

# SELLING ITEMS ONLINE

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PRESENTED BY

SHARPER TRAINING SOLUTIONS, INC

[WWW.STSICO.COM](http://WWW.STSICO.COM)

[INFO@STSICO.COM](mailto:INFO@STSICO.COM)

# TODAY'S AGENDA

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- Selling Online – what's it all about
- Best sites/apps to use
- Are there fees?
- How to create a listing
- How to handle transactions

# SELLING ONLINE – WHAT DOES IT MEAN?

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- **Online selling** is a form of electronic commerce which allows sellers to directly sell goods or services to a buyer over the Internet using a web browser/app

Selling goods or services online falls into 2 categories:

Businesses who sell their goods/services online

OR

Individuals who sell their goods/services online



# SITES FOR INDIVIDUALS TO SELL ONLINE

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- There are many sites/apps for an individual to sell their items online – you need to find one that works right for your needs – in the past our choices were limited and the sites charged seller fees, sometimes high.
- These sites still exist today and are very successful – they have a large online presence, marketing/advertising and huge followings – Sites such as eBay and Amazon Marketplace are still an option, but they charge seller fees that you may not want eating into your wallet.
- Several years ago, additional online options emerged that catered to a niche audience, sites like Etsy or Poshmark that sell specific items, but also charge seller fees.
  - **In this class, we will concentrate on sites that cater to a local audience**
    - **Items range from general services to cars**
    - **NO SELLER FEES**

# COMPARING THE “BIG SITES”

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- EBAY

- Pros:

- huge customer base is what attracts sellers
      - Ebay has top notch marketing and customer services

- Cons:

- Seller fees are high – listing fees, payment transaction fee and the big one, final sale fee
      - usually 10%

- Amazon Marketplace

- Pros:

- Huge buyer audience, amazing marketing, advertising

- Cons:

- Too many sellers competing including Amazon
    - Seller fees are confusing –
      - .99 cents per listing plus a percentage (varies)



# POPULAR LOCAL SITES:

- 
1. Facebook Buy/Sell and Facebook Marketplace: a local selling features - using social media's huge network - makes it easy to post a photo and a description to an eager audience of community buyers. An “as is” sale with no risk of reversal - Cash in hand immediately – No seller fees.
  2. OfferUp – simple and basic way to sell your stuff – use the app on your smartphone - Local audience – No Shipping – No seller Fees – Cash in hand

Worth Mentioning - Craigslist aka “online classified ad” - No posting fees/final sale fees – pretty much sell anything - Sell anonymously to local audience – “as is” sale with no risk of reversal - Cash in hand immediately

Many other sites - <https://tinyurl.com/yxtsd496> and <https://tinyurl.com/y2meeuy6>

# FACEBOOK BUY/SELL AND FB MARKETPLACE

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Both sell through Facebook but there is a difference.....

BUY/SELL GROUPS – LOCAL AND CASH IN HAND

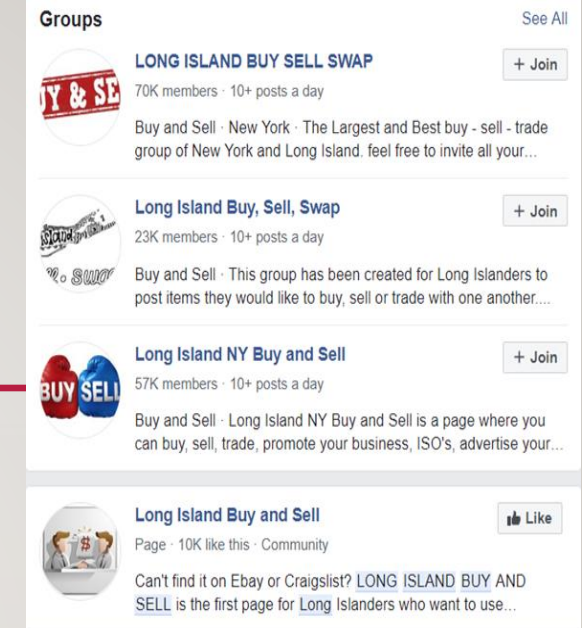
FB MARKETPLACE - LOCAL BUT CAN SHIP - FB PROCESSES THE ONLINE PAYMENTS



# FACEBOOK BUY/SELL GROUPS

- It started back in 2015 when FB allowed Buy and Sell groups on it's website
- FB Buy and Sell groups are very popular and extremely easy to use
  - Local transactions
  - You need to join the Group
  - Accountability - you know the person is real via their FB profile
- Cash in hand, no shipping - Venmo, Paypal, cash, or a barter system

