

# The Auctioneer's Resource

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If you want to make serious gold using your local auction house, you'll need every unfair advantage you can get.

That's why you should install the Auctioneer add-on right away and learn how to best use it.

For those of you not familiar with add-ons don't worry, it's easy to install and won't get you banned or anything like that.

First of all you'll need to download and install the add-on. You can get it from this link:

<http://auctioneeraddon.com/>

Just click over to the download section and grab a copy of it.

If you've never ever installed an add-on, it's easy. In fact, this tutorial here will tell you all you need to know: [http://www.wowinterface.com/forums/faq.php?faq=install#faq\\_howto\\_install](http://www.wowinterface.com/forums/faq.php?faq=install#faq_howto_install)

Once you have auctioneer added and ready to go you can start making stupid high amounts of gold. I have used this add-on to make easily over a thousand gold with very little work.

Just as a side note before we get started, I like to keep an auction alt at the auction house all the time. I start him off with 20-30 gold from my main character and he handles everything to keep things sorted more easily. When I make good profits I mail them to my main.

This way, all my auction stuff is on one character and he is always at the auction house. This makes things a lot easier.

Now...

Let's take a look at what the auctioneer add-on actually does.

It scans the data on your local auction house and saves various important data such as, how many times an item has been seen, what it's common sell prices are, and what the recommended listing price is- just to name a few.

By compiling large amounts of data you will be able to see what items are listed for too low, then buy and re-list them for large profits. You can also tell when it is a good or bad time to list an item based on what the going prices are at the current time.

Remember though, auctioneer is only as good as the data you give it so scan often- at least once a day is good.

Below you can see what your auction house window will look like with the auctioneer add-on installed.



You will notice the extra tabs as well as a “scan” button on the main page. You'll want to start by clicking the “scan” button and waiting while the auction items are scanned.

This takes awhile. Now would be a good time to go grab a drink or read a book or something. Scanning takes about 10 minutes for me most of the time. However, on weekends and other busy times it can take 15 minutes or more.

If you don't scan regularly then your data won't be good and auctioneer just won't give you good information. You should scan at least once a day to get accurate data.

Also, once you have some scanned data, just mousing over your inventory will show you the data for an item as in the screenshot below. Pretty nice, huh?



Now, after you've completed your scan you can go to the “Search Auctions” tab and take a look at the results. If you take a look at the image below you will see the options for this window.



Notice on the left hand side there is a menu that will allow you to search by different criteria including profit margin and item quality.

Keep in mind that all these results are related to the amount of data you've scanned. If you haven't scanned recently, or if it's only the first or second time you've done it I would recommend not buying anything just yet. Your data is too new. Items that you've only seen once listed for either way too high or way too low will skew the results and you'll end up making a bad decision.

Ok, let's do a basic scan and take a look at the results. I typically will scan by buyouts rather than bid price because bids can change really quickly and with buyouts I can grab an item right away.

So first of all I set the top option to “buyout” rather than “bid”. At this point I'll pretty much leave everything else the same. This will give me a really big list of items that may be profitable.

Next thing to do is click at the top of the profit/markup tab and sort items by their potential resale price. Keep in mind that items at the very top of the list are often weapons or armor that may not sell quickly. Items like enchanting supplies and reagents are the best because players need them every single day.

Qty	Name	Buyout	Profit	Pct
1	Gloves of Holy Might	70	114	62
1	Destiny	99	44	31
1	Tigershrike Mantle	50	21	30
1	Beguiler Robes	29	18	38
1	Ring of Defense	19	12	40
1	Looming Gavel	8	9	53
1	Tundra Ring of the Monkey	5	9	65
1	Schematic: Catseye Ultra Goggles	4	7	66
1	Libram of Rumination	1	6	78
1	Punctured Voodoo Doll	3	5	64
1	Dreamslayer	11	5	32
1	Plants: Golden Scale Shoulders	8	4	32
1	Mithril Heavy-bore Rifle	5	4	46
20	Black Dragonscale	10	4	30
1	Glimmering Mail Coif	3	4	58
1	Four of Beasts	2	3	58
1	Three of Beasts	5	3	43
1	Cloaked Hood	4	3	48
1	Enchanted Mageweave Pouch	2	2	51

So now I have a nice big list of possible opportunities. What I'll do next is go down the list and look for items that have a good resale value and I think will sell quickly.

