

# Selling on eBay

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# Agenda

- What is eBay?
- Benefits to Selling on eBay
- Creating an eBay Account
- Seller Options
- Seller Fees
- Steps to listing an Item for Sale



# What is **eBay**?

**eBay** is the world's online marketplace; a place for buyers and sellers to come together and trade almost anything!

Here's how **eBay** works

A seller lists an item on **eBay**, almost anything from antiques to cars, books to sporting goods. ... Buyers then place bids on the item.

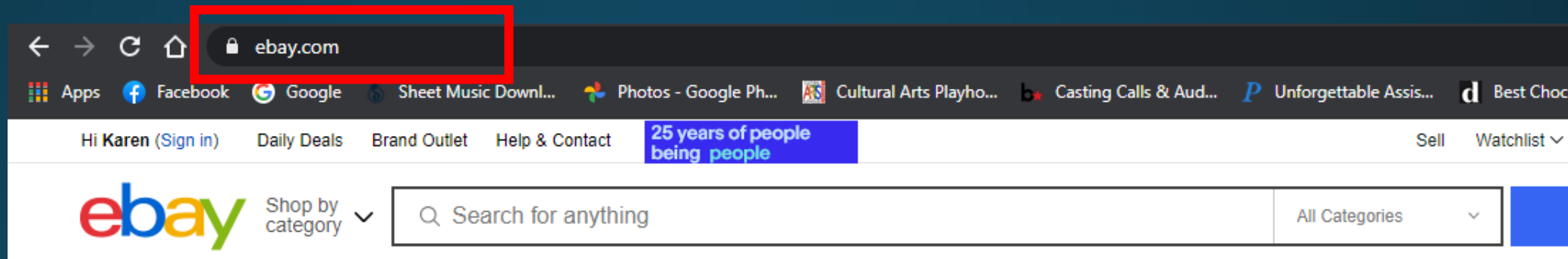
EVERYONE can use eBay!

# Benefits to Selling on eBay

1. Large consumer audience- there are more than **155 million buyers** around the world browsing through eBay everyday
2. Sellers can have a **personal account** or a **business account**
3. Sellers can brand their eBay store by creating a store billboard, displaying a logo, choosing which products are highlighted when someone visits the store, and asking visitors to sign up for your newsletter and encourage interaction on your social media platforms
4. eBay offers sellers flexibility by allowing them to add their own photos, write their own descriptions, set their own return policies, and determine shipping fees.
5. Sellers are offered **discounts for shipping through eBay**, the ability to track and analyze their sales, receive instant payment through PayPal

# Where Can I Find eBay?

ebay can be found anywhere! Either use your web browser to access [www.ebay.com](http://www.ebay.com) or download the app to your mobile device.



Apple's App Store



Androids Google Play Store

# There are two types of ebay accounts:

- A **personal account** is best for a casual ebay user
- A **business account** is appropriate for people who plan to sell in large quantities, or for people who have bought or made items specifically to sell.