To pay for the item is entirely up to the buyer and seller





# BUY AND SELL – CLICK ON “SELL SOMETHING”

Long Island Nassau/Suffolk Buy and Sell

Closed group

About

**Discussion**

Announcements

Items for Sale

Your Items

Members


Videos

Photos




Recommendations

Events

Search this group



Joined ▾ ✓ Notifications ➦ Share ... More

 Sell Something |  Start Discussion |  Live Video | ... More

What are you selling?

POPULAR TOPICS IN POSTS

Furniture (10) Kids and Toys (9)

Clothes (7) Tools (4) Rules (1)

# FACEBOOK MARKETPLACE –

**\*\*SIMILAR TO GROUPS – BUT MARKETPLACE OFFERS OPTION TO SHIP AND PROCESS ONLINE PAYMENTS \*\***

News Feed

Messenger

Watch

Marketplace

## Categories

All Marketplace

Home & Garden

Vehicles

Rentals

Classifieds

Home Sales

Hobbies

Clothing & Accessories

Bags & Luggage

Women's Clothing & Shoes

Men's Clothing & Shoes

Jewelry & Accessories

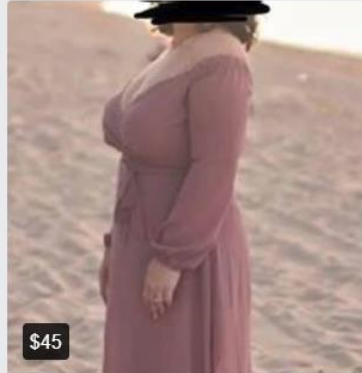
Family

Electronics

Entertainment

Deals

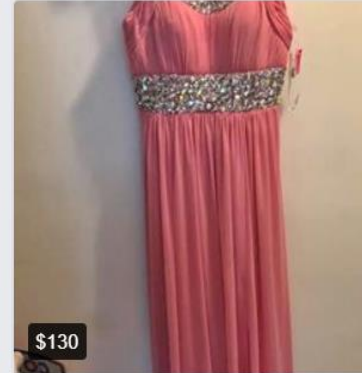
Search in Clothing & Accessories



\$45

mauve Dress

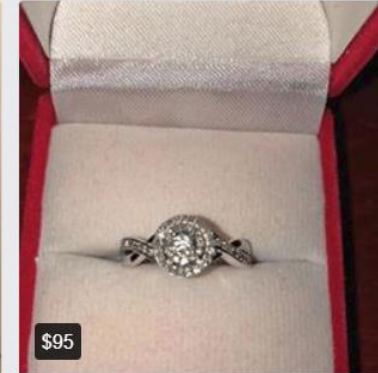
Islip, NY · over a week ago



\$130

Dress

Brentwood, NY · 22 hours ago



\$95

Diamond ring sterling silver band

Holbrook, NY · over a week ago



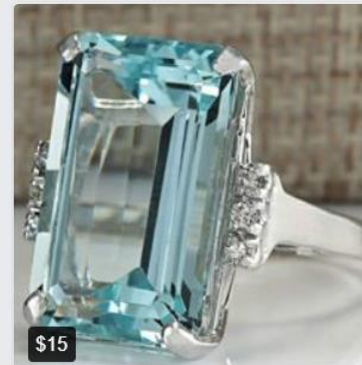
\$995

Authentic Louis Vuitton Neverfull GM

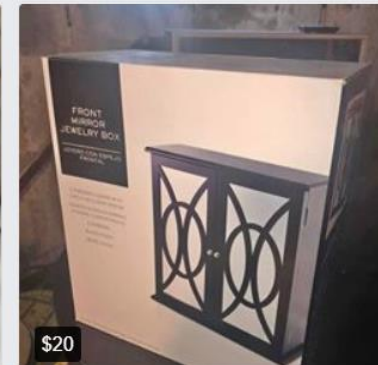
Commack, NY · about an hour ago



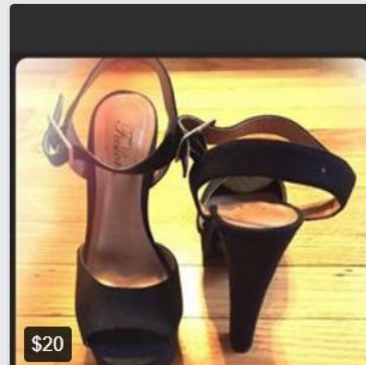
\$200



\$15



\$20



\$20



# FACEBOOK MARKETPLACE

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- Started in 2016 – a streamlined way to sell on FB – no need to join a Buy/Sell Group
- Follows the same model as groups – such as local transactions; however, Marketplace offers the option to ship and process online payments
