

**GOLD MAKING  
STRATEGY  
GUIDE**



# Gold Academy



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## About Me

I wrote this guide in an effort to show you how easy it can be to make a ton of gold in *World of Warcraft*. I started playing *World of Warcraft* about 3 years ago. Obviously I was broke most of the time, and it took me six long months to save enough gold to buy an epic flying mount.

I hated being broke, but I didn't have enough time and patience to "farm" for hours everyday to build my bankroll. I admit that I even bought gold online a couple of times, but I was terrified by the horror stories of people getting "banned" permanently for buying gold. Also, I knew that buying gold was just a temporary fix, sooner or later I would have to buy again... And again.

So, one day, I decided to experiment a little with the Auction House and apply the often heard mantra "buy low, sell high". To my surprise, I found it fun, and within a week or so, I was hooked. At the beginning I didn't make big profits, but after a lot of research I started raking in a steady profit.

I kept on "playing" the Auction House, and in a couple of months I began making massive amounts of gold with almost no effort. One day I discovered the Auctioneer AddOn (more on this later) and my profits skyrocketed.

I now have reach the gold cap (999,999g) for a single character twice and for me, making gold is a lot of fun. I love the dynamics of the beautifully organic economy that *World of Warcraft* offers, and from time to time I like to create a new character, on a new realm, just to see how much gold I can get.

I hope you will enjoy this short guide and good luck on your gold making!

# Introduction

With nearly 12 million users populating the different worlds of the *World of Warcraft*, the game takes on more than mere hints of reality. And like that global economy in the real world, only the most savvy – the most economically determined and informed – will find themselves atop of their gaming economy in *World of Warcraft*.

The millions of persistent players create a unique situation, like real life, with needs and wants, supply and demand. The dynamic nature of the economy of the game stems from the many realistic needs of its individual players. Prices and values shifts, as do goods and gold, and the players respond to these economic changes.

Seasonal or new items, are introduced within a frenzy and are only available for short times, They demand high premiums and prices and will sell as such. Like the latest technologies and gadgets, these items will sell much more differently than everyday items in plentiful supply. This increased value is also shifted to items envied by players throughout the game – items that will always be in a far lower supply than the prodigious demand of the players. Items such as *Eternals* used for advance crafting and tailoring supplies rise and fall like the intricacies of the stock market. Knowing when to buy, when to sell, and how to manipulate the market will not only leave with you with the most gold, but the finest products as well.

This guide offers the economic blueprint of the World of Warcraft. Laying out the steps for increasing your gold, your assets and your status. This guide will present you with the inner workings of the maze that is the World of Warcraft economy. You will be shown the method on how to rise to the pinnacle of the game, as I have. I will show you how I have earned and spent hundreds of thousands of gold. Amounts of wealth dreamed impossible in the infancy of the World of Warcraft are now possible through this guide, without the grind of senseless mobs.

The challenges and opportunities of gold-making are presented in this guide, and just a taste of the wisdom necessary is given here:

- **Gold-Making Mindset** – With the proper understanding of opportunity costs, supply and demand, management and profit, you will learn to control your income and losses to create your own personal wealth.
- **Auction House Domination** – The quick success of Auction House domination provides the opportunity for the foundation of a money empire. Mastery of this trade will bring you large masses in small amounts. You will learn the tricks of the trade, and the detriments restricting your fellow players – the ones you will know to avoid.
- **Tool Leveraging** – Without the insider information of add-ons and gold supplements, the average player is at a disadvantage commiserate with their low income supply. I will show you the profit-boosting tools used by only a minor percentage of your World of Warcraft peers.
- **Profitable Professions** – Like any economy, the economy of *World of Warcraft* is ripe with opportunities for those who apply the right techniques and decisions. This guide will show you the professions needed to make and sell items, own the auction house, and find the valuables throughout the countryside. Knowing is half the battle, and this guide provides you with the resources to turn action into gold, power, and status. With sections for each gold-making method, this guide contains hundreds of pieces of wisdom that have made me a very rich character.

