



Professional Dealers Guide to JamesEdition

Revision July 27th 2017

Table of Contents

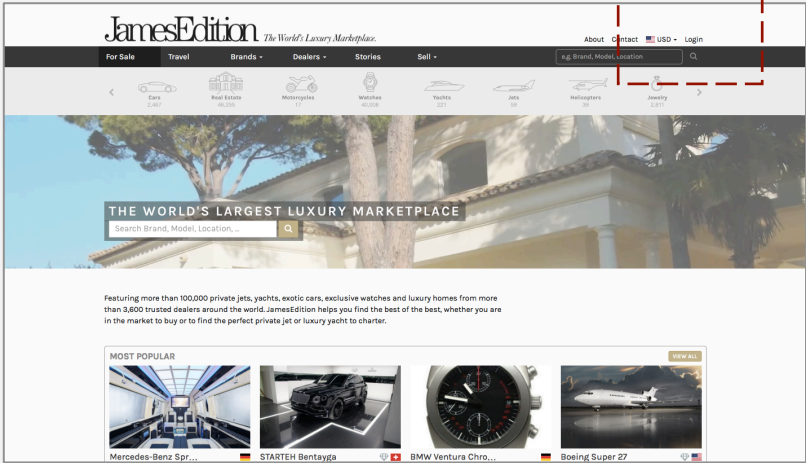
1. Basic information about your admin page	2
2. Adding your company information	2
3. Creating a listing	3
a. Creating a listing manually	3
b. Automatic inventory updates on JamesEdition	4
4. Managing listings on JamesEdition	4
5. Receiving leads from JamesEdition	4
6. Quality of listings	5
7. Questions	5

Professional Dealers Guide to JamesEdition

1. Basic information about your admin page

When entering your dealer admin page for the first time, there are a few things we suggest you spend some time with to secure the best possible return on your investment with JamesEdition. In this document, you will find basic information and tips about how to work with your dealer admin page. Should you need any assistance in the process, please contact us at support@jamesedition.com and one of our agents will be happy to assist you.

In the top right corner of the JamesEdition homepage you will find the login-button to access your admin pages. Here you can add, edit and delete listings as well as looking at your traffic reports.



Your login details will be sent automatically to your email account upon payment registration. If you haven't received your login details please contact JamesEdition support, through support@jamesedition.com.

2. Adding your company information

In order to create your dealer page please send your agent the following information:

- | | |
|---------------------------|--------------------------------|
| - Company name | - Agent name |
| - Company description | - Agent telephone |
| - Address | - Agent Email |
| - Telephone | - Logo |
| - Lead Email | - Cover picture (1200 x 400px) |
| - Website of your company | |

Your agent will create your dealer page and make it visible for your potential clients. If you wish to change this information please get in contact with your agent or send us an email to support@jamesedition.com.

3. Creating a listing

a. Creating a listing manually:

To enter a listing, simply enter to your admin page and follow the next steps:

1. On the left menu select “Add +[CATEGORY]”. Should you require permissions for additional categories than the one you have registered for, contact your account manager for upgrade options.
2. Fill in the information. It is very important that you double check the information provided and that you do not miss any detail. These are common mistakes:
 - I. *Price*: Enter the price of items in preferred currencies € (EUR) or \$ (USD). This will allow users to see the most accurate price according to their own currency and thereby increase sales opportunities. If your listing is subjected to VAT/Sales tax, please select the appropriate choice in the box.
 - II. *Adding Brand/Model*: Try to match your listing as closely as possible to the current brand and model list drop downs. In some cases the listing will not be approved if the brand does not match. If you cannot find the model or specific combination of sub-model, please choose model as “Other” and contact us at support@jamesedition.com and request to add the model needed. Also, in the meantime, enter the sub-model in free text in the headline field.
 - III. *Entering text in description*: The description/comments field should contain vital information and descriptions of the item. Tools in the footer can be used to shape description to suit individual liking however JamesEdition reserve right to adjust descriptions to visually suit website ambitions of exclusivity. It is not allowed to post bold and/or sentences with only capital letters nor URL addresses and email addresses in the descriptions. If you are copying your description text, do not copy paste right into the area as MS Word and other word documents include code, which will break the formatting. Instead click the T- button to copy/paste text directly from other documents.
3. Click in “Create Listing” in the bottom of the page.
4. Upload pictures and attachments. To do so simply click the “Select files” button and include all the images you wish to add to the listing.
5. You can then arrange its order. For this drag and drop them to the preferred image order. The first one will be the main image of the listing. If you do rearrange, remember to click “Save image order” before updating and finishing your listing.