- Facebook Marketplace is linked to your Facebook profile – accountability
- Venmo, Paypal, cash, or a barter system to pay for the item is entirely up to the buyer and seller
- Purchase protection – only for FB Checkout transactions
- Sell on FB Marketplace - <https://tinyurl.com/y4mj5dtt>

# FB MARKETPLACE CHECKOUT

What is the seller's fee for using FB checkout with shipping?

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- FB charges a selling fee of 5% per shipment or \$0.40 for items under \$8 purchased with Checkout with Shipping option. The fee covers the cost of payments processing, customer support, and their Purchase Protection plan.
- The selling fee is deducted from any payments received. If the item doesn't sell, you don't pay the fee.
- The fee is based on total of the item price, shipping cost and sales tax.
- EX: item costs \$20, shipping costs \$5 and tax is \$1 - the seller will pay 5% fee  $(\$20 + \$5 + \$1) = \$1.3$
- There is no selling fee for items that are picked up locally, or where the buyer pays the seller without using the Checkout with Shipping option (example: cash, Venmo, payments in Messenger)

More Info Checkout/Ship on FB Marketplace - <https://www.facebook.com/help/796066857221106>



# FB MARKETPLACE - PURCHASE PROTECTION

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1. Purchase Protection only applies when you purchase an item with the Checkout or Checkout with Shipping option. This means that items purchased with local pickup or with PayPal, payments in Messenger, Venmo, are not covered.
2. Purchase Protection means that you can request a refund if:
  - You didn't receive your order.
  - The product arrives damaged or different than described on the listing (example: the condition isn't accurate).
  - The seller or merchant doesn't follow their stated refund policy.
  - The purchase was unauthorized.

