



## 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.