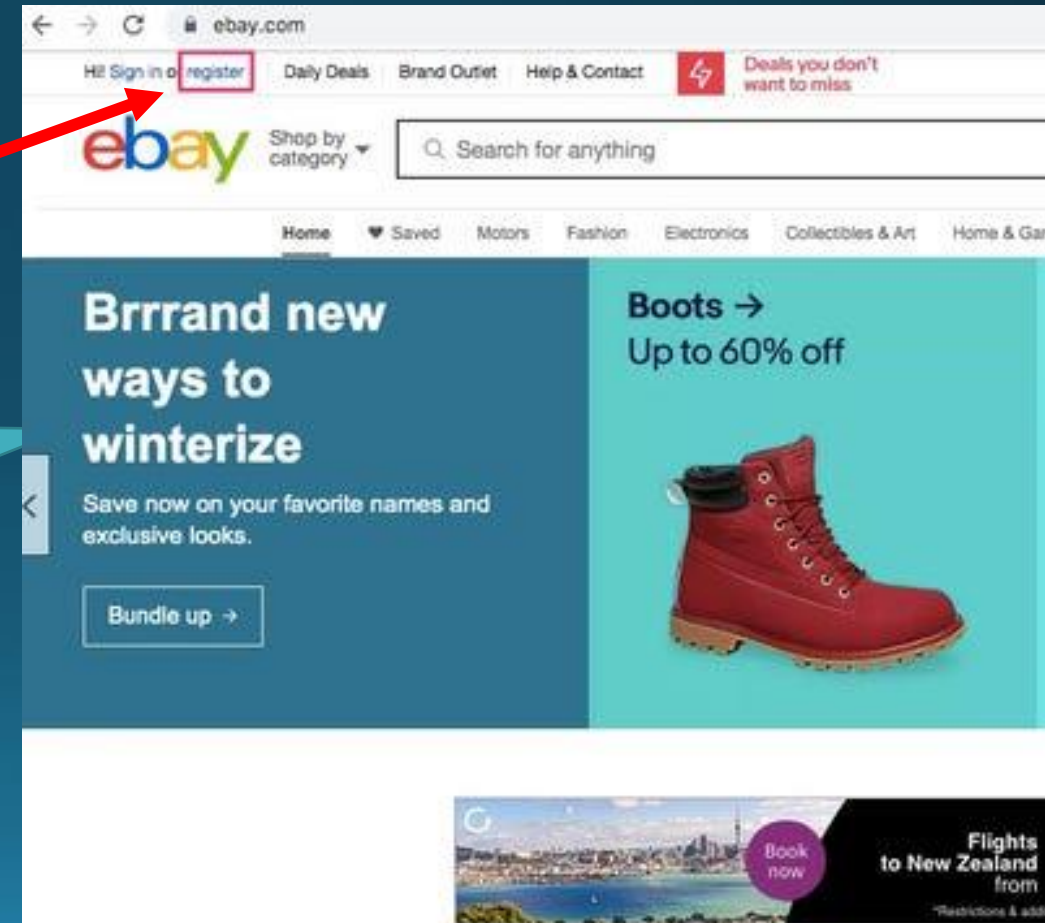
Registering for a personal or business account is easy.

What do you need to register?

- an email
- your first and last name
- a password

**It's FREE!**

*you can also register using your Facebook account or Google account*



# Creating an eBay account

Hello

Sign in to eBay or [create an account](#)

Once you open the ebay site by web or app, click **Create an Account**.

Fill in the blanks:

- First & Last Name
- Email address
- password

Then click Create Account.

## Create an account

Have a business? [Create a business account](#)

First name

Karen

Last name

Email

Password

☐ Show

By creating an account, you agree to our [User Agreement](#) and acknowledge reading our [User Privacy Notice](#).

Create account



Continue with Google



Continue with Facebook



Continue with Apple

# eBay : Now What?

Now that you have an account, you can Buy or Sell Items!

First, you should **navigate the eBay site**. If you plan to sell items, you should do some research to see how much seller's are listing their items. How much are they charging for shipping?

You also need to prime your account to show you are a great "ebayer". To do this, you will need to **acquire Feedback**. How?

**Buy a few small inexpensive things!**



# The eBay Buyer

## Search for Items

The screenshot shows the eBay homepage with several red arrows pointing to key search and navigation elements:

- An arrow points from the "Search for Items" header to the search bar.
- An arrow points from the "Search for Items" header to the "Advanced" search link.
- An arrow points from the "Search for Items" header to the "Category" dropdown menu.
- An arrow points from the "Search for Items" header to the "All Listings" filter button.

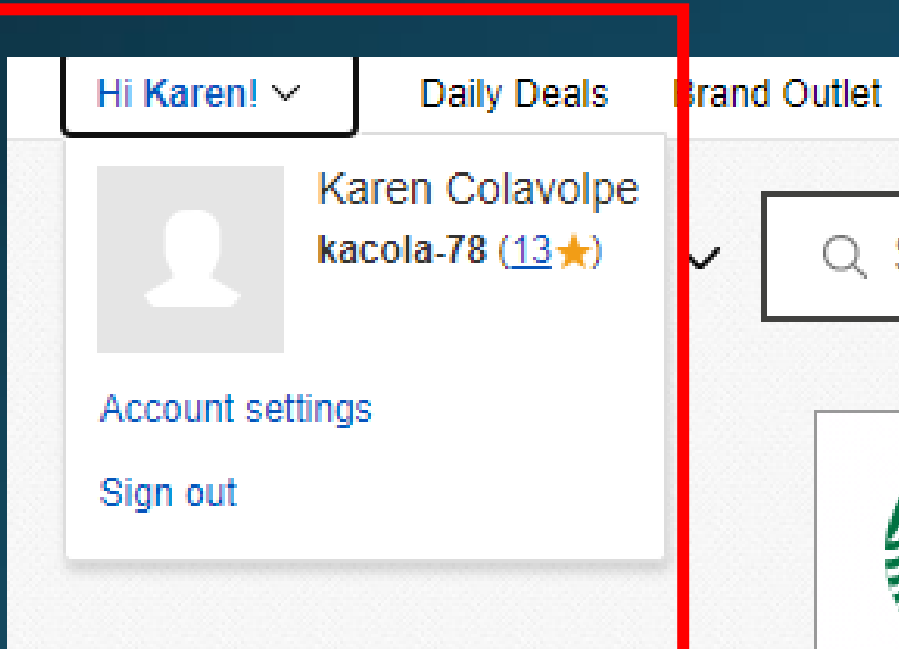
The search bar contains the text "samsung galaxy tablet 10.1". Below the search bar, the "Advanced" search link is highlighted with a red box. The "Category" dropdown menu is also highlighted with a red box, showing the "All" category selected. The "All Listings" filter button is highlighted with a red box. The search results show 891 results for "samsung galaxy tab...". The first result is a "SPONSORED" listing for a "Samsung Galaxy Tab A 10.1" 2019 32GB(WiFi+ Cellular) 4G LTE Tablet Unlocked T515".