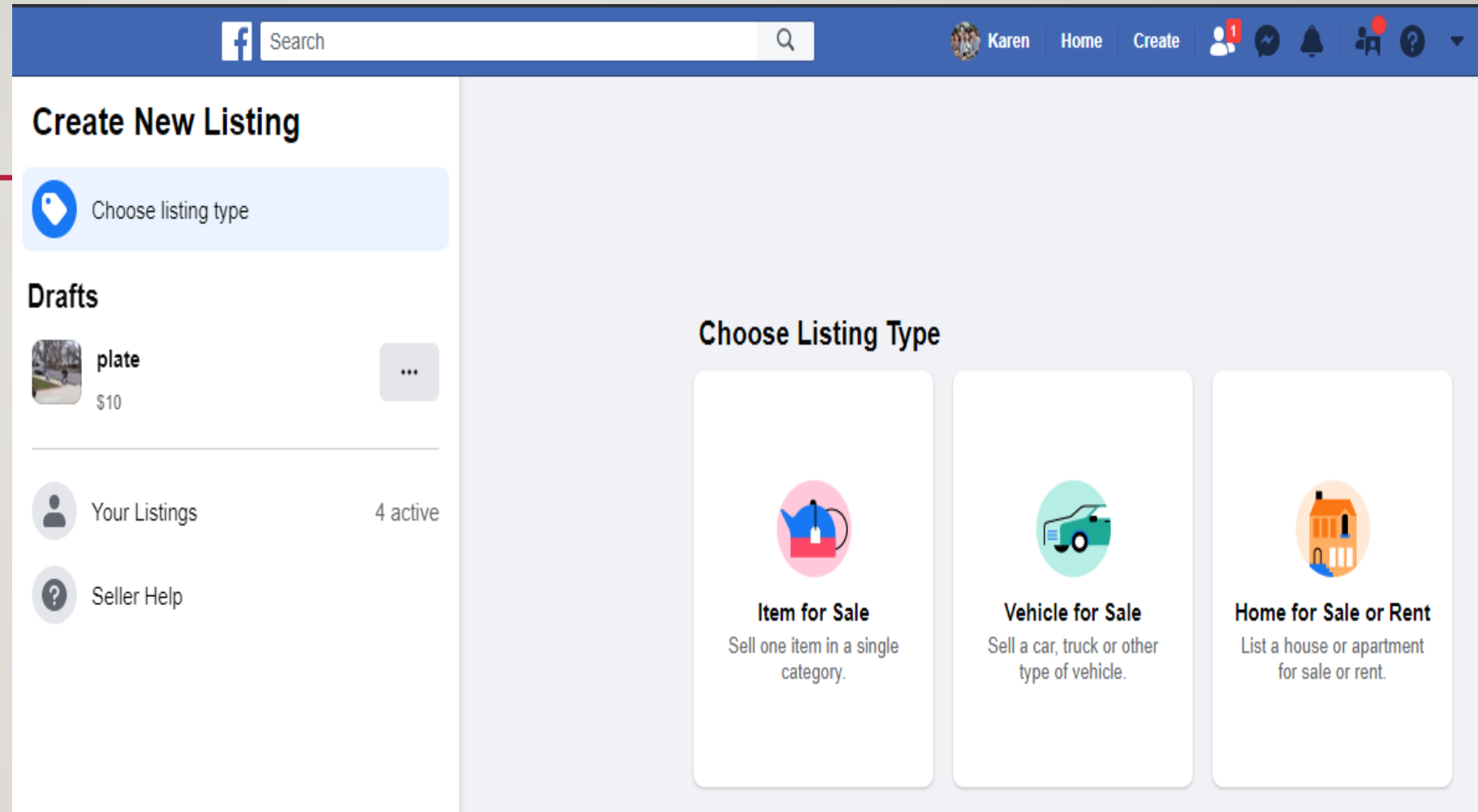
# FACEBOOK MARKETPLACE FOR INDIVIDUALS (NO CHECKOUT)

NO FEES

LISTING IS SIMPLE

LOCAL

CASH, PAYPAL, VENMO



[WWW.FACEBOOK.COM/MARKETPLACE/LEARN-MORE/](https://www.facebook.com/marketplace/learn-more/)

▼ **What are the differences between local pickup, checkout from sellers, and checkout from stores?**

	<b>Local pickup</b>	<b>Checkout from sellers</b>	<b>Checkout from stores</b>
How to buy items	Tap <b>Message</b> to send a message to the seller and arrange a transaction	Tap <b>Checkout with Shipping</b> to purchase the item on Facebook	Tap <b>Checkout</b> to purchase the product on Facebook
Where to find items	Marketplace or buy and sell groups	Marketplace	Marketplace or the shop section of the merchant's Facebook Page
Condition of items	Any	New or used	New or refurbished
Who can sell items	Anyone on Marketplace	Eligible individual sellers	Eligible merchants
Covered by Purchase Protection	No	Eligible purchases are covered by Purchase Protection	Eligible purchases are covered by Purchase Protection
Returns and refunds	Not available from Facebook	All purchases are final sale and not returnable	Most products can be returned for up to 30 days
Support	Not available from Facebook. Learn how to report a listing or a person on Marketplace.	You can contact the seller or Facebook for help with an order.	You can contact the merchant or Facebook for help with an order.