Like I said before, reagents and trade supplies are the best because people need them every day. If you buy a blue rare sword that supposedly can make you 10 gold but you have to list it 6 times before it sells- it will end up costing you money.

I recommend you stick to the lower level items and buy as many of them as are available. Don't get caught up looking for the most expensive items unless you see an insane deal.

Once you think you have a good item to buy and relist you'll want to check a few things.

First, check to see how many times auctioneer has scanned that item. If it has only been a few times then be careful because it may have been overpriced before.

Next, look at allakhazam.com and search for the item there. Remember, they have data on the average and median sell prices of items. This will also help you decide whether or not you are getting a good deal that can be relisted.

Once you're sure that the item is a good buy, you can purchase it right through the auctioneer tab. But be careful first, make sure you've scanned enough times to get good data. For example, look at the healing potions below, it has been scanned 144 times so I know I have plenty of good pricing data on it.

These figures should be accurate.





Now let's look at this leather hood. Auctioneer has only scanned it 5 times so the data may not be quite right, you have to be more careful with an item like this.



Now auctioneer doesn't just help you find good buys. It also lets you know what you should sell your items for.

For example, have a stack of herbs? Auctioneer will auto list them for you at a fair market price based on the scanned data it has. More importantly, it will tell you if the current competition is below market. If they are, hold on to your item and then list it later at a better time when prices aren't so low.

Even better, you can tell auctioneer what you want to list items for. In fact there are a few options that can be set within auctioneer.

Here are a few examples and my opinion on them:

- **Mark up vendor by 300%:** This is for items that have yet to be seen at auction. What auctioneer does is look at what they sell for to a vendor and then mark that price up by 300%. I leave this setting alone as for most items it works great. If you are listing an item that may be rarely seen or seems more valuable, then I advise you to go to allakhazam and see what the median price is and use that.
- **Undercutting by a percentage:** This is the option for when there are other items the same as

yours already listed at auction. You want to undercut them but not hurt the market or give up too much gold. By default this is set at 5%. In my opinion this is too much. People will buy whether an item is 1 silver or 5 silver less, so long as it is the cheapest. I recommend you set this to 2-3% instead.

- **No competition:** If your item is the only one of its kind at that time, this will let you know. If this is the case I advise a markup of an additional 5-10%. You control the market, why not?
- **Cannot match lowest price:** This is what you don't want to see. This means a bunch of idiots are undercutting the market badly and listing for way too low. If this happens then relist the item later, don't bother now unless you like losing gold.
- **Competition is above market:** This means everyone else has overpriced themselves. List at current market value and yours will be the first to sell- and make you a nice profit!
- **Using current price:** If you've previously listed an item and that price is found to be the best at the current time still, this option will let you know that.

Ok, so now you have an idea of how auctioneer works and you've set it to use the above settings or something close to it.

Now it's time to start buying some items and relisting.

I recommend:

- Herbs, especially herbs needed in potions for raiding guilds. These will sell quickly
- Mana and Healing potions, always needed. The bigger the better.
- Enchanting supplies. Free to relist, needed often.
- Cloth of all sorts, buy stacks- stay away from bolts with the exception of runecloth bolts which are needed pretty often.
- Reagents of all types- think light feathers and such. Items players need daily.
- Low level greens. Very cheap to invest in and new players buy them often.
- Bullets and arrows, all levels needed but 30+ are best I feel.
- Quest items.
- Engineering items like gizmos, tubes, bombs, grenades, etc.
- Recipes, especially alchemy and tailoring. Remember how I told you to buy vendor recipes and relist them? This will tell you how much you can get.
- Ore, especially copper, iron, and silver. High level ore is more competitive and requires higher investment and higher listing fees.

All of the above will put you off to a good start. Again, I advise against buying weapons and armor unless they are known to be rare finds. The relisting costs are too high and they usually don't sell quickly.

The great thing about auctioneer is that the more you use it, the more data you have and the better you'll do. Specialize in one area and get to know what is selling and what isn't. With auctioneer you'll be able to completely take over your corner of the market.

Stick to what you know and pretty soon you'll be making large amounts of gold.