Navigate and see what eBay has to offer. Research prices and shipping fees. But most importantly, **buy a few small items**. Be sure to **pay immediately and ask for positive feedback from the seller**. Now is your time to show you are a great eBay buyer!

# The eBay Menu Bar

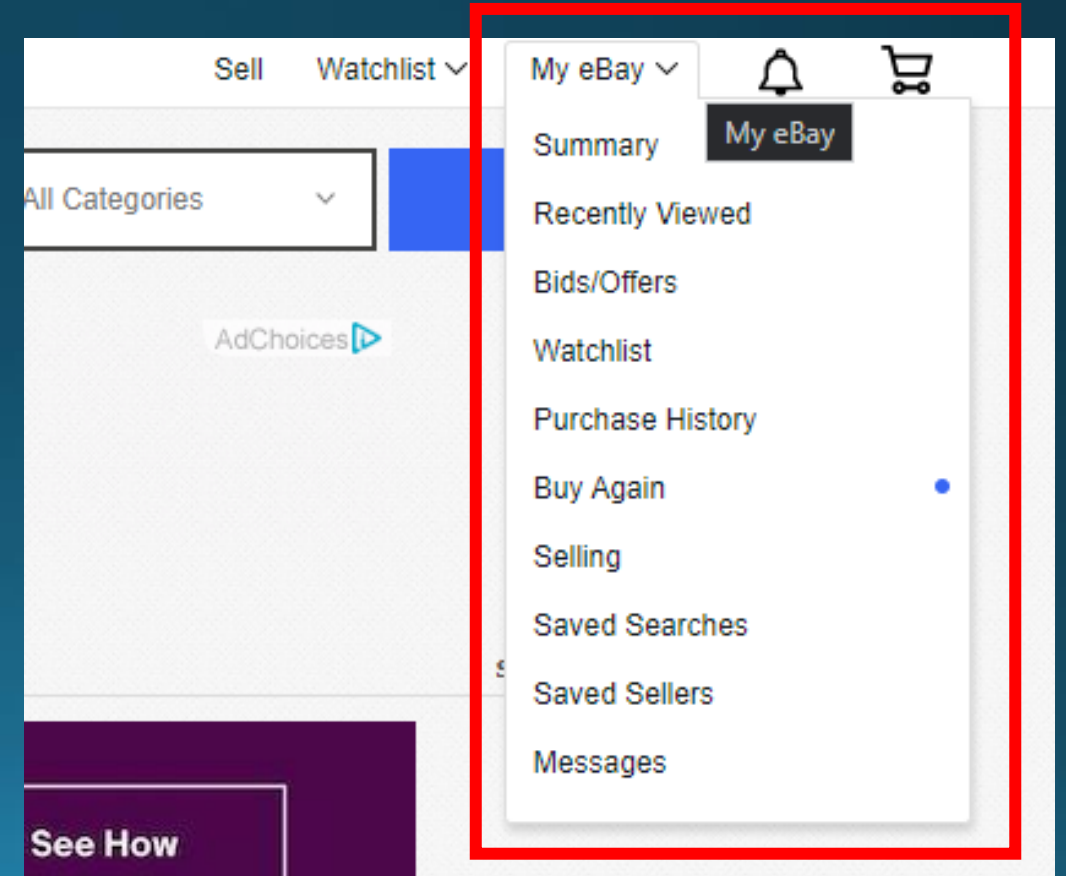
The top left side of the Menu Bar has a button with your name and a drop-down arrow.