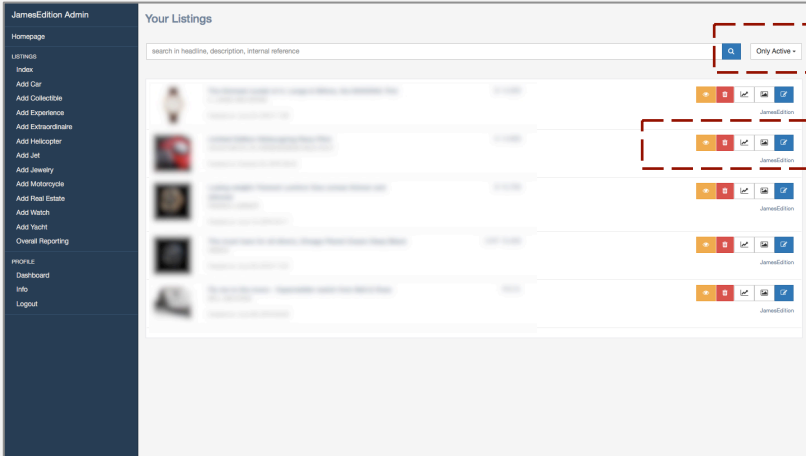
b. Automatic inventory updates on JamesEdition

For most categories JamesEdition has the ability to receive inventory through data feeds and inventory management systems. You can use the specific feed format that JamesEdition provide in order to secure correct delivery of content at no extra cost. However if you are currently working with another inventory management system today and want to export to JamesEdition, you can ask your JamesEdition representative about the possibility to feed your inventory onto JamesEdition automatically. Please note that an extra fee might apply for this service should JamesEdition need to adapt to new feed format/IMS.

4. Managing listings on JamesEdition

After logging in to your dealer admin pages, you will see your listings that are currently live on JamesEdition.com. For this, just click on “Index” on the left menu. In the right of the search bar you can find a drop down menu, where you will be able to view all your listings, the ones that are active and the ones that are not visible.

By clicking the buttons on the right of each of your listings you can see a preview, delete it, view its stats and edit its text and images.



Clicking the “Delete” button next to a listings name automatically removes the advert from the public site. Should you by accident delete the wrong advert, you can easily reactivate it again. Deleted adverts can be found by clicking the drop down menu and selecting “Not visible”.

5. Receiving leads from JamesEdition

Once you are online, all the leads that you receive from our contact form on your listing will be sent to the email address you provided before. This address can be changed, please contact your JamesEdition representative if you wish to do it.

Make sure to mark support@jamesedition.com as a trusted email address, so that no potential buyers leads end up in your junk mail. Leads/referrals from JamesEdition will be marked JamesEdition in the subject, but you can reply directly to the person who sent the mail if they left an email address. Due to the exclusive nature of JamesEdition and our dealers/buyers, all leads to dealers are manually screened before they are forwarded to dealers as part of our customer

service commitment. All leads are forwarded within 24h on weekdays and within 48h during weekends and public holidays.

Users expect prompt and informative replies. Surveys show that buyers through our website expect to connect and finalize details of their purchase within 48h after they send their emails.

Lead emails are never lost and our systems never fail to deliver a lead. However, if you would like to test that lead emails are sent to the correct email address you are welcome to send us an email to support@jamesedition.com telling us a test email has been sent and we will forward it for your confirmation. Please allow up to 24 hours on normal weekdays and 48 hours during weekends.

6. Quality of listings

High quality adverts receive a lot more clicks on JamesEdition than adverts with poor quality on key elements such as price, images and description. Adverts listed with price get more leads than those listed as “price on request”. The same apply for adverts with higher picture quality and more details in descriptions. High quality adverts are also more likely to be included by JamesEdition PR staff for front-page promotions, magazine articles about the site and other venues with high exposure.

It is not aloud to excessively brand your images. However you can of course add your webpage or the name of your company as a subtle watermark. Please have in mind that JamesEdition does many paid and not paid efforts to promote the website and your listings. If the pictures you provide are branded excessively we will not be able to use them and consequently promote your listing. This is a big downside for your listing since we are constantly featuring content in our website, social media and traditional media outlets.

Pictures that are modified with texts and/or in a generally poor condition will be removed. JamesEdition is reserving the right to modify, change or delete listings breaching Terms & Conditions without prior notice.

7. Questions

If any type of questions arises regarding this Professional Dealers Guide or if you have any general enquiry you are welcome to send us an email to Support@JamesEdition.com.