

A GUIDE TO HIDDEN TREASURE



Brought to you by Jamie Breese & .co.uk

Introduction

There has never been a better time to rummage around the house and discover what hidden gems you might have been sitting on over the years.

In the last decade, eBay.co.uk has introduced the world to online treasure hunting. Now, anybody with internet access can buy and sell and trade with people from across the world.

eBay.co.uk hit the 15 million users milestone in April 2006 and with approximately 60 million listings on eBay worldwide, the website has transformed the secondary market landscape and changed the trading rulebook forever!

I would like to give you a little taster of the sorts of treasures - antiques, collectables and memorabilia - that might be knocking around your home that you could sell for a profit on the world's largest marketplace. So why not put aside a Sunday afternoon, ake this guide in hand and get rummaging!

A nation of hoarders

Despite the new opportunities that eBay.co.uk has afforded us, recent research has revealed we are also a nation of hoarders. In fact we are absolutely brilliant at it.

Top-ten “most hoarded items” in the UK

	Item	Numbers hoarded in UK
1.	Books	20,700,000
2.	Watches	17,550,000
3.	Records	16,200,000
4.	Mobile phones	15,300,000
5.	VHS videos	14,850,000
6.	Jewellery	14,400,000
7.	Soft toy or teddy bear	13,950,000
8.	Camera or camcorder	13,950,000
9.	Ornaments	13,950,000
10.	Computer or computer accessories	13,050,000

Want some compelling reasons to use eBay.co.uk? Here are ten for starters:

1. Your very own shop front – located in a worldwide high street visible to over 222 million potential customers at any given time
2. eBay is easy and straightforward to use
3. A business from your living room – you don't have to travel to deliver items or worry about moving them if they are unsold
4. The buyer pays for the postage
5. It has great quick profit potential. You can uncover gems at home or snap up a bargain at your local car boot sale and have them on eBay.co.uk by lunchtime
6. The average British household has up to £325 worth of items it no longer needs or uses and with a CD selling every 7 seconds on eBay.co.uk, a woman's handbag every 32 seconds and an MP3 player every minute, it's worth taking the time to look for those hidden treasures
7. The 'Buy it Now' (BIN) format can make for a much quicker turnaround if you need to sell it sooner rather than later
8. It's a green option with billions of household items being recycled rather than binned
9. Previously out of reach items become affordable
10. The feedback system helps you learn more about the people you're trading with and it also helps them find out more about you! If you trade fairly and honestly, your feedback should reflect this and give people a good idea of what to expect when dealing with you. But remember negative feedback could deter potential buyers

If you're new to eBay, it's good to get a grasp of the basics:

- By entering your maximum bid amount on eBay.co.uk, eBay automatically bids up to that amount on your behalf... and better still, you don't even have to be there watching it.
- There are several formats to use when buying and selling on eBay.co.uk including the Auction-style and Buy It Now (BIN) formats. BIN allows a buyer to close the deal immediately. You will also find eBay shops where sellers show you all their listings and reveal more about their business through their "About Me" pages.
- To get going, browse the site to get a feel for it. If you want to buy or sell, you need to register (this is free) and you will need a credit card for verification purposes. You will also need to decide on a user name and password.

What have you got?

So you've got yourself registered on eBay.co.uk and you have decided to de-clutter. What should you be looking for and what items often sell well on eBay.co.uk?

Ornaments

Britain really is second to none when it comes to ceramic ornaments. The key names to keep a look-out for range from the greats such as Royal Doulton and Wedgwood, to Beswick and Wade. Many smaller factories have contributed too with a remarkable array of genuinely well made and now collectable, eminently eBay-able pieces, from figurines to hand painted cottages.

Wade is a key pottery. In 1953 they started production of the Whimsies: tiny porcelain animal figurines. They were initially boxed in sets of 5. Wade has produced several hundred of these in dozens of different sets. Many are collectable and some are now rare. The first series of boxed sets sell for an average price of around £70 to £120 each on eBay.co.uk. The most common figures, on their own, usually sell on the site for between £2 and £10 each. For example, a loose Lion Cub (from the original set number 8) makes £4 to £5. Desirable pieces include The Shire Horse which will currently make one lucky 'hidden treasure hunter' around £70 to £120 on the site.



