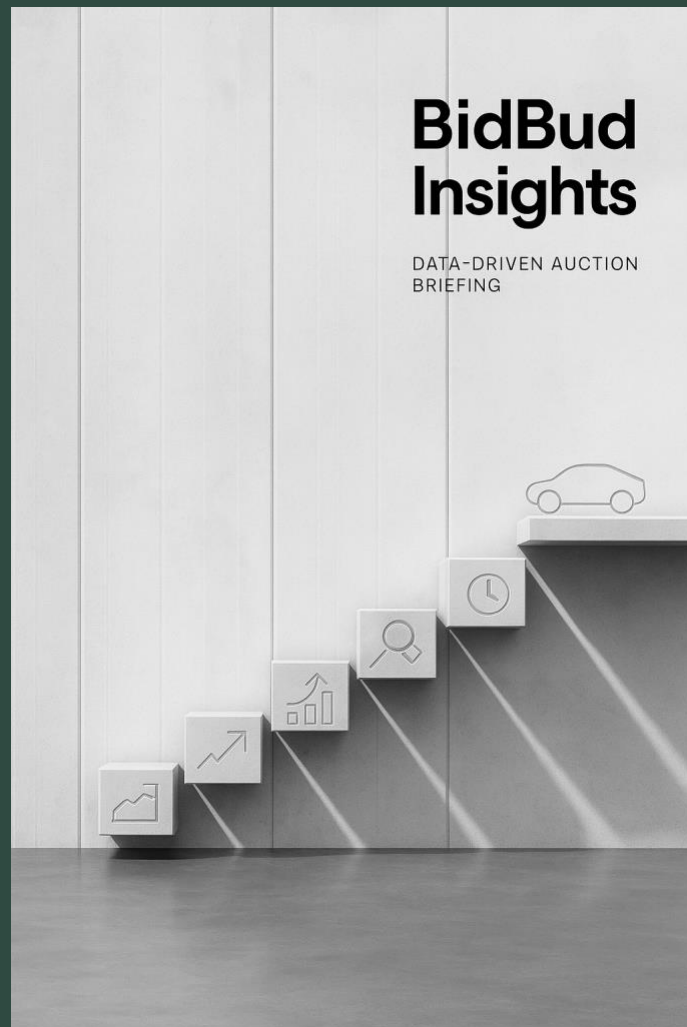
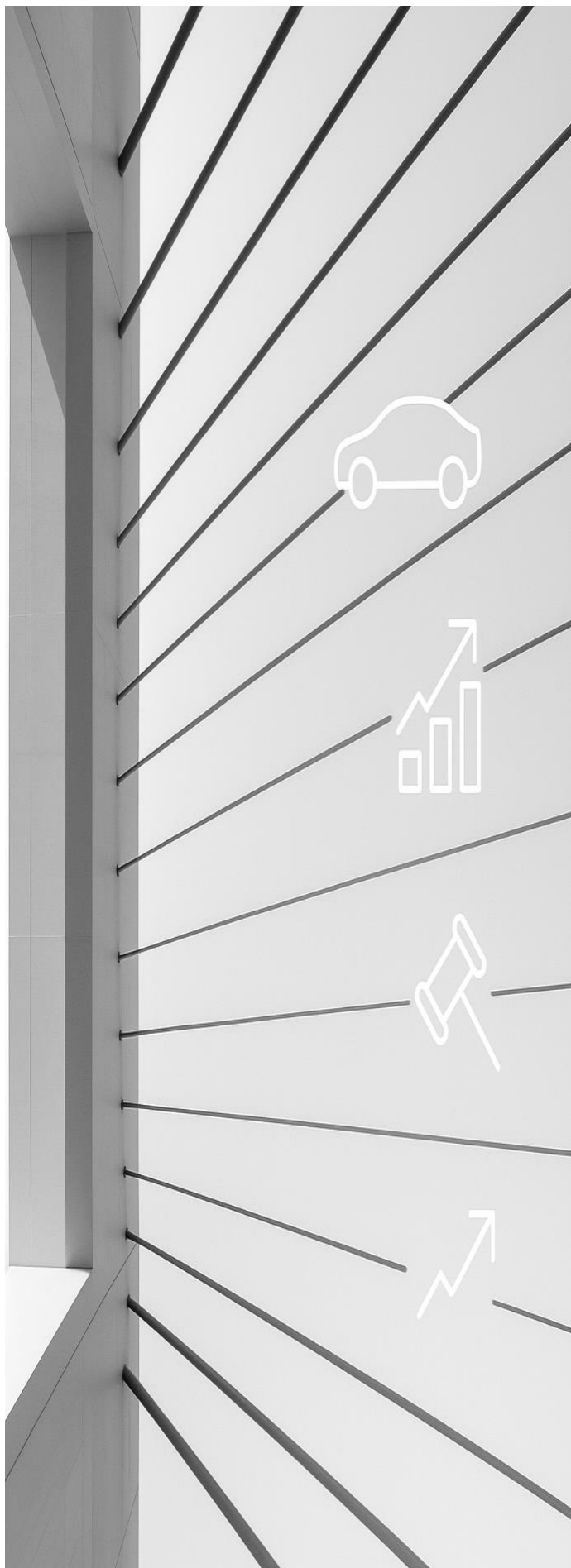


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BIDBUD INSIGHTS SELLERS REPORT: C6 CORVETTE ZR1 (2009– 2013)





INTRODUCTION

You're selling a Chevrolet Corvette ZR1. From your notes and the comparable vehicles that we have pulled, we're treating your car as a clean-title, well-presented C6 ZR1 with minimal mods.