Find your account settings and option to sign out here.



The top right side of the Menu Bar has My eBay button and a drop-down arrow.

Find your eBay activities here.



# eBay Seller Options

When selling on eBay, we have options for how to list our item.

- Auction
- Auction with Buy It Now
- Buy It Now
- Make An Offer
- Reserve (will explain in the Fee section)

# eBay Seller Options, con't

## Auction

Seller lists their item with a starting price and buyers bid against other buyers. When the listing ends, the highest bidder wins the **auction** and pays for the item.

Remember, a bid is a binding contract.

## Auction With Buy It Now

When you add a **Buy It Now** option to **auction-style listings**, buyers can either **purchase** your item right away at the **Buy It Now** price or place a **bid**. In most categories, the **Buy It Now** price must be at least 30% higher than the **auction** price.

# eBay Seller Options, con't

## Buy It Now

**Buy It Now** allows you to **buy** an item immediately at a set price. There is no bidding. The buyer can **purchase** the item instantly.

## Make An Offer

Make An Offer allows buyers to **make** their “best **offer**” to a seller to buy an item up for auction or listed on the site. It's a great tactic for buyers to ensure they “win” the item while also saving some money, and it helps the seller unload items that they aren't selling.

More Information: <https://www.ebay.com/help/selling/listings/listings?id=4072>

# eBay Seller Fees

There are fees a Seller will need to pay when selling on eBay:

- **Insertion Fee** (only applies when Seller lists more *than 200* items in a month)
- **Final Value Fee (FVF)**
- **Payment Processing Fee**
- **Reserve Price Fee** (Only charged if Seller chooses to set a Reserve Price)

# Insertion Fees

Fee is .35 cents for each listing – BUT every month, a seller is given 200 free listings. The amount of free listings can increase if *you have an eBay Store*.

More Information:  
<https://www.ebay.com/help/selling/fees-credits-invoices/selling-fees?id=4364>

Store package	Zero insertion fee listings per month
Standard fees (No Store package)	Up to 200 listings
Starter Store package	Up to 250 listings
Basic Store package	Up to 350 fixed price + up to 250 <a href="#">auction-style</a> Managed payments sellers get an additional 10,000 fixed pricing listings in <a href="#">select categories</a>
Premium Store package	Up to 1,000 fixed price + up to 500 <a href="#">auction-style</a> Managed payments sellers get an additional 50,000 fixed pricing listings in <a href="#">select categories</a>
Anchor Store package	Up to 10,000 fixed price + up to 1,000 <a href="#">auction-style</a> Managed payments sellers get an additional 75,000 fixed pricing listings in <a href="#">select categories</a>
Enterprise Store package	Up to 100,000 fixed price + up to 2,500 <a href="#">auction-style</a> Managed payments sellers get an additional 100,000 fixed pricing listings in <a href="#">select categories</a>

# Final Value Fees

Ebay will charge a final value fee when your item sells.

This fee is calculated as a percentage of the total amount of the sale. **The total amount of the sale is the amount the buyer pays, including any shipping and handling charges.** Sales tax isn't included in the calculation.

*If for some reason the buyer doesn't pay, you need to either cancel the sale or report it as an unpaid item in order to be eligible for a final value fee credit.*

Category	Insertion fee	Final value fee <sup>***</sup> - See: Notes for basic fees
Standard fees for most categories, including Music > Records, eBay Motors > Parts & Accessories, and eBay Motors > Automotive Tools & Supplies. For vehicles, see our <a href="#">Motors fees</a> .	First 200 listings free per month, then \$0.35 per listing	10% (maximum fee \$750)
Books DVDs & Movies Music (except <b>Records</b> category)		12% (maximum fee \$750)
Select Business & Industrial categories: •Heavy Equipment Parts & Attachments > <b>Heavy Equipment</b> •Printing & Graphic Arts > <b>Commercial Printing Presses</b> •Restaurant & Food Service > <b>Food Trucks, Trailers &amp; Carts</b>	\$20	2% (maximum fee \$300)
Musical Instruments & Gear > <b>Guitars &amp; Basses</b>	Free	3.5% (maximum fee \$350)
Select Clothing, Shoes & Accessories categories: •Men > Men's Shoes > <b>Athletic Shoes</b> •Women > Women's Shoes > <b>Athletic Shoes</b>	Free if starting price <sup>**</sup> is \$100 or more See: Notes for basic fees	•0% if selling price <sup>***</sup> is \$100 or more •10% if selling price <sup>***</sup> is less than \$100 See: Notes for basic fees