Don't forget Wade's timeless NatWest Piggies. In 1983, the NatWest Bank started giving away these charming piggy banks to encourage children to save. The first piece, a baby called Woody, is easiest to find. He currently sells for an average price of around £6 to £12 with his stopper. The parents are understandably rarer as it took longer to become eligible for one. Prices remain strong:

a complete, sparkling set of five has recently sold on eBay for £165, mint and boxed. In 1999, a limited edition cousin called Wesley was produced. He's dressed in a green shirt and a blue cap and changes hands for up to £300.

The most famous figurines are those from Royal Doulton. As with any of the above potteries, whole books have been written on the different wares created. I have found that many, many homes have a good Doulton piece hidden away in the attic. They are classic examples of 20th century collectables that are now beginning to be classed as antiques. You will find every type of character amongst the 4000 odd creations to date. Dating and identification of each piece is quite easy with the clear HN registration number on the base of most figurines. Most pieces sell for between £100 and £300.

The famous piece is Old Balloon Seller (HN 1315) from 1929 onwards – one of these attracted a winning bid of £62 in April 2007. Keep a look-out for these really desirable examples too: 'One of the Forty' has been valued between £3,000 and £4,000, whilst the 'Myths and Maidens Set' 1982-86 can be worth over £8,000.



While you're at it, keep your eyes peeled for the popular Bunnykins figures. These first appeared in 1939 and were inspired by the drawings of Raymond Briggs. They also inspired the other eBay favourites - the Snowman, produced between 1985 and 1994. These originally cost around £12 each but in recent years the values have been snowballing. 'The Snowman' piece (number 2), sells for an average price of around £30 to £40 in box at present.

Lastly, look out for figurines made by Beswick. Founded in 1894, the pottery created many popular series often based on TV, film and book characters from Alice in Wonderland to Rupert Bear. For example, a 'Rupert Snowballing' figurine from 1982 recently attracted a winning bid of £112. Look out too for the Winnie the Pooh figures and Beatrix Potter characters which were made from the late 1940s. Many of the early ones fetch hundreds, whilst 'Duchess With Pie' (a later version stamped 1979) recently sold on eBay.co.uk for £205.01.

As with all of the above, design variations and dates can affect values wildly as can the presence of a slight hairline crack – so it's really worth doing a little research online to establish your reserve prices before jumping in.

Books

Books are the most hoarded item in Britain according to eBay.co.uk's research with almost 21 million Britons (four in five households) admitting they have books they will never open again. But did you know there is hidden treasure lurking on those shelves?

One of the big surprises in the collectables world has to be the popularity of the modern first edition book. A good example would be the key Tolkien novels. I've recently handled several copies belonging to a rare book dealer, each carrying a price tag of £25,000.

A first edition is not the first book off the press - it is the first run of published books.

The word 'Modern' covers a title published anywhere

from around 1900 to, roughly, 1995. First print runs for unknown authors tend to be low, so a popular author's first works are worth good money today. To spot a true first edition, look for a single date on the title page. If this date is followed by 'second impression' or 're-published in ... (i.e. a later date)' then it's no great

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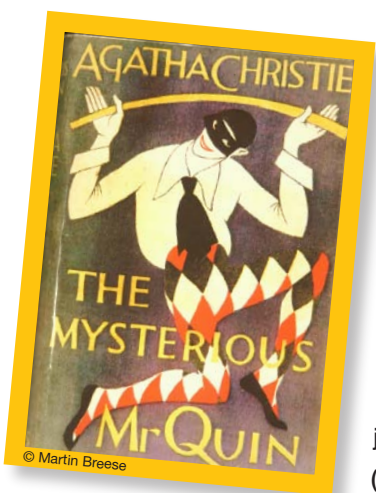
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treasure. A numerical strike line has been in use in recent years, so get to know that arrangement too (if all the numbers from 1 to 10 are present, in any order, it's a first).

In general, you should be looking for the first impression of the first edition, often described as a first/first. Another crucial factor is condition. If a modern first is damaged in any way, the value drops. The best possible state is 'Fine in a Fine jacket'. The jacket is the dust jacket/dust wrapper (or 'DJ').



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Try and avoid ex-library books, copies bearing inscriptions or the presence of an owner's bookplate - these will make you less cash.

Remember, Book Club editions, apart from a handful of exceptions e.g. the Agatha Christie Crime Club titles, are not valuable.

Authors to look out for include Ian Fleming (James Bond), Ruth Rendell, Sir Arthur Conan Doyle, Richmal Crompton (Just William), A A Milne (Winnie the Pooh), Graham Greene and Agatha Christie. For example, 'Death On

The Nile' (The Crime Club, London, 1936) is worth around £2000-£3000 in good condition. The price would rise considerably if in sparkling condition. Other popular titles don't need to cost the earth - P G Wodehouse penned the Jeeves stories. 'Jeeves in the Offing' (1960) in near fine condition may sell for an average price of around £80-£120.

