



Title Naming Conventions

Consistency in title conventions are essential in maintaining a professional and searchable listings database. Please use the following conventions (A–C) when creating new postings.

Keep In Mind

DO know what the best equipment on the list is (use GreenBook to find values or consult senior sales team).

DO know the make, model, and description of your equipment.

DO NOT add extra information in the title (i.e. instructions, promotions, additional info, etc.).

DO NOT post an all-caps title.

DO NOT use punctuation or special characters other than , . or -

BE COMPLETE: include all information—don't just "get it up."

A Single Item

Stryker Secure II Hospital Bed
Make Model Description

B Identical Items (Qty > 1)

(12) Stryker Secure II Hospital Beds
Qty Make Model Description

C Bulk List of Various Items

Will the seller allow multiple pickups?

If yes, then:

Break into lots of similar equipment (category or modality). Name the **primary two items** in the list. Include "and more" plus the category or modality at the end.

Structure

GROUP: *[Make] [Model] [Description], [Make] [Model] [Description], and more [category or modality].*

Example

GROUP: Hill-Rom Versacare Hospital Bed, Stryker Secure II Hospital Bed, and more hospital beds.

If no, then:

Group as a single listing. Name the **primary two items** in the list. Include "etc." at the end.

Structure

GROUP: *[Make] [Model] [Description], [Make] [Model] [Description], etc.*

Example

GROUP: Leica M500 Surgical Microscope, Stryker X6000 Light Source, etc.

Additional Fields & Information

Additional Details

Additional Details appear in a listing in the "description" section for the entire listing, whether it's a single item or bulk list.

DO include any info you have.

DO NOT just copy manufacturer descriptions.

ONLY include details for this particular item and how it may vary from a new/OEM unit.

For example:

- In excellent condition
- Items currently operational
- Items will be available in 2 weeks
- All items must be sold as one lot
- Comes with scale and exit alarm
- Date of Manufacture: 2012

Photos

Include as many unique images as possible – the more images show about the item, the better it will sell.

Include images of:

- Front
- Any damage
- Detailed components (controls, screens, modules, etc)

DO rotate images appropriately.

DO check brightness for visibility of details.