

Description Tips & Techniques

General Information

- You do not have to make complete sentences when doing auction descriptions use commas, semicolons and hyphens (-) to separate things, no need to use periods in descriptions
- The measurements need to be the last thing in the description
- Please make sure you are not putting ‘ foot marks for “ inch marks
- Brand names need to be the very first word in the lead
- Look for brand names in every drawer on a piece of furniture, sometimes the drawers have been put back in different spaces after moving so the name may not be in the top of a drawer and make sure to look for names on the bottom of chairs and side tables if they are not too heavy to pick up, sometimes names are on the bottom of these pieces
- Make sure you capitalize proper names in all parts of the descriptions
- Make sure the wording sound correct for example instead of putting 5 drawer chest of drawers it sounds much better to put 5 drawer chest
- Remember when the auction is going off that bidders can only see the lead so make sure the important information such as brand names are in the lead
- If there is a grouping of items don't describe one item and then move on to the description section- example if you have a grouping of figurines or glassware the lead should say (Selection of Glassware- includes Fenton, etc.), then move on to the description section to list the rest of the items. Make sure you get the most desirable item in the description, for example if you have figurines and one is Royal Doulton that name should be in the lead not something like Lefton.
- Do not repeat things from the lead into the description- if it has been stated in the lead there is no reason to state it in the description
- Do not overuse the word Vintage especially at the beginning of the lead, most of the time you really do not even have to use the word vintage but if you feel it is necessary then try not to put it at the beginning for example Dixie vintage dresser
- For all jewelry lots please put- display stands NOT included, no need to add any other words to this phrase
- The color of something does not need to be in the description unless it is iridescent, Vaseline glass, etc., appliances do not need the color listed in the description, this takes up space in the lead that could be used for something else

- If it is not the same brand name the pieces do not match, the pieces need to look the same and have the same brand name before putting matches that lot in the description
- The person calling descriptions should spell out words of brands that may be difficult to spell or may have two different spellings, the typist should ask if they are not certain how to spell something
- Names of patterns and titles of books and art should always be in quotes “
- If items are identical and there are two call them a pair for example lamps, bookends, etc. unless they are going to be 2X the money then don't call them a pair

Specific Wording

- Artwork- if it is a famous artist like Thomas Kinkade, Salvador Dali, Marc Chagall, Picasso, Windberg, etc. put the name first in the lead for example Thomas Kinkade “the name of the print” signed & numbered print if it is signed & numbered or if not framed print, for paintings put “title” or landscape, still life etc. then put painting then signed by the artist name for example Floral Still Life Oil on Canvas signed _____
- If you have an Asian piece marked with an Asian marking then call it Asian not Asian Style or Asian Design, if the piece does not have a marking then you can say for example Vase with Asian Motif
- Use the word purse or handbag but do not put purse/handbag it does not matter which one you use
- Gold paint is called Gilt, so when describing frames for example put Ornate Gilt Framed Beveled Mirror or Oil on Canvas in Gilt Frame- if it is a plastic frame do not use the word Gilt or Gold just put framed mirror and put that it is plastic in the description
- You can use the & sign instead of typing out the word and- also if you have multiple items you are describing and the word and is in one of the brand names it looks better if you type something like this- Fitz & Floyd Teapot, Platter and bowls- this breaks it up better
- There is no reason to use the word Large when describing a piece of furniture, your measurements will show that, if it is a larger than normal chair or something like that you can use the word oversized, if something is unusually tall or large then you can put the dimension in the lead for example 15ft. runner rug
- The word small should not be used when describing items, if the item is miniature then use that word not small otherwise just leave the word small out

- The word small & large can be misinterpreted so that is the reason not to use them
- When describing china the pattern should be in the lead, example Noritake “Allison” China
- If you are describing furniture and do not think it is real wood then use Oak Finish, Mahogany Finish, etc., do not use the word Style to describe a finish
- Some things are painted shabby on purpose so if it looks like it has been painted that way call it shabby and don’t put paint is chipping off
- Thick applied paint on artwork is called impasto
- Metal collectible cars are called diecast not models
- If cowboy hats have XXXX marked in them it needs to be put in the description as a 4X, 5X, 20X etc., the more x’s the higher the quality of the hat and the price will go higher

Word Not to Use

- Do not use the following words under any circumstances- African American, Ethnic, Black when describing figurines or dolls, Tribal or any other words that may offend someone
- Do not use the word sets when there is not a complete set of something like books, etc.
- Do not use the word washer use washing machine
- Do not use the word ceramic if it all possible, just state what it is, the Ceramic Christmas Trees it is ok to use ceramic however with everything else don’t use it- it makes the item sound cheap
- Do not use the word dishes, use dinnerware or serving pieces
- Use the word flatware not silverware
- Use collectible not collectable
- Do not use the word roughly for # of pieces use approximately (you can abbreviate to approx.)
- Side Tables sound better than End Tables (this is my preference)

- XMAS- always spell out Christmas
- Décor can be used but only when describing things that are random home décor pieces like rooster décor, Christmas décor, Fall décor, etc.
- Don't use Accent or Occasional when describing a chair

Helpful Spelling Tips

Glasbake not Glassbake

Makeup is one word not two

KitchenAid not Kitchen Aid or Kitchenaid

Bed Frame not Bedframe

Headboard & Footboard- not head board & foot board

Brooch or Brooches

Jewelry

Bracelet

David Yurman not Yerman

Andrea by Sadek

What to Call Certain Items



This is a Hen on Nest



This is a Wash Bowl & Pitcher or a Wash Basin & Pitcher when it is a matching set

French Provincial furniture always has legs like the picture above, if it does not have this



style of legs do n

ot call it French Provincial



This is a Venetian Mirror



Legs

When furniture has curved legs like this it is called Queen Anne



This is an example of Mid-Century Furniture



This is an example of Contemporary Furniture



This is an example of Chippendale Style Furniture



This is an example of the Hollywood Regency Style



furniture

These are examples of Art Deco