# REMEMBER - IT'S ALL ABOUT THE PHOTOS:

Photos should be clear and bright:

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- 1 - Lighting is key - natural light is best - you also want to show your items as they would be used - so if you're selling a kitchen table, a picture outside may not work - try to keep the background areas of the photo as simple as possible - it can distract from the item if the background has too much going on.
- 2 - Don't use filters - filters can alter how your merchandise looks in its true form - buyers won't appreciate it if the item they bought arrives and does not look exactly as it was listed
- 3 - Photograph your item from all angles - and hold camera/device as steady as possible - a tripod is best but most people won't have that handy - place camera on a table etc.
- 4 - Make sure to show the scale of your item. (example - add plates, cutlery etc to the kitchen table, add a ruler for smaller items )
- 5 - Show all flaws – don't give the buyer a reason to walk away from the sale.





# MORE POPULAR SITES

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- OfferUp – (recently acquired Letgo)
- Poshmark
- Etsy

# OFFERUP – LOCAL AND SHIPPING

OfferUp

Search OfferUp

Nearby

GO

Sell

About

Log in

Sign up

Wood Table Set

Bellevue, WA  Ships for \$5

Posted 5 days ago · 87 views

Ask

Make Offer

Messages

Jenny

Seattle, WA

(15)

Ships nationwide for \$12

Ship it to me

4 min ago

Will you take \$85 for this table set?

3 min ago

Yes I can do \$85. What time would you like to meet?

3 min ago

Suggest a place to meet

Use our map to find locations near you, or enter an address to share.

Find a

Message...

letgo

letgo is now a part of OfferUp!

Download our free app

Learn more

Shipping 

NEW

Categories

Antiques

# OFFERUP - THE SIMPLE WAY TO SELL

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1. Offerup works like a mobile classified ad, where people can buy and sell items quickly and easily.
2. It's aimed at people looking to buy and sell locally. It takes seconds to post an item for sale, and the app gives you the ability to chat with potential buyers instantly
3. The only way to sell is with their app. (either Apple's Appstore or Google Playstore)
4. Buyers, on the other hand, can view your listing on the app or the desktop website
5. It takes seconds to post an item for sale, and the app gives you the ability to chat with potential buyers instantly
6. OfferUp – was local only – recently added Shipping - the **fee** is either a minimum of \$1.99, or 12.9% of the sale price

# OFFERUP CONTINUED -

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The simplicity is great

1. Download the app and set up your profile (email, user name, password)
2. Click “Sell your stuff” and choose a category
3. Snap a picture(s) of what you’re selling
4. Enter the price you want to charge
5. Post and wait for a buyer! (listing will stay active for 14 days)

For local - there are risks involved – Only accept Cash - Meet in Public, preferably local Police station, Bring a friend – similar concerns as with Craigslist





# POSHMARK – IT'S ALL ABOUT FASHION

The screenshot displays the Poshmark mobile app interface. At the top, the Poshmark logo is on the left, and navigation icons for 'My Bundles', 'My Likes', and 'News' are on the right. Below the logo is a search bar with 'Listings' and 'Search Listings' tabs. A horizontal menu lists categories: 'POSH MARKETS', 'All', 'Feed', 'Women', 'Men', 'Kids', 'Home', 'Brands', and 'Parties'. On the right side of this menu are links for 'HOW IT WORKS' and 'SELL ON F'. The main content area is divided into several sections: 1. 'BRANDS' section with a grid of brand logos including COACH, NIKE, PINK, J.CREW, LV, MICHAEL KORS, CHANEL, and PINK. 2. 'People You Follow' section showing a row of user avatars and a 'Shop new listings!' notification. 3. 'Nike' section with a 'New listings available now!' notification and a carousel of Nike clothing items. 4. 'Parties' section featuring a party titled 'Best in Dresses, Skin Party' ending in 28 minutes. 5. 'SHOWROOMS' section with a carousel of items like 'Black Dresses' and 'Black Flats'. 6. A 'LIKES' section at the bottom with a prompt to 'Like' items to save them for later.