# **PART 1**

# **FUNDAMENTALS**



# Warcraft Economics

In a unique position in the world of online and video gaming, the *World of Warcraft* economic situation mirrors the intricacies of the real world economy. With millions of users and varying levels of supply of thousands of items, the integration of economic principles requires nothing further than a knowledge of the basics.

## ***Supply and Demand***

The timeless principles of supply and demand command the *Warcraft* economy as it does in economies throughout the globe, no matter the size or scope.

With limited supplies of *every* product in the game, knowledge of supply is essential to game play and user interaction, and most importantly, gold making.

When an item is in low supply, yet wanted by users throughout the game, the principles of the economy will increase the value of that item greatly. The more people that want the item, the greater the increase in the value of the item. Rare and discarded items such as cloth and motes will sell for extravagant prices at the Auction House. The buyers are willing to pay because the demand is high. This demand is dependent upon the items most needed at any given time, and the products that are most sought after by the entire population.

## Opportunity Cost

Opportunity Cost represents what may be bought, and therefore what may be lost, by buying one product. Choosing one option over another will provide you with one product that is needed, but also means that one product was sacrificed. This is the opportunity cost, and, with the correct decisions, can go a long way in building your wealth.

### Opportunity Cost in Tradeskills

Being an intelligent businessman, alchemist, auctioneer, or consumer will provide many obvious opportunity cost advantages.

For an actual game example, the [\[Runic Healing Potion\]](#) recipe consists of:

- 1 [\[Goldclover\]](#) (1.5 gold),
- 2 [\[Icethorn\]](#) (4 gold)
- 1 [\[Imbued Vial\]](#) (36 silver)

This potion is made by many players themselves through alchemy, which costs a player 5.86 gold. The player looking at opportunity cost will realize that current average value of one [\[Runic Healing Potion\]](#) on the Auction House is 8 gold. This is a saving of 2.14 gold that most miss every time.

As common drops from higher level monsters, and in booty like loot and chests, the [\[Runic Healing Potion\]](#) can be bought at Auction Houses for double the amount of gold paid. The costs will go up as the potion can be made from other sources than Alchemy, and the materials needed are also obviously involved in many other products. Their prices will rise and fall in relation to these other items as well.

### Opportunity Cost in Farming

In Cataclysm, elemental *Eternals* are commonly farmed, and then used to make a variety of items. In a recent conversation with an in game farming friend, the friend complained of the low drop rate of these [\[Eternal Earth\]](#)s. As a drop

from common mining, I told him, these *Eternals* would be much more economically bought at the Auction House, for 6 gold. It would be easier, and more profitable, to kill something that dropped these items, sell them, and buy [\[Eternal Earth\]](#)s with the profit. The process would be six times faster than his out-dated farming methods.

### Opportunity Cost in 'Bind on Equip' Items

Bind on Equip (BoE) items are an integral part of *World of Warcraft's* collection of items. With many of the essential items of the game BoE, they cannot be given to other players after equipped. This removes the item from the economy, having a minor effect on the pricing chart for this item for yourself and the rest of the world.

For example, if 300 players owned the [\[Armor Plated Combat Shotgun\]](#), but a mere few kept it unequipped, the supply of the item would remain at this low number. This low supply would create high demand and value (a price of perhaps 1200 gold), whereas if the item could be traded after being equipped, there would be hundreds available. The supply would rise and the cost may drop to as low as 100 gold.

This basic economic understanding is as essential for a *World of Warcraft* trader as a knowledge of real life stocks for their counterpart traders. Equipping an item effectively takes it out of your personal economy, leaving you with few options (selling it to a vendor being the most profitable). The knowledge that an expensive weapon, even one found, will soon be replaced by another weapon should encourage you not to equip this item. The short use span of this 1000 gold-item will lose its profitability after equipped. But unequipped, the item may be sold for 1000 gold, as opposed to a fraction of that price to a vendor. Considering this cost opportunity (profit of the weapon vs. use of the weapon) will leave you in the best possible situation when considering equipping.

