

SELLER'S GUIDE



Looking to sell a bike at the Great Maine Bike Swap?
Here's everything you need to know about selling a bike at this great community event!

1 Register your bike online at MAINESWAP.COM to sell it at the Swap!

Even if you do not know all of the answers to questions asked on the online registration form, **we strongly suggest that you complete as many fields as you can**, to the best of your ability, as this will make bike drop-off much faster for you!

If you are selling 10 or more bicycles at the Swap, please contact Rob Mueller at rob@bikemaine.org to obtain a bulk seller form. This will save you lots of time! Completed bulk seller forms must be returned via email no later than April 13.

If you really want you bike to sell, price it well! When deciding on a price for your bike, take into consideration the price you paid for the bicycle, its current condition (age, required maintenance, etc.) and most importantly how motivated you are to sell the bike.

Want to receive a free, individual, year-long membership to the Bicycle Coalition of Maine? Please consider donating your bike to the Coalition during the registration process and receive a free Supporter Membership to the Bicycle Coalition of Maine. Donated bikes will either benefit the Coalition's Bikes for All Mainers program or the event overall.

2 Pricing your bicycle to sell.

Suggested Pricing Guidelines

- 1-3 years old: 50-25% off original price
- 4-7 years old: 70-30% off original price
- 8+ years old: 60% + off original price

Please keep in mind that vintage or collector's bicycles follow a different pricing structure. When selling department store or big-box store bikes, consider pricing them at \$50 or less.

Age & Condition

Answering the following questions will also help determine the value of your bicycle.

- When was the last time the bike had a tune up?
- Are there any parts that have been replaced with higher quality or newer components?
- Are there any components that will need to be replaced soon (i.e. tires, then you may want to take off an addition \$50)?

Motivation To Sell

The biggest question you need to answer is: how motivated am I to sell this bike? Are you highly motivated or might you want to take it home if it doesn't sell? Consider this when pricing your bicycle.

Rob Mueller, Event Manager, **Bicycle Coalition of Maine**
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maineswap.com

BICYCLE COALITION OF MAINE



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3 Increase the value of your bicycle.

You can increase the value of your bicycle by following a few simple steps:

- Wipe your bike down with a damp rag, giving it a basic cleaning
- Complete an ABC (Air, Brake, Chain) Quick Check
- Ride it around the block to make sure there's nothing wrong

There will be volunteer Price and Condition Advisors who can help you price your bike when you drop it off at the Swap. Even though you might include accessories with the bike, please keep in mind that these might not increase the value to prospective buyers.

Bikes that are in unsafe mechanical condition will be deemed "unrideable" by Swap mechanics and will have a "Bike Not Rideable" sticker placed on their sales tags. This policy is in place to protect Swap attendees from test-riding unsafe bicycles. These bikes may still be sold, but buyers will understand that they should not be ridden in their current condition.

4 Dropping off your bicycle to be sold at the Swap - Bring Cash!

We strongly encourage you to drop your bike off to be sold on the Saturday evening before the Swap. There is a \$5 cash fee per bike dropped off.

Please bring cash to pay the \$5 cash drop-off fee. This fee includes admission to the Swap! (You may write a check, but we cannot accept credit cards during bike registration.)

If you are bringing many bikes to sell, please enlist a friend to help you get them from your car to bike registration as our volunteers will be occupied with other logistics.

- **Bike drop off is on Saturday, April 21, from 3-6pm** (\$5 cash fee) or, if necessary, on Sunday, April 22, from 8-9:30am (\$5 cash fee).
- Parking is available in University parking lots and in the University parking garage located on Surrenden Street. Please visit <https://usm.maine.edu/sites/default/files/about/portland-campus-map.pdf> for a map of the USM Portland Campus. You may not park in the parking lot directly in front of the Sullivan Complex. This parking is reserved for bulk bike sellers only.

Win a \$250 gift card to your favorite Maine bike shop! Swap Sponsor Noyes, Hall & Allen Insurance has donated a \$250 gift card to be raffled off to 2018 Great Maine Bike Swap participants. All 2018 bike sellers, bike purchasers, and Swap volunteers will be entered to win a \$250 gift card to the Maine bike shop of their choice. The drawing will be held on Monday, April 23.

Thank you to Noyes, Hall & Allen Insurance for their generous donation!

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5 Checking if your bicycle has sold.

Visit MAINESWAP.COM/SOLD on Swap Day to see if your bike has been sold!

All bikes that have been sold will be posted at **MAINESWAP.COM/SOLD**. Bikes are searchable by seller ID number and last name.

If your bike ID number is **NOT** posted on maineswap.com/sold by 1:30pm on Swap Day, it was **NOT** sold. **You will need to pick up your bike between 1:45-3:00pm that day.** If you do not pick up your bike by 3:00pm that day, it will be considered a donation to the Bicycle Coalition of Maine.

Want to receive a free year-long membership to the Bicycle Coalition of Maine? If your bike doesn't sell, please consider donating your bike to the Coalition and receive a free Individual Supporter Membership to the Bicycle Coalition of Maine. Donated bikes will either benefit the Coalition's Bikes for All Mainers program or the event overall.

Swap Seller Payments

The Bicycle Coalition of Maine takes a 15% commission from the sale price of the bike to help cover the cost of the event.

If your bike is sold, within 2 weeks of the Swap you will receive a check for the sale price of your bicycle(s) minus the 15% sales commission.