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# PHILLIPS ONLINE AUCTION BIDDING GUIDE

BEST PRACTICES AND TIPS

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## BEST PRACTICES AND TIPS

Welcome to Phillips, where the world's curious and bold connect with the art, design, and luxury that inspires them.

This guide will help you navigate the online bidding experience, from registration to participation and securing a winning bid. Instructions for bidding in our online sales are included below, alongside frequently asked questions. If you have any questions, contact

[onlinebidsnewyork@phillips.com](mailto:onlinebidsnewyork@phillips.com)

An “online-only auction” occurs only online, with participation exclusively through [phillips.com](https://phillips.com) or our new IOS app, Phillips Online.

1.

# REGISTRATION AND ID VERIFICATION

# 1. REGISTRATION AND ID VERIFICATION

## STEP 1.

REGISTER ON  
[HTTP://PHILLIPS.COM](http://phillips.com)



- Head to the Phillips website. If you are not already logged in, you will be prompted to log in or create an account.
- Once logged in, you will gain access to the registration form to enter your basic contact information.

## STEP 2.

SUBMIT ID  
FOR VERIFICATION



- We run automated checks on all clients to comply with “know your client” legal requirements. As part of this process, you must submit a photo ID and a proof of address.
- We have partnered with ShuftiPro, an identity verification service, to collect your information safely and confidentially. KYC checks can be completed on a mobile device, tablet, or desktop computer.

## STEP 3.

CONFIRMATION



- You will receive an email notification once your sale registration is approved.
- You will only have to verify your identity through Shufti Pro once. Thereafter, you can register for future sales without providing further identification. Please note that you will still need to register for bidding in each individual auction.

### BEST PRACTICE:

Review your bids and maximum bids before the auction to ensure they align with your strategy.

2.

**BID MANAGEMENT  
AND NOTIFICATIONS  
VIA THE PHILLIPS APP  
OR WEBSITE**

## 2. BID MANAGEMENT AND NOTIFICATIONS VIA THE PHILLIPS APP OR WEBSITE

**Set up lot alerts – Once logged into your Phillips account, you can favorite specific lots. During online-only auctions, this will activate alerts at the following moments:**

- When bidding opens
  - When you’ve been outbid
  - When a lot is about to close
- 
- **If you have favorited a lot from an auction, you will receive an alert when the sale is about to begin.**
  - **Automatic bidding options –** For online-only auctions, you can leave a “maximum bid” to be executed on your behalf until you have either secured the lot or reached your maximum bid amount. If a higher bid is placed, you will receive an alert offering you the opportunity to increase your maximum bid once more – but only if enough time remains on the lot.

**BEST PRACTICE:**

Review your bids and maximum bids before the auction to ensure they align with your strategy.

3.

# BIDDING IN ONLINE AUCTIONS

## ADVANCE BIDDING

Advance bidding allows you to place a maximum bid on a lot before the online auction closes. This bid is recorded via our online bidding platform. The online system will execute your bid up to your specified maximum during the auction. Please note that bid amounts do not include buyer's premium and applicable sales tax.

### How it works:

Use your Phillips account to leave a maximum bid ahead of the auction. Bids will be executed on your behalf automatically until you either win the item or reach your maximum bid. This will remain confidential. Bids may be placed as soon as the catalogue is online and up until the moment the lot is opened for live bidding on the sale day.

### Best for:

Bidders who can't view the auction closing in real time but still want to participate.

#### TIP:

Place your bid early and set a realistic maximum, as this bid competes directly with live bids once the auction starts.

## LIVE ONLINE BIDDING

Live online bidding allows you to participate in real-time during the auction as it closes. You can join the digital saleroom through browser on your desktop computer or via our new iOS app, and place bids as the sale progresses. If you would like to bid using our digital saleroom, please register at least 24 hours before the start of the sale. Please note that bid amounts do not include buyer's premium and applicable sales tax.

### How it works:

Log into your Phillips account on auction day to access the live auction. Bids can be placed instantly by clicking on the "Place Bid" button and confirming the bid amount.

### Best for:

Bidders who want to experience the excitement of the auction from anywhere in the world.

#### TIP:

Ensure a stable internet connection for a smooth experience, as delays could impact your bid timing. If you're bidding from your phone or tablet, use the Phillips app rather than accessing the website through a browser app.



## FAQ

### Why can't I place a bid when I've already submitted my registration request?

- If you cannot place a bid, you may still need to provide your KYC ("Know Your Client") documentation. Check your spam folder if you haven't received the Shufti Pro request.
- Alternatively, we may require additional financial information before approval in our Modern & Contemporary Art sales. Check your emails to see if we have requested further information.

### Why can't I place a bid when I've received an email stating I'm approved?

- Try logging out and back in on all your devices. If you are still unable to place a bid, please contact us at [BidsNewYork@Phillips.com](mailto:BidsNewYork@Phillips.com)

### How do I cancel or modify a bid in an online-only sale?

- You cannot cancel or lower a bid after it has been placed. However, you may increase your maximum bid amount at any point by visiting the lot page and clicking on "Increase Max Bid".

### How does the auto-bid function work in online-only sales?

- Once your maximum bid is set, the system will automatically increase your bid incrementally in competition against other bids placed until your maximum amount is reached.

### How does the bidding extension work in online-only sales?

- If a bid is placed within the final three minutes of bidding time on any given lot, the remaining bidding time for that specific lot is reset to a full three minutes. This will continue indefinitely until no further bids are placed within the last three minutes of the previous bid. An extension of bidding time on one lot will not alter the bidding time on the remaining lots.

# THANK YOU

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