## ***Efficient Gold Management***

Money management (in this case gold management) is an essential asset to anyone hoping to thrive economically, and here are a few tips to consider:

**The gold cost of any item should always be considered, no matter the cost. The cost of countless small items will overwhelm the cost of one large item, and therefore the profits may too.**

The importance of each transaction should be weighed, even if the amounts are small. Each time you buy an item, ask yourself the following questions:

- Why do I want to buy this item?
- Is this a good price for the item now?
- Can I get this item for cheaper if I am willing to wait?
- How much can I get out of this item? Should I purchase another item or save the gold for the future instead?

Using a real game example can help to see the difference efficient gold management can make. If you are level 85, have 3500 gold, but do not yet have an epic flying mount, you are probably saving toward that end. If, however, at the Auction House you see a [\[Avoool's Sword of Jin\]](#) within your budget (say around 2900 gold), you are faced with a dilemma, especially if you are lacking a sufficient weapon.

Asking yourself the four questions below will help to solve your dilemma:

- *Why do I want to buy this item?*  
I need a better weapon and the sword is very nice.
- *Is this a good price for the item now?*  
Yes, WoWHead.com currently lists the average price at 3200 gold and I have seen other [\[Avoool's Sword of Jin\]](#) listed in the past for 3000-3500 gold.
- *Can I get this item for cheaper if I am willing to wait?*  
Yes. Like any piece of gear, the cost will go down as the average gear level goes up from raiding and future expansions.
- *How much can I get out of this item? Should I purchase another item or save the gold for the future instead?*  
I want both the epic mount and the weapon. With the epic mount, though, I will increase my gold-making ability by traveling faster and gathering items more quickly. Most likely, I will soon get a weapon better than the [\[Avoool's Sword of Jin\]](#). Given the facts and the gold-making possibilities, I should continue to use my blue weapon and save for an epic mount. I will continue to save more quickly after that, with my epic mount, and the price of the weapon will have gone down by then.

This process can be applied to nearly any transaction, cost opportunity, and purchasing decision in the game, big or small. It can apply to re-specing, farming, and Eternal Fires as well.

### **If you just can't keep from spending gold...**

If spending is your problem, and saving is not a reality for you, the above should be reread, and can be repeated for nearly any process or transaction in the game. For some however, these steps are not enough, and more drastic mea-

asures will need to be taken. For the highest spenders, and the most reckless with their money, other rules and steps could be followed. These include:

- **Move most of your gold and selling to a mule**  
Like keeping a credit card at home, or money tucked away in a drawer, not having a lot of gold on your character will remove the temptation to spend it. Keeping a small amount for emergency, general repairs, or expenses will make you think twice before making frivolous purchases.
- **Use a mod to prevent you from spending gold**  
Again, add-ons may be among the most useful money making tools, and can help you to set limits on your spending. The *Deposit Box Piggy Bank* can, like direct deposit, put a certain amount of your accrued gold aside for savings.
- **Discuss what you want to buy with friends**  
If you have at least one trusted friend that is good with gold, use him as a type of counselor to advise on some of your more questionable or unnecessary purchases. If you do not have a friend that fits the description, you may want to use another method.

With everything I know about making *World of Warcraft* gold invested into this guide, the project is essential to helping you to reach the same level of gold and profit, and hopefully these tips will inspire you. Some changed habits and a newer awareness toward these practices will help you make the gold that I have in this world.

## Assessing Item Value

No matter the experience or success of the player, in trading or any facet of the game, it is still necessary to look up item values. A few methods I use can help you to check these values:

- **WoWhead and Allakhazam**

My preferred method for valuing items, both of these sites are popular tools as easy lookups. My first choice, WoWhead.com, is often used to find a price, before I use Allakhazam.com to confirm it. With mods used by the site to collect data, each player sends back Auction House numbers, prices, and statistics, and while the numbers do not represent actual sales, they are a useful guide for knowing the approximate demand and market value.

- **Auctioneer Market value**

By using the Auctioneer add-on (more on this add-on later) you can build a database of market values for the many items in the Auction House. With skewed and untruthful listing, the prices of products may be intentionally inflated, and despite filters created by Auctioneer, these prices should always be double-checked, especially if something less than honest is detected.