Modern authors get a look-in too: Philip Pullman (His Dark Materials) is a strong eBay seller and attracts all sorts of money. A fine condition signed first of 'Lyra's Oxford' recently sold for £20 on eBay, whilst I have seen a fine condition signed first of 'Northern Lights' sell for several thousand.



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Annuals to Seek Out

No guide to treasures in your home would be complete without some tips on annuals. Rupert annuals are collectable and the first few issues can be valuable. A Rupert Bear annual from 1942 in very good condition sold on eBay.co.uk in April 2007 for £264.09. An extremely rare copy of the 1973 Rupert Bear annual made an unexpected £16,500 several years ago at auction. This particular copy was one of a handful curiously created with Rupert with a brown face on the cover, but a white one inside. Please note, it is just that year and no other that attracts this sort of price.

The first ever Blue Peter annual appeared way back in 1964. It's the first three years that make the best money today in tip-top condition. You can expect to receive between £100 to £180 for number 1 in fine condition, but a 'good' copy makes much less: one went for £49 in April 2007.

The Eagle Annual first appeared in 1951 and fine condition copies usually command in excess of £100, whilst a worn copy might only sell for between £20 to £30.

Comics, Newspapers and Magazines

Perhaps you still have a copy of your grandfather's Beano? It could be worth checking if you do. There are around 12 known surviving copies of the first issue of The Beano number one comic. This first hit the shops way back on 30th July 1938 and featured a giveaway gift – a 'Whoopee Sheriff's Mask'. Comic Book Postal Auctions sold a copy in March 2004 for £12,100.

Possibly the most sought-after US comic is Action Comics No. 1, also from 1938 – this featured the first ever appearance of Superman. Values for copies do vary, but there are only 75 copies known to exist and it has been suggested that £120,000 could be paid to secure an example in top nick.

Newspapers are often uncovered under carpets or in the loft where they'd been used for insulation. There are plenty of rare editions to look for, though be careful: publications will sometimes create facsimile editions to mark an anniversary of an event. Best sellers are usually linked to historical events such as the sinking of the Titanic, the moon landings, Kennedy's assassination and the sinking of the Belgrano. Even the less serious 'Freddie Starr ate my hamster' copy of The Sun could attract a few hundred pounds. Old copies don't always make the most: an original issue of the London Gazette (no 237) from 24th February 1667 has just sold on eBay.co.uk for £23.55.

Do you have a copy of Beeton's Christmas Annual from 1887? This is probably the most sought-after magazine in the world. Intrigued? Well it just happened to feature

the very first appearance in print of a man with a deerstalker called Holmes. There are just 28 known copies known to exist today and while it cost one shilling in 1887, I would expect a top collector to pay anywhere between £75,000 - £100,000 today.

Toys

There's a big element of nostalgia amongst adults when it comes to collecting toys. You can go right back to find examples of objects created for a child's amusement.

Corgi are amongst the most collectable toys. As with all things, condition is crucial – and toys are designed to be played with. Therefore it's the tidiest examples of classic vehicles that make the most. Recently, a gold James Bond Aston Martin DB5 sold for £360 on eBay.co.uk. Other Corgi gems to look out for include the Batmobile that may sell for around £400 to £500, The Avengers Gift Set that may sell for around £400 to £500 and Chitty Chitty Bang Bang that may sell for around £300 to £500. Prices here are the average prices obtained for mint and boxed examples.



Barbie and Action Man are always steady sellers and are collected worldwide. Barbie first appeared in 1959. She was sporting a black-and-white striped swimsuit and had pointy eyebrows and holes in her feet! Boxed and mint examples today are exceptionally hard to locate and would make the lucky owner several thousand pounds. A limited edition Pink Splendor Barbie recently sold for £200 on eBay.co.uk. Action Man first stormed the shops in Britain in 1968. That first Talking Commander doll sells for an average of around £300 to £400 online at the moment. Even a later example from the 1970s attracted a winning bid of £105.99 in April 2007 on eBay.co.uk.

The Star Wars toys of the 1970s and 90s are almost a market all of their own. I come across these classics in almost every home I visit. Condition is everything here. To give you an idea, a Welsh pensioner who bought a set of 20 plastic Star Wars figures for 49 pence each when the first movie was first released, watched her unopened hidden treasures fetch a world record £10,100 at a Vectis auction of toys in August last year. Individual figures without the packaging ('loose') sell online from around 50 pence each.