POSHMARK Listings Search Listings

POSH MARKETS All

Feed Women Men Kids Home Brands Parties

HOW IT WORKS \$ SELL ON F

BRANDS All Brands »

COACH NIKE PINK

J.CREW LV MICHAEL KORS

COACH CHANEL PINK

LIKES All Likes »

"Like" items to save them for later. Shop Now!

People You Follow: Shop new listings! 4 secs ago

miluv4fa... dianeg7... broderie journeyt... tunatom... nicamin... lilyamon... nickzio... mytl

Nike: New listings available now! 4 secs ago

Shop Nike: Just In »

Parties

Best in Dresses, Skin Party Ends in 28 mins

SHOWROOMS

Black Dresses Black Flats

**Selling** - fashion, accessories, new makeup products, and select home goods.

Pre-owned items can be listed on **Poshmark** if they are clean and in good condition.

However all makeup must be brand new, unswatched, and in its original packaging.

# POSHMARK FEES

- It's simplistic and its fee structure is easy to understand:
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- For any clothing item you sell for under \$15, you'll be charged a \$2.95 fee; for anything over \$15, the fee is 20%.
- Poshmark charges the buyer \$7.11 for shipping, seller prints out a prepaid shipping label, boxes up the clothing and sends it off.
- Poshmark even handles the financial transactions and pays the credit cards fees. (covered in your seller fee)

ALL ABOUT FEES: <https://tinyurl.com/y2vbs7td>



# POSHMARK – GETTING PAID

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- After the buyer receives the item, they release the money to you in your Poshmark account within 3 days of delivery of the item.
- You can withdraw the money via direct deposit to your bank account or request a check.
- Lastly, Posh sellers can build up credit points and re-use that balance to buy on Poshmark.  
(another form of barter)


# POSHMARK LISTING AN ITEM

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- This link will walk you through adding a listing via APP or COMPUTER:
- [https://poshmark.com/posh\\_guide/how\\_to\\_list\\_item](https://poshmark.com/posh_guide/how_to_list_item)





# ETSY (SELLER FEES)



Search for items or shops



Sell on EtsyRegisterSign in




DiscoverCart

Jewelry & AccessoriesClothing & ShoesHome & LivingWedding & PartyToys & EntertainmentArt & CollectiblesCraft SuppliesVintageGifts

If it's handcrafted, vintage, custom, or unique, it's on Etsy.


Everything you need to craft your outdoor oasis

Shop decor >




Personalized gifts for your inner circle


Shop wedding >




Your next new favorite ships for free >

 Unique everything

We have millions of one-of-a-kind items, so you can find whatever you need (or really, really want).

 Independent sellers

Buy directly from someone who put their heart and soul into making something special.

 Secure shopping

We use best-in-class technology to protect your transactions.

# ETSY – A NICHE MARKETPLACE

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- Etsy is a marketplace where you can sell your handmade goods, vintage items, and craft supplies directly to buyers
- A listing on Etsy lasts for four months or until the item is sold.
- Once an item sells, there is a 5% transaction **fee** on the sale price (including the shipping price you set).
- If you accept payments through **Etsy** Payments, they also collect a 3% + \$0.25 payment processing **fee** when an item is sold

# MORE POPULAR SITES

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- Decluttr - fast, easy and *totally free* way to sell cell phones, tech, CDs, DVDs, games and books - [www.decluttr.com/](http://www.decluttr.com/)
- ThredUp— unique online thrift store - [www.thredup.com/](http://www.thredup.com/)
- Mercari - similar to eBay [www.mercari.com/](http://www.mercari.com/) - charges 10% fee if item sells



# SAFETY FIRST

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Regardless which local site/app you use please remember:

- Transactions should be Cash Only for local
- Bring a friend
- Meet in public place – we recommend local police station



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SHOULD I SELL ON MORE THAN ONE SITE

YES!

LET'S TAKE A LOOK.....

