Estimonia

SELL-IT PLAN

Ref. SAMPLE

24 September 2026

18ct Gold Open-Face Pocket Watch, Swiss, c. 1900

Watches & timepieces

Prepared for you@example.com

ESTIMATED VALUE

$900 – $1,400

Midpoint $1,150 · £700 – £1,090

BEST ROUTE

Auction house

Usually 4–12 weeks to sale and payment

YOU COULD KEEP

$860 – $1,010

after typical fees on the best route

OUR RECOMMENDATION

Pieces like this sell best in front of competing collectors, and an auction house catalogue description adds credibility a private listing cannot.

The item

What the valuation identified — the details buyers will ask about.

Maker / brand	Unsigned Swiss movement
Period	c. 1890–1910
Materials	18ct yellow gold case, enamel dial, glazed skeleton caseback
Condition	Running; light wear to the case, small chip at 4 o'clock on the dial
Notable features	Keyless wind, Subsidiary seconds, Hallmarks inside the case back

SECTION 1

Three ways to sell it, compared

What each route typically leaves you with, worked out from the middle of your estimate. At auction, competing bidders can also take the price above the estimate — the other routes rarely do.

RECOMMENDED

Auction house

You would typically keep

$860 – $1,010

TIMING

Usually 4–12 weeks to sale and payment

COSTS

Seller's commission, commonly 10–25% of the hammer price, sometimes plus photography, lotting or insurance charges.

BEST FOR

Pieces with collector demand, anything over about $1,000, and items that need an expert catalogue description.

OPTION 2

Specialist dealer

You would typically keep

$520 – $810

TIMING

Days — often paid on the spot

COSTS

No fees, but the offer leaves room for the dealer's resale margin, so it is usually well below the estimate.

BEST FOR

When speed and certainty matter more than the last dollar, or for mixed lots nobody wants to catalogue.

OPTION 3

Online marketplace

You would typically keep

$920 – $1,000

TIMING

Usually 1–4 weeks, depending on demand

COSTS

A final value fee, often around 13–15%, plus payment processing and shipping you arrange.

BEST FOR

Recognisable, easy-to-ship items under about $2,000 with plenty of comparable listings.

How an auction sale adds up

An illustration at your estimate's midpoint, using a 15% seller's commission and a 25% buyer's premium. Every house sets its own rates.

Hammer price		Seller's commission 15%		You receive, about
$1,150	–	**$175**	=	**$980** before any small photo, insurance or lotting charges

Why the buyer pays more: the winning bidder also pays the buyer's premium, so a $1,150 hammer costs them about $1,440. That is why hammer prices sit below shop prices — and why the **seller's** commission is the fee to negotiate.

SECTION 2

Auction houses in the United Kingdom for this item

Chosen from the Estimonia directory for your item's category and value. Ask two or three of them — valuations are free.

WK

Watches of Knightsbridge

Fees & details →

London, United Kingdom · online bidding · Watches & Timepieces

Their website ↗

SELLER'S COMMISSION (YOUR COST)

Contact directly

BUYER'S PREMIUM

Typically 24% + VAT

F

Fellows

Fees & details →

Birmingham, United Kingdom · online bidding · Watches & Timepieces, Fine Jewelry & Gems, Coins & Currency

Their website ↗

SELLER'S COMMISSION (YOUR COST)

Typically 12.5% + VAT

BUYER'S PREMIUM

Typically 24% + VAT

B

Bloomfield Auctions

Fees & details →

Belfast, United Kingdom · online bidding · Watches & Timepieces, Fine Jewelry & Gems, Coins & Currency

Their website ↗

SELLER'S COMMISSION (YOUR COST)

19% of the hammer price (minimum £5) plus £5 per lot, both + VAT.

BUYER'S PREMIUM

15% + VAT on the hammer price; the-saleroom adds 6% + VAT.

B

Bonhams

Fees & details →

London, United Kingdom · online bidding · Watches & Timepieces, Fine Jewelry & Gems, Fine Art & Paintings

Their website ↗

SELLER'S COMMISSION (YOUR COST)

Contact directly

BUYER'S PREMIUM

Typically 27.5% up to £12,500, 26% up to £600K, lower tiers above

Christie's

Fees & details →

Their website ↗

London, United Kingdom · online bidding · Watches & Timepieces, Fine Jewelry & Gems, Fine Art & Paintings

SELLER'S COMMISSION (YOUR COST)

Not published — negotiated per consignment and often reduced or waived on high-value property. Sellers are also charged separately for insurance, phot...

BUYER'S PREMIUM

27% up to $1.5M, 22% on the portion $1.5M–$8M, 15% above $8M (£1M / £6M bands in London). Excludes wine; quoted before local sales taxes. Rates raised...

Your enquiry email, ready to send

Copy it, attach your photos and send it to each house. Replies usually take a few working days.