### What You Should Avoid

As every player is playing for their own success, the opinions or advice of other players, especially those not friendly to you, cannot always be trusted in trade channels. Like a salesman trying to dump a car on you, an honest appraisal cannot always be expected, and an evaluation may be greatly skewed or exaggerated. Asking players in your guild is slightly better than in general channels, but again, you can get poor advice (I've seen poor advice given to players in my guild when I was away from the keyboard and didn't see the question). If you have a very intelligent financial friend, you can ask for their advice on pricing an item. However, never take just one person's opinion.

## ***The Trade Channel***

The city trade channel can be a source of important and gold-saving deals for the avid player. Although searching for the right deal and the right buy can be time consuming, there can be many advantages for the buyer and the seller. The seller can avoid the selling fees of the Auction House, as well as benefiting from a quicker selling time. Buyers and sellers can find discounts of around 10 or 20% at the trade channel.

I should note now that I do not recommend ever selling in the trade channel. The trade channel I consider a tool for someone who needs some quick gold. If you have the time to set up a system where you can get the best prices available at the Auction House, there would be no need to sell at the trade channel. With excessive bids from advertisements, the trade channel can be a headache to anyone wishing to do serious business, unless absolutely necessary.

While 20% is a conservative estimate of the savings available when buying at the trade channel, often items will skyrocket this number. When a seller is clueless as to the real value of their item, a product can be sold for next to nothing. Buying objects like Krol Blades or Molten Core items on the trade channel, and selling them for large markups at the Auction House can quickly build a small fortune through unknowing buyers, or make small profits over time more realistically.

Items that aren't very well known can slip by very easily as well. I ended up buying a 1 in 15,000 drop Azure Whelpling pet for the bargain price of 2 gold from a seller who had no idea what he had. These days, that pet goes for 300-500+ gold and is one of the rarest pets in World of Warcraft. If you're willing to wade through the idiocy of the trade channel, you can find an incredible deal from time to time.



# Profitable Professions

An illusion and false pretense of many *World of Warcraft* players is that crafting trade skills are automatic money-makers. They believe that, as they create items, their items will attract other players and their gold. Contrary to this belief, however, many such players will spend more than they make in the end. Their unprofitable businesses will end up bankrupting them, instead of receiving gold from their goods and services.

Let's look at four kinds of professions:

- **Gathering professions** (Mining, Skinning, Herbalism, Fishing, Enchanting<sup>1</sup>, Engineering<sup>2</sup>): with only some extra game-playing time, these professions can make a user piles of extra gold. Seeking animal skins and nodes to mine, you gather the remains from dead animals, fly back, and sell the products using your other market tools. An easy dollar is to be made from knowing that bars sell higher than ores, and that heavy leather will sell higher than normal leather.
- **Common Crafting professions:** (Blacksmithing, Enchanting, Engineering, Inscription, Leatherworking, Cooking). Because many among the game will chose this profession and make many similar products. The most crafted items will probably have low profit margins. In the following section, you will see how to determine which products are not run of the mill, and which recipes are worth spending some time on.

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<sup>1</sup> While technically a creation trade skill, Enchanting has aspects of a gathering trade skill. You can disenchant soulbound gear to usually receive an item that is worth more to the WoW economy than you would receive from vendoring the item. This can be useful for items received from completing quests.

<sup>2</sup> Engineering is in fact a gathering trade skill in addition to a crafting trade skill. Engineers may extract elemental motes from gas clouds that start appearing in the Outlands. This gathering aspect of Engineering is largely ignored by the player base so there is likely to be little competition for your gathering. In fact, this author neglected to even mention this gathering aspect of Engineering in the first version of this guide!

