

Selling your bike

Building a custom is a once in a lifetime experience and the sole intention in building it was to enjoy riding it afterwards. Circumstances change over time you may then need to sell your treasured creation. There are custom bike building addicts whose only purpose in finishing one bike is motivated by the subsequent sale and the chance to move onto the next project.

Selling a custom is not as simple and straightforward as selling a stock HD. Your bike is a very individual bike built to your personal likes and dislikes, finding someone who has similar tastes as you maybe difficult.

The following tips may be obvious for some and hopefully useful;

- 1) Use good quality pictures preferably digital, and be prepared to send them out quickly when you get a potential buyer.
- 2) When advertising always send good quality pictures along with the full specification of your bike. If you are trying to get your bike into a magazine they will be encouraged to print your picture or might just do a feature if you give them good information. A magazine will sometimes send their own photographer out to you. Magazines have their own deadlines to meet and you may have to wait some time before your bike appears in print and their timescales may or may not work with your need for making the sale, always bear this in mind.
- 3) It always pays to advertise in national and local publications, many a bike has been sold to someone who lives close by but never knew there was another bike in the area.
- 4) You could also advertise it on EBay classifieds, this is a good and low cost way to sell your bike but I would beware of putting it on auction sites. EBay is worldwide, be careful if you have a buyer from another country, there are many scam's and wonderful offers to make you money that will result in you losing a lot more.
- 5) You can always sell it through an Independent Dealer but remember he has to cover his costs, and that includes insurance and warranty he is obliged to offer on any vehicle. Get in writing the commission charges that will be deducted from the sale.

Also and very important, make sure there is some documentation indicating you are the owner, if the dealer has financial problems and becomes insolvent you will need to prove ownership. Paperwork is vital to protect your money/bike.

- 8) A safer bet (but the last paragraph above still applies the same) is to put it in an Authorised HD dealer. Not all dealers will be prepared to do this and commission charges can be higher but offset against the fact that the dealer may realize a higher price for your bike.
- 9) Selling privately may mean storing your bike in far from ideal conditions that may affect the eventual sale price of your bike. Having it in a dealer's showroom will mean the bike is in a dry, centrally heated environment and insured against fire, theft etc. If the bike takes a long time to sell, these conditions will prevent any deterioration and at the end of the day you don't want to burn money.