

LotWick

FOR AUCTIONEERS

More buyers for every lot you sell.

How Lotwick puts your catalogue in front of auction buyers, and sends them straight to your site.

lotwick.com/advertise

WHY LOTWICK

Buyers search one place, not thirty



Every lot, one search

Your lots alongside every UK auction, with a map, filters and saved searches.



Straight to your site

Bid and legal pack buttons send buyers to you. We never take bids.



Buyers ready to bid

Fees, stamp duty, sale history and a renovation planner on every lot.

HOW IT WORKS

Four steps from catalogue to bidder

1

You give permission

We confirm your company and record written permission. Nothing is listed without it.

2

Lots go live

From your feed, catalogue link or upload. Refreshed through the day; sold lots come off within 24 hours.

3

Buyers click through

Bid and legal pack buttons go to your site, tagged so the visits show in your analytics.

4

You see the results

Views, saves and clicks per lot, in your dashboard and a monthly report.

INCLUDED AS STANDARD

Every listing works hard for you



Rich lot pages

Your photos or Street View, map, floor area and energy rating



Cost to win

Your fees, deposit and stamp duty, worked out for buyers



Renovation planner

Buyers plan the works, so more of them feel ready to bid



Saves and countdowns

Buyers save lots and add auction day to their calendar



Your profile page

Logo, fees, contacts and every live lot in one place



You stay in control

Take any lot down in one click

WORKING TOGETHER

We exist to bring you more buyers

Our goal is simple: more people bidding on your lots, and more of your sales completing. Pick the level of support that fits your business.

Listed

Be found by every buyer

£395 /mo

- All your lots on Lotwick
- Your auctioneer profile page
- Monthly results report

Featured

Stand out in your area

£795 /mo

- Everything in Listed
- Featured in matching searches
- Lot-level dashboard

Partner

Grow together

£1,995 /mo

- Everything in Featured
- Priority in buyer emails
- Direct feed connection

Prices per month, plus VAT. Group deals on request.

REPORTING

See exactly what each lot earns you

Every click to your site carries tracking tags, so Lotwick shows up in your own analytics as well as ours.

Lot page views

per lot, per day

Saves and calendar adds

buyer intent

Clicks to bid and legal pack

to your site

Monthly summary

by email

INTEGRATIONS

Send lots from the software you already use

ELG Auction Management System

Catalogue and portal feeds

Auction Marketer · Bamboo Auctions

Catalogue and online bidding platforms

iamproperty / iamsold

Modern Method of Auction platform

Reapit · Alto · Jupix

Estate agency CRMs

Street.co.uk · Acquaint

Estate agency CRMs with multi-portal feeds

BLM and real-time feeds

The standard format most software already sends

Connections are in development: tell us which you use and we'll prioritise it. Available today: a private upload link, or a catalogue link we collect from with your permission. Product names belong to their owners.

THE FAIR LISTING PLEDGE

Built on trust, for buyers and for you



Permission first

We list only with your written permission



Honest guide prices

Guides shown as you publish them, changes dated



Photos with permission

Your photos only when you agree



Straight to your site

We never take bids, deposits or buyers away



No data selling

We never sell your listings or buyers' details



Fixes within 24 hours

Take-downs and corrections, fast

LotWick

Let's grow your auctions together

Tell us about your auction house and we'll get you set up.

lotwick.com/advertise