Other great collectable toys which traditionally sell well online include Pelham Puppets, robots, tinsplate toys, model railway sets, Beanie Babies, plush toys and trading cards.

Music Memorabilia

Getting your foot in the door with music memorabilia need not cost the earth, especially if you'd actually like to collect it for yourself. For example, signed album covers make

a nice, colourful collectable and of course they have the unique touch of the band or artist's autograph. I once owned two copies of the album 'Bad' signed for me by Michael Jackson. I donated them both to a cancer charity auction and they made around £500.



The Beatles merchandise is a great seller online. In the 1960s, everything from Beatles wigs to dolls were made. Some are mega rare, but most can be bought or sold for under £50. There were thirteen different Beatles Guitars manufactured in the 1960s. Most came in either cellophane or a coffin-shaped cardboard boxes, and some had facsimile signatures.

In average condition without a box, a standard one may sell for an average of around £50 to £80, but mint and boxed, you could be looking at around £400 to £1000 plus depending on the size and rarity of that particular model.



Film and TV

One of my all time favourite film tie-ins is the Yellow Submarine die cast toy. This was made in 1968 by Corgi and featured the Fab Four seated in the custard-coloured craft.

Without a box, you can usually buy or sell one in tidy order for around £40 to £60.

Boxed and mint ones are rare today and a collector will part with around £350 to £450. The modern version made by Corgi, when boxed and mint, sells for an average of about £10 on eBay.co.uk currently.



Why not keep a look out for Thunderbirds? Dinky Toys was an off-shoot of the famous Hornby railway sets.

They produced three toy vehicles from the legendary

Thunderbirds television series and films: Thunderbird 2 (with Thunderbird 4 which fits into the cargo bay) and FAB 1 - Lady Penelope's weapon-packed Roller. These toys cross two zones of collectability: those who seek out TV memorabilia and folks who want great Dinky toys.

Lady Penelope's car is called 'Fab 1' and is painted pink. This is dinky model 100: it sells for an average of around £200 to £300 in an absolutely mint 1st card box. In an average box with a little wear, for an average of around £100 to £150 and loose and a little worn, it might sell for an average of around £20 to £40.



Autographs

Philography, or autograph collecting, is one of the areas that has undergone an explosion of popularity since the mid to late 90s. Signed items are huge on eBay. A full set of Beatles' autographs is a good example. One of the world's leading specialist dealers, Fraser's Autographs, assert that a genuine signed photo has moved from an average value of £4,950 in 1997 to £19,500 in 2006 - that's 294% growth. The world's rarest and most valuable autograph is that of William Shakespeare. Only a handful are known to exist and one would surely make millions if it ever came up for sale.

It's not just signed photos either – everything from simple pages from autograph books, to the more colourful signed personal memorabilia such as drum kits and underwear – has a potential eBay buyer.

When looking in the attic, remember that a signature on a scrap of paper or within an autograph book is traditionally worth less than that appearing on a hand-written letter, poster or photograph. A signature in ink is considered better and more reliable in the long run than pencil.

In April 2007, a good clear set of signatures from Laurel and Hardy sold on eBay.co.uk for £255.01. A signed photo could make two or three times that.

Lastly, many buyers will be concerned about both condition and authenticity these days. Expect to answer plenty of questions as to how you came by it.

Kitchenware

There is money in ol' pots and pans believe it or not. Not only are many of these cherished objects true antiques, but they are also quite functional in today's world.



Big brand names like Lurpak, Tetley Tea, Homepride and Horlicks are collected in their own right! My personal kitchen favourite is the Walking Ware by Carlton Ware. This is a type of novelty item that the firm started to produce in the early 1970s. They are usually white table items such as teapots, plates and mugs, but they feature feet with stripy socks. One of the most popular items is the standard eggcup: these sell for an average of around £20 to £30 a time on eBay.co.uk. There are a few rarer pieces that make more money: the miniature teapot is sought

after as are the cups made for the Moscow Olympics. A crossed leg teapot with yellow shoes from 1980 recently attracted a winning bid of £53.69 on eBay.co.uk.