- **Rare Crafting professions:** (Jewelcrafting, Inscription) with a rare recipe, and one of these rare professions, you are capable of making large profits. As most of the Jewelcrafting recipes can be bought with Jewelcrafting tokens, a special currency that is awarded by completing daily quests, it would take months of questing to buy all the recipes. I will identify for you the most profitable of these recipes, so you can reap the benefits of these rare crafts, and rare profits.
- **Cooldown professions:** (Mining: titansteel, Alchemy: transmutations, Tailoring: cloth creation). Cooldown items (items that are crafted by some professions but require you to wait 20 hours before they can be crafted again) are in short supply, since obviously that they take longer to create. Many players without the patience will ignore these professions and items, making them much rarer, and therefore much more valuable. Through one of these professions, an average player can see a daily income of around 100 or 200 gold.

# **PART 2**

# **BEYOND BASICS**

# Tools of the Trade

You need to analyze these tools of the trade before the technique of the trade. These tools are the best add-ons for making gold in the game. They are divided into three categories:

- **Essential Add-ons** – These are the add-ons that are imperative to any player wishing to make money. They will give you the extra advantage passed over by much of the population.
- **Optional Add-ons** – These are add-ons that I find useful in my day to day gold-making activities. I suggest you try them out.
- **Crafter Add-ons** – These are add-ons that you should install only if you want to make gold using Professions and crafted items.

## ***Essential Add-ons***

### **Auctioneer**

As mentioned earlier, Auctioneer is the most powerful add-on in the game. Auctioneer will scan the auction house for you, and create the spreadsheet so essential to keeping up with the market trends of the game. It will give you the insider information on bids, listing, and buy-outs.

Download: <http://www.curse.com/addons/wow/auctioneer>

### **Postal**

One of the overlooked add-ons of the game, postal add-ons give you the ability to “mass-mail,” or send 21-30 items simultaneously to one player. It can allow you to send or open all of your auction winnings or sales, and do it all at once, instead of taking the time to do it one by one.

Download: <http://www.curse.com/addons/wow/postal>

## ***Suggested Add-ons***

### **Auctionator**

Auctionator lets you organize your Auction House searches for easy access. Like Auctioneer, it organizes, in a drop down box, much of the information vital to Auction House success. It can help you check for prices as well as deals.

Download: <http://www.curse.com/addons/wow/auctionator>

### **GatherMate2**

For the herbalists, miners and hunters of treasure, the main purpose of the GatherMate add-on is to track those items essential to these professions. Gatherer provides a minimap to remember where various items were found in the past.

Download: <http://www.curse.com/addons/wow/gathermate2>

### **GatherMate2\_Data**

This is pre-made data to show all of the locations for Gathering Professions. You will need to download and import this using GatherMate2

Download: [http://www.curse.com/addons/wow/gathermate2\\_data](http://www.curse.com/addons/wow/gathermate2_data)

### **Routes**

Routes can be used with GatherMate2 to create an optimized gathering route.

Download: <http://www.curse.com/addons/wow/routes>

### **Altholic**

Altholic gives people as much information as possible with the benefit of a single add-on. It allows users to search their bags for all their characters.

Download: <http://www.curse.com/addons/wow/altholic>

## ***Crafter Add-ons***

### **Advanced Trade Skill Window**

ATSW is a complete replacement for Blizzards trade skill window with more overview and special functions, including a bigger window, production queue, different sort options and many other.

Download: <http://www.curse.com/addons/wow/advanced-trade-skill-window>

## LilSparky's Workshop

LilSparky's Workshop adds auction-derived pricing information for trade skills right into the trade skill recipe frame. Each skill is evaluated for material costs and potential value of the item created.

Download: <http://www.curse.com/addons/wow/lil-sparkys-workshop>

# The Auction House

The Auction House (AH) is the heart and soul of every possible way of accumulating wealth. Using this tool will be the most important factor in your accumulation of gold. Used correctly, it can serve as the biggest advantage to becoming rich, but it can also be a disadvantage to your character if used without the proper knowledge. Knowing how to overcome the pitfalls of the AH, and how to take advantage of all of its different possibilities will allow your character maximum gold earning potential.

Understanding the economy on a larger scale of your entire server will help you to understand the micro-economy of your Auction House. The basic principles of money making (buying low, selling high) will help you gain the most gold, as well as having as much knowledge as possible, such as average prices, ranges, items and profits.

