complete your profile with contact details and accept the Terms and Conditions.

b. Additional verification

Once you have completed registration you will be prompted to register a valid payment card. You can skip this step for now but you will have to provide this information before you are authorised to bid.

c. Register for the auction

You will only need to create an account once, however you will need to register for **each** auction.

- Click 'Register' on your chosen auction - this is found either on the home page information banner or on each lot detail page
- Accept the Terms & Conditions of Sale
- Check and confirm your contact details are correct
- Click YES and you will be prompted to:
- Register payment card details if you do not have a valid payment card already registered

Once you have completed registration for an auction, you will be able to access the full bidding functionality. Make sure you've completed registration before the auction begins to avoid missing out.

2. Bidding in a Timed auction

a. How does bidding work in timed auctions?

Each lot has an individual auction closing time as displayed on the lot list and individual lot detail page. Lots are set to close at regular intervals of 30 seconds.

You have the option of placing bids incrementally in line with the next bid level or placing a maximum bid that means the system will bid on your behalf in reaction to any other bids, up to your maximum.



Having entered your bid, you will be asked to confirm the bid level, understanding that once placed the bid cannot be deleted and accepting the auctioneer terms & conditions. You can choose not to proceed at this point but once accepted the bid will be committed.

A time extension mechanism is in place to ensure that all bidders are given the opportunity to place their bids, even if bids are placed in the closing seconds.

The successful bid is the highest bid at the point of the lot's closing time that meets or exceeds the reserve price and relative to any other bids placed. The first bid to meet this criterion, as registered by the system, wins.

b. Incremental Bids

Each auction has predefined bidding increments, with the next bid increment displayed on the bidding screen. These increments are based on the current bid level of the lot and are applied automatically as the auction progresses. This system ensures smooth, consistent bidding across all items. Default bid increments are shown below:

Bid level	Bid increment
£50-£100	£5
£100-£200	£10
£200-£500	£20
£500-£1,000	£50
£1,000-£2,000	£100
£2,000-£5,000	£200
£5,000-£10,000	£500
£10,000-£20,000	£1,000
£20,000-£50,000	£2,000
£50,000 +	£5,000

c. What happens if I place a bid that doesn't align with a bid increment?

If you place a bid that doesn't align with the bid increment, an alert message will show advising that the bid is not an actual bid increment so will be rounded down to the nearest bid increment, indicating what the actual bid placed will be.



d. How does the time extension work?

If a bid is placed in the last 5 minutes before the lot's closing time, the lot's bidding period will automatically extend to allow a further 5 minutes for counter bids. This ensures that if you're outbid in the final moments, you still have time to place another bid. This process will continue until no more bids are placed for a period of 5 minutes.

Please note that the extension of one lot does not delay the closing times of subsequent lots, so if there is a high level of bidding in the closing minutes lots may close out of schedule.

e. Maximum Bids

You can also place a maximum bid, which allows the platform to automatically bid on your behalf up to your set limit. This bid is **confidential** and will only be visible to you. The platform will only increase your bid to the lowest possible level, subject to the reserve price and any competing bids. If no other bids are placed, your bid will not exceed the reserve price. If there are competing bids, your bid will be *one increment higher* than the highest bid, up to your maximum. If two equal bids are submitted, the one placed first takes priority. You can increase your maximum bid at any time.

f. I placed a bid but changed my mind. What can I do?

Once a bid is placed online, it becomes legally binding and cannot be retracted. If you change your mind after placing a bid, there is no option to cancel or modify it. If you have a problem, please contact our customer service team [here](#), choosing "auction query" from the dropdown.

3. My Profile

My Profile is your dedicated area for managing your information, bidding activity, favourite lots and invoices. You can also manage your bidding notification emails here. To access My Profile sign in to your account. Once signed in, you can access via the icon in the top-right corner of the screen.

a. How can I change my details?

Update your name and contact information in "*Personal details*" under "*My Profile*".

b. How can I change my email?

Go to "*My Profile*", select "*Change Email Address*", enter your password, then type your new email and verify it through the link sent to you.

c. How can I change my password?



In "My Profile", click "Change Password", confirm your current password, and set a new one.

d. How can I update my payment card details?

To update your payment method, go to the 'My Profile' section after logging in. Under the 'My details' tab, you'll see an option to 'Update Payment Method' on the right side. Click on this button to modify or add your payment details securely. Be sure to click the 'Save card' button to confirm and save your changes.

e. How can I change what bid notifications I receive?

You will automatically be sent email notifications to confirm your bids and other bidding activities. You can manage which notification you do and do not receive via "Email Preferences" in the "My Profile" section. These notifications include:

- Email me on placing a bid
- Email me if i'm outbid
- Email if my bid is below reserve
- Email to confirm a successful bid on a lot

Ensure your email is updated to receive timely notifications.

4. How can I view my bids?

Access your bid history directly from the "My Bids" section within your profile.

a. Active Bids

Under *Active Bids* you will see a list of all lots that are currently open for bidding on which you have placed one or more bids. Clicking on any of the lots will take you straight to the bidding page of that lot.

In the table you will see the current bid, your maximum bid placed and your bids status, which is indicated by a symbol to show whether you are currently the highest bidder on a lot above the reserve or not.

Please note that this page does not update automatically so please refresh this page to ensure you are seeing up to date information.

b. Historic bids

Under *Historic Bids* you will see a record of all closed lots that you have placed bids on.

5. My Favourites



Access your lots marked as 'favourites' directly from the "*My favourites*" section within your profile.

a. Active favourites

Under 'Active favourites', you'll see a list of lots currently open for bidding where you have marked as favourite. Clicking on a lot will direct you to its bidding page.

The table displays the current bid, your maximum bid (if you have placed one), and your bid status, indicated by a symbol showing if you're the highest bidder or if the reserve has been met.

Please note that this page doesn't update automatically, so remember to refresh it to view the latest information.

b. Historic favourites

Under *Historic favourites* you will see a record of all closed lots that you have marked as 'favourite'.

6. Purchased lots

Under 'Purchased lots', you'll see a list of all lots on which you have been the successful highest bidder.

7. Documents

You can access your invoices via the website in your profile, they will be published and shown under Documents. If they have online payments active you will also be able to complete payment of an invoice via this page.