One approach for 'hidden treasure hunters' would be to look for kitchen items created by the world's best designers. For example Dr Christopher Dresser made objects like soup ladles, whilst the biggest American design guru Loewy made the Super Six fridge in 1934. These are very sought after today. Smaller collections feature chopping blocks and vintage breadboards (can be sold for over £500) and antique coffee mills (can be sold for an average of £100). Recently an international eBay seller sold an antique cast iron coffee mill made by Enterprise Mfg. Co of Philadelphia for £113.47 – whilst £7.50 secured a lucky buyer a later, fine teak example.

Very popular at online auction are whole sets of 19th century copper saucepans. One early 19th century copper saucepan just sold on eBay.co.uk for £49.99. Victorian copper jelly and chocolate moulds sell for around £60 and upwards if original and in an intriguing shape. Again, one in a 'sandcastle' style shape recently sold on eBay.co.uk for £276.28.



Old Computers

It would be wrong not to look at electronic items before wrapping up this part of the Guide. In the last few years there has started to be a buzz about all things retro. Most interesting are the prices that have been paid for the first calculators, video games consoles and yes, home computers. Did you know that on eBay.co.uk in April this year, one of Sinclair's ultra basic ZX80, which didn't work, sold for £122.00, although working versions go for much more, whilst somebody parted with £62.01 in the same week for an unopened ZX81 kit – the far better selling follow up Sinclair 'PC'. There is a trend emerging here I suspect.



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If you or your son were a video gamer, then those tabletop electronic games from the early 80s are now selling quite well for an average of around £10 or more, whilst the actual arcade machines have a market too. Whilst the latest gaming consoles currently dominate eBay's listings, why not offer up your son's Vectrex or Atari console from the early 80s?

Tips on an item's 'sellability'

It's not just the item itself that creates the potential selling price on eBay. There are a whole host of different factors that can add or detract from its value. Knowing the basics will help.

Mint and Boxed

Different collectables have agreed systems of 'grading' items. Books are a good one: 'Fine' is most desirable whereas 'Near Fine' suggests it may have been read once or twice. With rare toy vehicles, buyers and sellers will even grade the actual box and packaging.

Presentation

Do make sure your newly discovered treasure is in ship-shape before listing it on eBay.co.uk. However, there are also plenty of antiques and collectables that you really shouldn't attempt to tidy up. Big ones include old furniture (most buyers prefer the 'patina' and even the smell of an unrestored piece), paintings (leave to the professionals if valuable), antiquities and even books.

Limited edition and prototypes

There has been a trend in recent decades of making many more things 'limited' to really push the product when in fact they are often one of 10,000 (1/10,000). In general, it is good to have the lowest number possible, to have the certificate of authenticity with it and all the packaging. Prototypes are always sought after as they are rare by their very nature. Same goes for uncorrected proofs of collectable books.

Provenance

Does your new find have a story? This can sometimes make all the difference. If you can prove that your electric kettle actually belonged to Elvis, then you are going to be swamped with bids. If you have supporting evidence such as a letter saying you were employed by Elvis then you are just adding to the provenance and the chances of a successful sale.

What's in a name?

If, for example, you uncover a box of assorted antique crockery, it really is worth your while making a note of the manufacturers' backstamps and consulting a reference book or the web. There is an immediate and substantial difference if your decorative egg is marked 'Fabergé' as opposed to 'Cadbury'!

Research

On eBay.co.uk, use the 'Completed Listings Only' search feature in the 'Advanced Search' tool to look at what your item may have sold for in the last couple of weeks. This not only tells you if your hidden item was in fact treasure, but it also gives you an idea of what type of reserve you might want to set, if you do want to place one.

Successful selling on eBay – the basics:

- When selling, I cannot overemphasise the importance of taking good pictures – a picture really does tell a thousand words on eBay. If you haven't got one, go and buy a digital camera from eBay.co.uk.
- Next step: go to the 'Sell Your Item' form. Firstly you will need to select a category in which to list your item which is important because it will help a buyer find it more quickly. This is also where you describe your item and choose how long you want your auction to be and, if you want a reserve price, specify the minimum price you will accept.
- When deciding a starting price, remember that lower price items often end up selling for the highest prices. A low start price will appeal to people whereas starting too high might put people off.
- Write a descriptive title using all relevant keywords that will help people search for your item. Imagine you are the buyer - what information would they type in to find your item? Your description needs to provide all the information they need including any faults that may cause an issue later – you need to be 100% honest about the condition of the item.
- When the sale is over don't forget to leave positive feedback if the sale goes well.

Collectables of the future – how to spot them:

Crystal ball gazing is always tricky - the world of antiques and collectables is often fickle and certainly prone to fashions. Generally speaking an 'antique' should be over 100 years old, but something can become collectable before it is even released.