The Auctioneer add-on, and others, will help you keep, collect, and analyze this data in easy to read sheets, drop downs, and browsers. Like having the pulse of the Auction House in front of you. Condensing all of the information available into an easy to read format will allow you to scan more quickly, and buy more intelligently. Random buying is not always rewarded with profit, and using this portion of the guide will help you to understand how you can use AH effectively and make the gold that is there for the taking. The basic daily strategies are presented step by step, and knowing the basic principle (buying low and selling high), will help you to dominate the economy as I have for years, and at one time through nine different servers.

Using each of these add-ons will put you in the premium position for economic success, and, like me, running the auction houses that are *the* essential component in your money-making life as a successful character.



# Using the Auction House

For a first time player, the frantic give and take of the Auction House can be somewhat overwhelming. Second-guessing yourself on how much to charge, what to expect and what to use, can overwhelm new players with all the information. With an active and ever-evolving economy, the amount of information to be taken in at the AH can be too much to process for even an experienced user. With prices rising and falling, supply and demand in flux, and players trying to scam other players, the AH is intimidating to many.

For this reason, it is important to know what to sell and what to buy, and for how much. It is also important to know how to gain this information. With prices fluctuating, knowing where to look is the first step in the process of mastering the Auction House.

## ***Auction House Fees***

Auctioning items does not cost a fee, but for each auction you post you will incur the following fees:

- **Auction House Listing Fees:** Auctioning items is not free; you'll pay a small fee at the time of listing. The longer you want to list an item, the more expensive the listing fee. If it doesn't sell you lose the listing fee, so it is important to make sure you are offering items at a price agreeable to at least some consumers.
- **Auction House Selling Fee:** 5% of the sale price of the item is forfeited at the time of sale so if you list an item for 5 Gold, you will receive 4 Gold, 75 silver in the mail when it has been sold. Your listing fee will be accounted for in this price. So if you paid a 25 silver listing fee, you'll get 5 Gold back. Be sure to account for listing fees when making prices for your items on auction. If you add onto the price of your item the listing fee, you will not be disappointed when you receive 5% less than you needed or wanted for the item.

## ***Basic Tips for Getting Started in the Auction House***

Among the common misconceptions of the game is that you must be experienced to be successful at the Auction House. A Level 1 player can start making an effect on their character at the AH immediately.

Before a single point or level has been advanced, you will be able to hit any Auction House in any major city. You can make money without spending the time gathering materials and worrying about collecting a great wealth. With the ability to make more out of a small amount, the techniques outlined in this guide will have you on your way to a rich character right from the start.

The most fundamental way to utilize the aspects of the AH for new characters, is to start buying and selling right away. Just as people can make thousands buying and selling on eBay.com, the player at the AH can start with small amounts and make transactions bigger and bigger as time passes.

Like any part of the game, if you jump into the Auction House head first without any kind of planning, you are going to have severe problems making any gold. Lucky for you, this 7 step process should help you to review every aspect of the Auction House to make money without risk. Keep all of these ideas in mind as useful possibilities for gold making.

### ***Auction House Guidelines***

- **Download Auctioneer:** The most useful mod in the game, you'll love Auctioneer as long as you remember to run your scans periodically. With this mod, used correctly, you will be able to find the most profitable deals and will align your prices with proper market factors.
- **Always list auctions for 48 hours:** You may list an item for 12 Hours, 24 Hours or 48 Hours. The shorter the time the lower the Listing Fee. However, listing the items for 48 hours minimizes micro-management and gives you the most visibility for each auction.

- **Always use the same Buyout and Bid:** You should always list items with a buyout price specified, and you should never set the bid price considerably lower than the buyout. In most cases, by using this strategy you will sell your auctions faster and will have to work less on each auction trying to consider which is the best bid value is.
- **Do your research:** Always know what you are selling and its approximate market value. If you are unsure or the item you are selling is very rare, you should look up the price on WowHead.com or Allahkazam.com. The Auctioneer Add-on can help you by displaying the historical market value on a particular item if it has seen it before, but, especially when you are starting out, be sure to double check the price online.
- **Don't be quick to cancel your auctions:** You do have the option to cancel an Auction Listing at anytime. Don't be too quick to cancel an item if you see someone post cheaper than you. That item is going to get sold ahead of yours but you're still going to be next in line. It depends how fast the item moves and how much below your price it has been listed.