This report gives you a calm, data-backed plan for ZR1 auctions: what they usually cost, how last minute bidders behave, what winners do, and what you should be ready to bid all-in for the spec you want.

CUSTOMER PROFILE

You told us that your priorities are straightforward: maximize net proceeds, avoid unnecessary no-sale risk, and move the car in a reasonable timeframe.

This memo gives you realistic pricing bands, how auctions for ZR1s behave, reserve vs. no-reserve guidance, best-fit platforms, and a step-by-step plan to prep, position, and time the listing.

ABOUT THE DATA

- **Source Window:** We used BidBud's internal dataset of Corvette ZR1 auctions from 2022-2025 across Bring a Trailer with supplemental context from other platforms.

- **Sample Highlights:** -

- **2013 ZR1**, Arctic White/Diamond Blue, ~2k miles, no-reserve on BaT (Jun 2024): Sold \$127,000.
- **2011 ZR1**, Supersonic Blue, ~1.7k miles (Jul 2025): Sold \$120,000.
- 2012 ZR1, Velocity Yellow, ~14k miles (Oct 2022): Sold \$72,000.
- **2010 ZR1**, black, ~11k miles (Apr 2022): Sold \$70,500.
- **2010 ZR1**, Arctic White, ~10k miles (May 2020): RNM at \$47,850 (older market/weak setup).

- **Recency:** Includes a July 2025 no-reserve 2011 sale.

- **Caveats:** The top-of-market C6 results are low-mile, hero-spec cars with pristine presentation. Average-mile driver-quality cars transact lower.

WHERE SIMILAR CARS ARE ACTUALLY SELLING

- **Hero-spec, low miles (sub-5k), rare colors/packages, stock or very lightly modded, strong documentation:**
 - **Most likely sale band:** \$115,000-\$130,000 on BaT when presented and timed well.
 - **Data anchors:** \$127k (2013 60th Anniversary, 2k miles, no-reserve); \$120k (2011, 1.7k miles).
- **Driver-quality (10k-25k miles), typical colors, some wear, light mods:**
 - **Most likely sale band:** \$80,000-\$95,000 in today's market on BaT if presented cleanly.

Historical anchors jumped from \$70-\$72k in 2022 to roughly the \$80s today, driven by renewed demand for clean C6 ZR1s.

HOW AUCTIONS FOR ZR1'S TYPICALLY BEHAVE

Pattern: Early “feeler” bids, a mid-auction lull, and a big last-hour push.

Late-stage Surge: For C6 ZR1s, price typically climbs 10–25% in the final minutes. Example: the 2013 60th jumped from ~\$100k to \$127k in the closing sequence (+27%).

Bidders: Expect 20–40 total bids with 6–12 unique bidders on well-presented C6s; winner typically makes 3–6 bids and wins late with decisive increments.

Sell-through Rate: High for clean, stock or lightly modded cars on BaT. This metric drops materially for heavily modified or story cars, or when reserves are set above recent comp outcomes.

Platform-by-Platform Sales Analysis

Bring a Trailer (recommended for C6 and C7 ZR1s)

- **Strengths:** Highest audience density and confidence for ZR1s, especially hero-spec C6s. Best late-stage bidding intensity and price ceiling. Strong editorial/listing support. Most of your true buyers are here.
- **Sell-through and prices:** Best-in-class for this model.

Cars & Bids

- **Pros:** Quick acceptance; engaged modern-enthusiast audience, lower friction.
- **Cons:** ZR1 ceiling typically trails BaT. Better for mid-market driver-quality examples; less ideal for maxing a low-mile hero car.

PCarMarket / Collecting Cars

- **Pros:** Can work for American exotics but audience is thinner for Corvettes; more variance.
- **Cons:** Pricing and sell-through less consistent than BaT on ZR1s.

Sotheby's Motorsport

- **Pros:** Curated high-end inventory.
- **Cons:** Overkill for most ZR1s and not necessary to hit market value; fewer ZR1-specific eyeballs than BaT.



RESERVE STRATEGY

Low-mile "hero" C6 ZR1 (targeting \$115k-\$130k):

- **Reserve strategy:** Set a reserve in the \$112k-\$118k range if you must protect a floor. If you're comfortable with market risk and want maximum engagement, no-reserve works—and here is some proof:
 - The 2013 60th which sold at \$127k was no-reserve, and the openness energized bidding.