You need to ask several things to spot a collectable of the future. Is it a good design? What does it relate to? Does it look like it would break easily? How many were made? If mass-produced, did they sell well? If not, it increases their rarity considerably. Do these items relate to other fields of collectability?

Items which relate to less commercially successful ventures are often later prized. For example, promotional merchandise relating to say, the film 'Blade Runner', 25 years on, are now worth a great deal of money. The film flopped originally at the box office.

Always keep a look-out for trends in the newspapers and collecting magazines. The 'Completed Listings' again will give you a handle on emerging patterns. One great example would be the urban artist Banksy. If you had been shrewd a few years back and spotted his rise in fame as a notable artist, you would've been able to find a few limited edition prints and even paintings. In April this year, a signed limited edition print called 'Applause' garnered 21 bids on eBay.co.uk with a winning bid of £3999.00. There are another 149 of these out there! Have you got one?



Antiques and collectables of the future.

Ten possibilities could be:

1. Early mobile phones – the first Motorolas, Nokias and similar, in unopened boxes, will probably, one day be considered in the same light as the first computers, cameras, TVs and radios.
2. Official merchandise made to promote the Millennium Dome – it had mixed reviews at the time, yet the merchandise was plentiful. It might one day be considered a landmark attraction – just as the Crystal Palace Great Exhibition of 1851 was.
3. Starbucks coffee cards (a handful are already attracting great bids)
4. The new NatWest gold Annabel piggy bank (a very limited edition competition prize)
5. Robert Harrop wares - collectables, in particular toys relating to either cult TV shows or popular children's programmes which develop a following, usually attract collectors' attention in the long run. A great example are the wares from the small design studio of Robert Harrop. They made the colourful Musical Box for £34.95. The Box was a limited edition of 2000 and it has recently sold at auction for nearly £1,000!
6. Items relating to the forthcoming movie 'The Golden Compass'. The trilogy on which the movie is based – His Dark Materials by Phillip Pullman – are considered modern classics. Will the movie be such a hit too?
7. Who has got one of the very first iPods from a few years back? Lots of you? Have you still got it boxed and sealed? It has already defined a generation so a pristine first design model could be a museum piece in ten years or so.
8. On that note, what new, potentially revolutionary, gadgets and gizmos are coming to us shortly? Perhaps the long awaited first version iPhone could be worth keeping unopened as there are bound to be many revisions to its design if successful.



9. The 1980s and 1990s – in Britain, the 80s have already started to be classified as 'retro' – everything from Alessi kettles to iconic designs and furniture by Memphis Group member Ettore Sottsass. The clothes and music have now returned too. The 1990s is the next logical era to collect? What was iconic 10 or 15 years ago? The Acid House music scene, New Labour, Brit Pop, the 'it' girl? Anything associated with these cultural moments – from badges and fly posters, to magazine covers and Take That – all could one day be seen as collectable.
10. Lastly and by no means least, I could be a touch biased here, but I have a good intuition that one of the real phenomena of the present is eBay itself. Look out for cheap items today such as the eBay postcards, eBay Live! cups, eBay mouse mats and anything to do with the early history of the company.



Five top tips for starting a collection

1. Pick a simple area within a larger field of collecting. For example, you may be tempted to collect 'British Comics'. That's great, but there are thousands of issues and hundreds of titles. Aim for one decade or better still, one title, say The Beano.
2. Research an area of interest first. Collectors are the fans who know their stuff, are always sharing their knowledge and looking to learn too. Go to auctions and write down the hammer prices in the catalogues, go onto eBay and keep looking at the patterns of winning bids in the completed listings search tools, read books and speak to others.
3. Find people who are passionate about the area you're interested in. On eBay.co.uk, you will find groups for people who are enthusiasts about anything from dolls and bears to ceramics and glass.
(<http://groups.ebay.co.uk/index.jspa>)
4. Do you have the space? I have been to many, many collectors' homes and quite a few have become out of control!
5. Lastly, the absolute golden rule always stays true. Collect with your heart. Unless you are only in it for the potential profit, then collect what genuinely interests you.



Jamie Breese has been the presenter and expert on numerous TV series from ITV1's Everything Must Go! and This Morning to BBC2's The Life Laundry and The Antiques Show. He has been an antiques and collectables writer for eight years for dozens of magazines and papers and has been in the business since the age of 11. His new book 'Make a Mint!' is released in shops in July 2007.