## ***Understanding Weekly Cycles***

With most players on the *World of Warcraft* servers on the weekends, there are different kinds of players playing on the weekend than Monday through Friday. Most casual players are the ones on during the weekends. These players are often not as serious about the gold-making process that you are. They are unaware of the pricing and economic schemes going on, and will add a superficial or unrepresentative spin to the Market during short spans. They spend money as they make it, and, without gearing up or necessarily using Auction Houses, they will inject the market with products or money at any given time. With their high level chars they are unlimited buyers of everything that's purple, Bind on Equip items, gems, and Enchanting materials.

With this in mind, the buyer spike during the weekends floods the economy with cheap goods and cheap money. When your Auction House expires 48 hours later, the weekend will be almost over, so you should put your goods in as early as possible, maybe Friday evening.

Also, you will usually find many good deals at the Auction House over the weekend, especially late in the weekend. With these casual players dealing with items they may not know the value of, expect there to be many new items that were found over the weekend available for bid. Many of these items will be purchased at a bargain.

## ***The Bank Alt – An Absolute Must Have for the Auction House***

With characters of different ranges across the game – such as a character who is at level 70 and has a few gold, or maybe just a character at level 25 who you are having fun with – you will never have to set foot in the Auction House, and there are three reasons why:

- **You don't have time** – Wasting time, as much as 30 minutes, running to the Auction House after filling your bags is incredibly costing to your character. By doing this every time you fill your bags, a mere 96 slots if

you have 4 bags, you will be wasting a half-hour of every 3 or 3 hours spent grinding (about 20% of your time). With a Bank Alt, you can spend around 5 minutes running to the bank, before embarking to make more profit, and only using 2% of your spare time.

- **You don't have the right skills** – To make the money you need at the Auction House, you must be able to disenchant items. To make gold out of the Auction House, you need a money-making profession, like mining, herbalism, or skinning. Because you can only have two possessions per character, an obvious alternative would be the creation of a second character.
- **You won't make enough gold** – By wasting your time running to the Auction House, or splitting your character's profession (giving yourself less time to focus on one), you will start vendoring items you shouldn't for more money and space. This is one of the most common ways of not capitalizing on opportunities, and losing gold. With a Bank Alt, you can sell everything in the field at the Auction Block, thus ensuring the higher profits and sell-prices offered there.

### Bank Alt Setup

If you're an Alliance, create a human for your Bank Alt which is just a short walk to Stormwind City. For a Horde to pick an Orc or a Troll to park in front of the bank.

In a main city, though, your second character will need some things. Sending gold to your alternate character from your main character will ensure that they have the essentials to get started. Training them in enchanting will allow your team to disenchant items, and, with 10c to train as an Apprentice Enchanter and 50c to enchant a Ruined Copper Rod, you can make a profit with the items you are selling and enchanting.

## ***The Role of Professions in the Auction House***

In this Gold Guide, I have provided you with a guide for profession to be used in the Auction House as well. While you have already began making money with your new professions, you can make even more when used correctly at the AH. Materials, ingredients, recipes and different kinds of goods can be sold for more than what was paid for them, at a profit. While your alternate character is only an enchanter, for example, your main character has two professions that can boost his income at the Auction House.

Learning which items that you can provide as a professional will begin you on the path to reaching your ultimate earning potential. With professions based on different things like recipes, like leatherworkers, tailors, and alchemists, it is important that you make the right decisions, and chose those items which will be the most profitable for your character, situation, and skill set.

Some of the most profitable items tend to be those that are used for the purposes of reagents, bags, quivers, ammo pouches, and consumables are generally always profitable.

