

Vero Beach Computer Group

July 6, 2009 Meeting

Topic: Selling on Ebay (www.ebay.com)

Recommended: Computer with Internet, Digital camera, Paypal Account



Why Sell on Ebay? Popular, Lots of Potential Buyers, Well Organized, Reliable, Rating System, PayPal

Simple Steps to List:

1. Sign up on Ebay, Sign up on Paypal (optional, but recommended)
2. Find similar item on Ebay.com
3. Click on "Sell One Like This" at bottom of listing
4. Take digital picture and upload (more than one picture costs extra)
5. Choose Auction, Fixed or Store Pricing
6. Be honest in description
7. Give buyers choices in shipping (USPS, UPS)
8. Ignore all offers to "enhance" ad until you are a pro
9. Auction Type Fees:

"Your first five single-quantity auction-style listings to be listed on the site in a 30-day period have an Insertion Fee of \$0.00 for eligible categories.* (See [Insertion Fees](#) for more information.) These \$0.00 Insertion Fee listings also have a Final Value Fee per listing of 8.75% or \$20, whichever is lower. Additional listings within the 30-day period and multi-quantity listings are subject to the following Insertion Fees and Final Value Fees.

Insertion Fees: Auction listings

Starting or reserve price	Insertion Fee: Books, Music, DVDs & Movies, Video Games	Insertion Fee: Other categories
\$0.01 - \$0.99**	\$0.10	\$0.15
\$1.00 - \$9.99	\$0.25	\$0.35
\$10.00 - \$24.99	\$0.35	\$0.55
\$25.00 - \$49.99	\$1.00	\$1.00
\$50.00 - \$199.99	\$2.00	\$2.00
\$200.00 - \$499.99	\$3.00	\$3.00
\$500.00 or more	\$4.00	\$4.00

Final Value Fees: Auction listings

Closing price	Final Value Fee
Item not sold	No Fee
\$0.01 - \$25.00**	8.75% of the closing value
\$25.01 - \$1,000.00	8.75% of the initial \$25.00 (\$2.19) , plus 3.50% of the remaining closing value balance(\$25.01 - \$1,000.00)
Equal to or Over \$1000.01"	8.75% of the initial \$25.00 (\$2.19) , plus 3.50% of the

Features:

1. Feedback/Rating System
2. PayPal \$2000 Guarantee
3. Turbo Lister
4. Photo Uploader Wizard
5. Templates
6. Shipping Discounts (Calculator Wizard)
7. Sales Tax
8. Return Policy

Why "Rent" a Store on Ebay:

1. Track Inventory
2. List more than one of same item for sale
3. Advertise store URL (website)
4. Use Categories to organize listings
5. Promotions
6. Lower listing fees
7. Store reports
8. Use built-in templates

Things not to do:

1. Send the item before receiving payment
2. Ship Internationally without knowing Customs requirements
3. Guess at shipping weight/costs when listing item
4. Reply to emails from Ebay outside of Ebay (always use email service in Ebay to reply)
5. Accept offers to end auction early
6. Pack item poorly

Your Notes:
