Minitogo

THE MINI MARKETPLACE

Your Guide To Selling a MINI → 2025



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Welcome to Minitogo

Your journey to a successful MINI sale starts here.

Selling your MINI shouldn’t be stressful, it should be exciting. At Minitogo, we connect genuine MINI enthusiasts with quality MINIs like yours. Whether you’re upgrading, downsizing, or simply moving on, our platform is designed to make the selling process smooth, secure, and rewarding.

We’re here to guide you every step of the way, from creating a standout listing to answering buyer enquiries confidently. This guide is packed with expert tips, photo advice, and pricing insights that will help you sell faster and for the best possible price.

So lets get started!







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Listing Management & Responsiveness



Listing Duration

Your listing stays live based on the package you choose. We recommend refreshing your listing or re-listing if it’s been up for a while without results.

Viewings & Availability

Be flexible with viewings where possible. If you’re available evenings or weekends, include that in your listing. The more viewing slots you offer, the higher your chances of selling quickly.

Respond Promptly

Buyers lose interest fast. Respond to messages and calls quickly, ideally within a few hours. A fast, polite reply shows you’re serious and builds trust.

Edit & Maintain Your Listing

Need to tweak your price or add new details? No problem. You can email us to update your listing. Make sure all details reflect your MINI’s current condition.

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Seller Success Code





Professionalism

Just like showing up to a job interview, make your listing clean, detailed, and appealing. Photos should be bright, and your description should reflect both the highlights and realities of your MINI.

Respect Buyers Time

If someone messages you, reply quickly and respectfully. Even if they don’t buy, your courtesy boosts your chances with the next one. Good sellers earn great reputations.

Be Transparent

If there’s a dent, say so. If it needs a service soon, mention it. Buyers trust honesty, and listings with clear details tend to sell faster (and avoid time-wasting conversations).

Use Our Tools

Make the most of your dashboard to edit your listing, mark it sold, or renew it if needed. You’re in control, and our tools are here to help you succeed.

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Seller Safety & Scam Awareness



Scam Awareness

If a buyer avoids viewing the MINI, or offers to “pay in full” upfront via a dodgy payment method, Never click strange links or share verification codes.



Safe Communication

Keep initial contact via our platform or email. Only move to calls or WhatsApp when ready, and never send extra photos of your documents or address without reason.



In-Person Viewings

Always meet in a public place or have someone with you. Avoid handing over the keys until you’re ready to allow a test drive. Keep all valuables and documents out of sight.



Secure Payments Only

Cash, bank transfer, or a trusted escrow service only. Avoid PayPal, cheque, or cryptocurrency. Never release your MINI until funds have cleared fully.

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Why Sell on Minitogo



Simple Listing Packages

Choose from affordable packages starting at just £19.99. No hidden fees. No commissions. Just one payment and your listing goes live.



Prority Exposure

Upgrade to a premium spot and get your MINI featured at the top of search results, emailed to buyers, and seen first.



Seller Dashboard

Edit your listing, update pricing, add new photos, and manage messages, all in one place. We keep it easy, even if you’re not tech-savvy.



Selling Support

Got a question? Our UK-based team is ready to help with your listing, pricing strategy, or buyer enquiries.



Safe & Secure

Your details are protected. We never sell your data, and we only allow serious buyers to reach out. Plus, you stay in full control of the deal.

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What Drives Us at Minitogo



Creativity

We’re more than just a marketplace, we’re a community built around freedom, adventure, and trust. These are the values that guide everything we do.



Creativity

We think outside the box to help sellers stand out and connect with serious buyers. Every listing is a chance to tell a story, and we make sure it’s a good one.



Teamwork

We work closely with MINI owners, buyers, and partners to ensure every interaction is smooth and supportive. We’re in this together, from first click to final sale.



Client Focus

Your goals are our goals. Whether you’re selling your MINI or just exploring options, we tailor the experience to fit your needs, not the other way around.

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Equal Opportunity



Diversity and Inclusion

We believe in building a community that respects all individuals. Whether you're part of our team or marketplace, we are committed to equal treatment, fairness, and respect.

Anti-Discrimination

We do not tolerate discrimination of any kind, whether based on race, gender, age, religion, sexual orientation, disability, or background. Everyone deserves a level playing field.

Preventing Harassment

We are committed to maintaining a safe and respectful environment. Harassment, verbal, physical, or digital has no place in our workplace or platform.

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Get in Touch With Us

Visit Our Marketplace

E-mail contact@minitogo.co.uk

Website www.minitogo.co.uk