Subject: Consignment enquiry: 18ct Gold Open-Face Pocket Watch, Swiss, c. 1900

Dear Watches of Knightsbridge team,

I would like to ask whether you would consider 18ct Gold Open-Face Pocket Watch, Swiss, c. 1900 for one of your sales.

What I know about it:

- Maker / brand: Unsigned Swiss movement
- Period: c. 1890–1910
- Materials: 18ct yellow gold case, enamel dial, glazed skeleton caseback
- Condition: Running; light wear to the case, small chip at 4 o'clock on the dial
- Notable features: Keyless wind, Subsidiary seconds, Hallmarks inside the case back

I have attached photographs of the whole piece, its marks and its condition.

Could you tell me:

- whether you would accept it, and in which sale;
- your estimate and suggested reserve;
- your seller's commission and any other charges;
- when the sale would be, and when I would be paid.

Thank you for your time.

Kind regards,
[Your name]
[Your phone number and town]

SECTION 3

Before you contact anyone

Written for this item. Tick them off as you go — each one makes a specialist's answer faster and firmer.

- [ ] Open the case back and photograph the hallmarks and any numbers stamped inside — they confirm the gold standard and often the year.
- [ ] Photograph the movement: a maker's name or serial number engraved there adds value and lets a specialist date it.
- [ ] Wind it gently and note whether it runs and keeps time; do not force the crown if it resists.
- [ ] Photograph the dial straight on in daylight, including the chip, and the case from every side.
- [ ] Weigh it on a kitchen scale in grams — dealers and auction houses will ask, because the gold sets a floor under the value.
- [ ] Find any box, chain, receipts or family history and photograph them with the watch.
- [ ] Do not polish the case or clean the movement yourself — both lower the price to a collector.

PHOTO GUIDE

The shots specialists ask for

1. The dial straight on, in daylight, with no reflections.
2. The case back, and the inside of the case back if it opens easily.
3. The movement, if visible through a display back.
4. The serial and reference numbers (often between the lugs or on the case back).
5. The crown, clasp and any box or papers laid out together.

WHAT MOVES THE PRICE

For items like yours

1. A named maker (for example on the movement or dial) is worth far more than an unsigned movement.
2. Condition of the dial: chips and hairlines matter more than case wear.
3. Complications such as a chronograph or repeater raise the value sharply.
4. Gold content sets a minimum price even for plain examples.

SECTION 4

Talking to houses and dealers

The questions that separate a good offer from a quick one.

ASK EVERY HOUSE

1. Which sale would you put it in, and is it a specialist watch sale?
2. What estimate and reserve would you suggest, and would you sell it for its gold value if unsold?
3. What is your seller's commission, and are there photography or insurance charges?
4. When is the next sale, and how long after it would I be paid?

WALK AWAY IF YOU SEE

— Anyone asking for an upfront fee before they will value or sell your item.

— Pressure to accept an offer on the spot, especially at your door.

— A buyer who values your item and offers to buy it themselves — get a second opinion first.

— Vague answers about commission, charges or when you will be paid.

— Advice to clean, polish or repair the item before selling.

SECTION 5

What happens next

A typical auction route from today to payment.

This week	Take the photos, gather papers and send enquiries to two or three houses.
Week 2	Compare the replies: estimate, commission, charges and the date of the sale.
Weeks 3–8	Deliver the item and let it be catalogued; most houses need it several weeks before the sale.
Sale day	Watch online if you like. Agree beforehand what happens if it does not sell.
After the sale	Payment usually follows once the buyer has paid, often within a few weeks.

Words you will hear

The auction terms in plain English.

Estimate

The range an auction house expects the item to sell for, printed in the catalogue.

Hammer price

The winning bid when the auctioneer's hammer falls, before any fees.

Buyer's premium

A percentage added to the hammer price and paid by the buyer. It is why buyers bid a little less than they would pay a shop.

Seller's commission

The auction house's fee to you, taken from the hammer price. Often negotiable for valuable items.

Reserve

The confidential minimum price you agree with the house. Below it, the item does not sell.

Consignment

Handing an item to an auction house or dealer to sell on your behalf.

Provenance

The documented history of who owned an item, which can add confidence and value.

FURTHER READING

Antique Pocket Watch Value Guide: What Old Pocket Watches Are Worth (2026) — our guide to what drives prices for items like yours.

ABOUT THIS PLAN

Estimonia's estimate is produced by an AI model that identifies the item from your photos and compares it with what similar items typically sell for. It cannot handle the item, test materials, check hidden marks or confirm authenticity, and it does not know about damage or history you have not shown it. That is why the result is a range, with a confidence score, and why anything valuable should be seen by a specialist before you sell or insure it.

Fees and figures in this plan are typical ranges and illustrations; each seller's own terms apply, so always ask for them in writing. Estimonia does not buy or sell items and is not paid by the houses listed unless marked Partner. Plan SAMPLE, 24 September 2026.