Otherwise, you should only make items that are at least green. Grey and white crafted goods are often a waste of time and gold and only really exist to help you level up your skills in your profession.

With more experience, you will learn more about which items are the most money-making, which will sell and which will not. You will learn the profits for your efforts, and will learn how to most easily acquire what is need, whether it be farming or gathering. For now, let's take a closer look at the auction house's mechanics and how you will be interacting with it as you go forward.

### ***Looking Across the Spectrum***

Approaching the Auction House with the right mentality, the right information, and the right tools is the first step toward making money at the auction house. You should be sure that you are looking for every possible section that

might provide a solid deal on items there. This includes cloth, weapons, armor, potions, gems, herbs, ore, quest items, enchanting material, recipes, vanity items, and vendor items. Make sure you always look through each and every section whenever you enter the Auction House and do the requisite scans with Auctioneer to make sure you have data on every item you could possible purchase

Whether you are using the Alt tool to sell items you gather, or to engage in the back and forth of buying and selling, the best way of being profitable is analyzing the market in its entirety.

Those who focus only on one small niche may never find a good deal. There are some specific items and item niches that you should of course look into before the rest.

Just as quest items, recipes and materials, any items gained through a profession are better than weapons or armor. As any player will have weapons and armor, and so are not always necessarily shopping for them, these other items will be the most valuable in the market. Things like rings, trinkets, armor, and weapons unless they are rare or epic – can be hit or miss and might require multiple attempts to sell, simply because not everyone needs them and most people don't bother upgrading their items until they are at least Level 40.

# The Auctioneer Add-on

This item is so integral as an add-on to your money-making success that it has its own section. It is the most essential tool for making gold in *World of Warcraft*.

## Introduction

The Auctioneer Suite gives the user all of the necessary information to make decisions within Auction Houses that are essential for success. The tools have been successful throughout the history of the game, and it increases the information input in areas like quests, recipes and in-depth information.

## What is this scanning about?

In the economic reality of the *World of Warcraft* fantasy, the constant state of uncertainty can be a headache for any pricing plans at the Auction House. The values of these wide ranges of ever-evolving items can differ from player to player, faction to faction, and realm to realm. The uses and suitability can range across the world, and the particular item can range from uses for a quest, to different classes, to the disenchantability of an item to different enchanters.

“Scanning” refers to the process of letting Auctioneer look through all the items that are currently posted on the Auction House and store all the information available about the auctions (like price, quantity, seller name, time left etc.)

With Auctioneer installed, scanning will become second nature for you. With built-in tools inside the program, the products on the Market that are for sale will be scanned. You will then be able to find them at prices significantly lower than you might have without this tool.

After installation of the mod, there will be a “Scan” tab on the bottom of the browser on the auction screen. With login to your character, you will visit the auction house and will be able to use the Scan button to file through your information as you scan items, scanning the entire Auction House for items and making a spreadsheet of their quantities, prices, and buyouts. Within a few days,



you should be capable of amassing a sizable database that will give you data from both the supply and demand ends of the spectrum. The spreadsheet will allow you to sell items at their highest demand, and gather deals from other sellers who have not yet adjusted to a market that you will have your finger on the pulse of. Though it takes about 10 minutes to scan, the process should be kept up with, so you do not lose your statistics and real-time updates, which would make your information much less accurate, and therefore much less profitable.

### **What can Auctioneer do to help me?**

As with any tool, Auctioneer can help correct your deficiency. Where you lack knowledge, Auctioneer will help you watch the ticks and cranks of the market. The “fast-forward” button on the tool’s “Browse” frame will help you to scan the entire house, giving you a mini statistics report on the macro level of the Auction House, recording statistics for every item it finds.

### **The Market Value**

With enough sets of data, Auctioneer will give you certain pricing points for every item you attempt to sell (the Market Value of that item). Comparing against the market and the items available in the House, it will use its statistics to crunch those numbers into economically sound advice.

In the “Appraiser” frame, the Auctioneer tool will suggest things like minimum price and buyout price, as well as information about how it came to that decision, all useful tools in helping you to analyze the market and make money from it.