- Driver-quality C6 ZR1 (targeting \$80k-\$95k):

- **Reserve Strategy:** \$78k-\$85k depending on presentation and documentation. Above that, RNM risk rises sharply.

NET PROCEEDS SCENARIOS

Conservative Outcome:	Hammer: \$85,000 Est. seller costs: ~\$950* Est. net: ~\$84,050
Balanced Outcome:	Hammer: \$92,500 Est. seller costs: ~\$950* Est. net: ~\$91,550
Optimistic Outcome:	Hammer: \$125,000 Est. seller costs: ~\$950* Est. net: ~\$124,050

Estimated listing cost + pro photos/detailing (optional but recommended)

PREPARING, PHOTOGRAPHING, & POSITIONING THE CAR

What matters most to ZR1 buyers:

- **Carbon-ceramic brakes:** Show rotor condition up close (edge lip, thickness if measured), no pulsing, no cracks.
- **Carbon aero and clear coat:** Front splitter, rocker extensions, rear diffuser, carbon roof/hood insert—close-ups in daylight.
- **Tires:** Date codes and tread. Fresh, matched sets give bidders confidence (old tires are a common bid-killer on low-mile cars).
- **Interior:** Dash leather (no shrink or lift), seat bolster wear, alcantara condition (if equipped). If the car has 60th Anniversary Diamond Blue, show it pristinely in natural light.
- **Drivability:** No lights, no pending codes, smooth shifts, no supercharger groan beyond normal LS9 whine, temps good. Cold start and driving videos are mandatory.
- **Documentation:** Window sticker, books, both keys, service history, paint meter readings, clean Carfax. For 60th cars, highlight production numbers and authenticity.

Photos and video checklist

- **200+ photos:** full exterior, carbon detail, brake close-ups, wheel barrel/rotor close-ups, underbody, engine bay, door jambs, VIN tags, paint meter readings, tire DOTs, both keys, all accessories.
- **Videos:** Cold start, walkaround, in-cabin drive with gentle accel through the rev range, braking from speed, straight-line pulls demonstrating shift health, and highway cruise showing temps and no vibrations.

How to frame mods and “stories”

Stock wins. If you have mods, list them transparently and provide receipts—especially tunes. For power mods, buyers worry about durability; balance the pitch with compression/leakdown numbers or recent inspection.

Any paintwork? Own it, document it, and provide meter readings. Undisclosed paintwork is worse than an honest respray with proof.

3-5 listing talking points

1. Final-year C6 ZR1 with the 638-hp LS9 and carbon-ceramic brakes; among the most collectible modern Corvettes.
2. 60th Anniversary Arctic White over Diamond Blue; low production and highly sought spec.
3. Low miles with fully documented history, two keys, window sticker, and clean Carfax.
4. Stock configuration; no tunes; recent service and fresh tires.
5. Complete media set: cold start, driving/braking videos, paint meter, and close-ups of all carbon and rotors.

RECOMMENDED SALE PLAN (STEP-BY-STEP)

1) Platform: Bring a Trailer. This is where ZR1s, especially hero-spec C6s, routinely achieve the best money and engagement.

2) Structure:

- Consider no-reserve; otherwise set a reserve at \$112k-\$118k (C6) or appropriate to your spec.
- If driver-quality: Reserve around \$78k-\$85k.

3) Prep:

- Detail + paint correction as needed; replace any marginal tires; address minor items (TPMS light, battery, fluids).
- Gather docs, window sticker, service records, two keys.
- Shoot a robust photo set and 3-4 strong videos; include rotor and carbon-aero close-ups and paint meter images.

4) Timing:

- Target an auction that ends Tues-Thurs between 1-4 pm ET; avoid major holidays and large motorsport weekends.
- If listing in winter climates, highlight indoor storage and fresh service; spring and early summer typically generate the strongest Corvette interest.

5) During the auction:

- **Be hyper-responsive.** Answer questions with specifics, post additional photos/videos quickly if requested.
- Keep comments factual and concise; avoid defensive tone on minor nitpicks—answer with proof.

KEY TAKEAWAYS FOR SELLING YOUR C6 ZR1

1. Platform matters: Bring a Trailer consistently delivers the deepest ZR1 audience and strongest ceiling.
2. Hero-spec C6 ZR1s can bring \$115k-\$130k; driver-quality cars trade closer to \$80k-\$95k today.
3. The last 10-20 minutes often add 10-25% to price—don't panic mid-week.
4. Stock, documented, and perfectly presented cars earn real money. Tires, rotors, carbon, and documentation are make-or-break details.
5. If you use a reserve, keep it just below the midpoint of your realistic band to avoid a RNM scenario; no-reserve is viable for truly top-tier examples.

CONCLUSION

Cars like yours don't sell at random—there's a clear pattern for ZR1s. The single most important choice is platform and preparation: list on BaT, over-document the car, and let the late-stage bidding do its work.

GOOD LUCK!