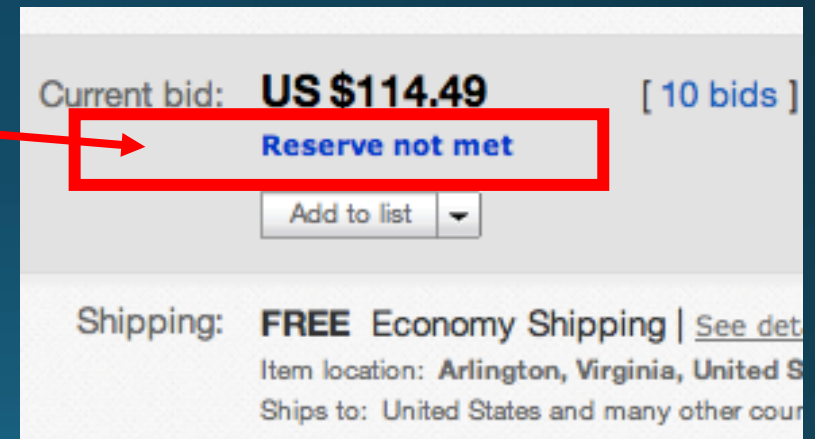


# Reserve Price Fee

Reserve price Set a minimum price that must be met for your item to sell	\$5.00 or 7.5% of reserve price, whichever is greater (maximum fee \$250) Charged whether or not your item sells
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When a buyer bids below the reserve price, they'll see a "Reserve not met" message.

This means that even if you're the highest bidder at the end of the auction, you won't win the item



# Payment Processing Fee

When a buyer pays for an item using a credit card or Paypal, the fee charged by the credit card company or Paypal is passed along to the seller.

PayPal fee is 2.9% + **\$0.30** of the total selling price including the sales tax. This fee is calculated before eBay fees.

**PayPal** is the preferred payment method for most buyers and sellers on Ebay. PayPal accounts are free to register for, and they're a hassle-free way to send and receive payments.

PayPal links directly to your bank account or credit card. **When buyers make a purchase, the payment is sent to your PayPal account and you can transfer it to your bank account.** If you have a credit card listed on your PayPal account, you can get an instant transfer to your bank through the associated credit or debit card and the balance shows up in your account immediately. If you don't register a card, the transfer shows up in 1 to 3 days.

[Sign Up for Free](#)[Buying](#)[Selling](#)[Transfers](#)[Friends & Family](#)[U.S.](#)[Other Countries](#)[Fixed Fees](#)

## Selling is 2.9% + \$0.30 per sale.

That's a small price to pay for accepting major forms of payment from any of the 203 million active customers worldwide. There are no hidden PayPal fees. You don't have to pay anything until you get paid for selling something. Our rates are some of the most competitive in the industry – keeping you in business and your customers happy.

[More about PayPal merchant fees](#)

Sales within the US	2.9% + \$0.30 per transaction
Discounted rate for eligible charities	2.2% + \$0.30 per transaction
International sales	4.4% transaction fee plus a fixed fee based on currency received
PayPal Here™ card reader	2.7% when you swipe a card or 3.5% plus \$0.15 for manually entered transactions

# How the Seller Gets Paid

If the buyer pays with either PayPal or a credit or debit card, eBay will send you an email to let you know when the payment is in your account.

- PayPal: When a buyer pays with PayPal, they'll send money directly to your PayPal account. This is usually immediate.
- Credit or debit card: If a buyer uses a credit or debit card, their payment is processed through the PayPal payment gateway before being added to your PayPal account.
- Payment on pickup: If your buyer is paying when they collect the item from you, you can accept cash, PayPal, or Venmo, whichever you are both comfortable with.

## **eBay payment holds**

If you're a new seller who hasn't established a selling record yet, eBay may put payments from your buyers on hold. You'll become an established seller when:

- It's been more than 90 days since your first successful sale.
- You've had more than 25 transactions and \$250 in sales.

# Selling Process – Step By Step

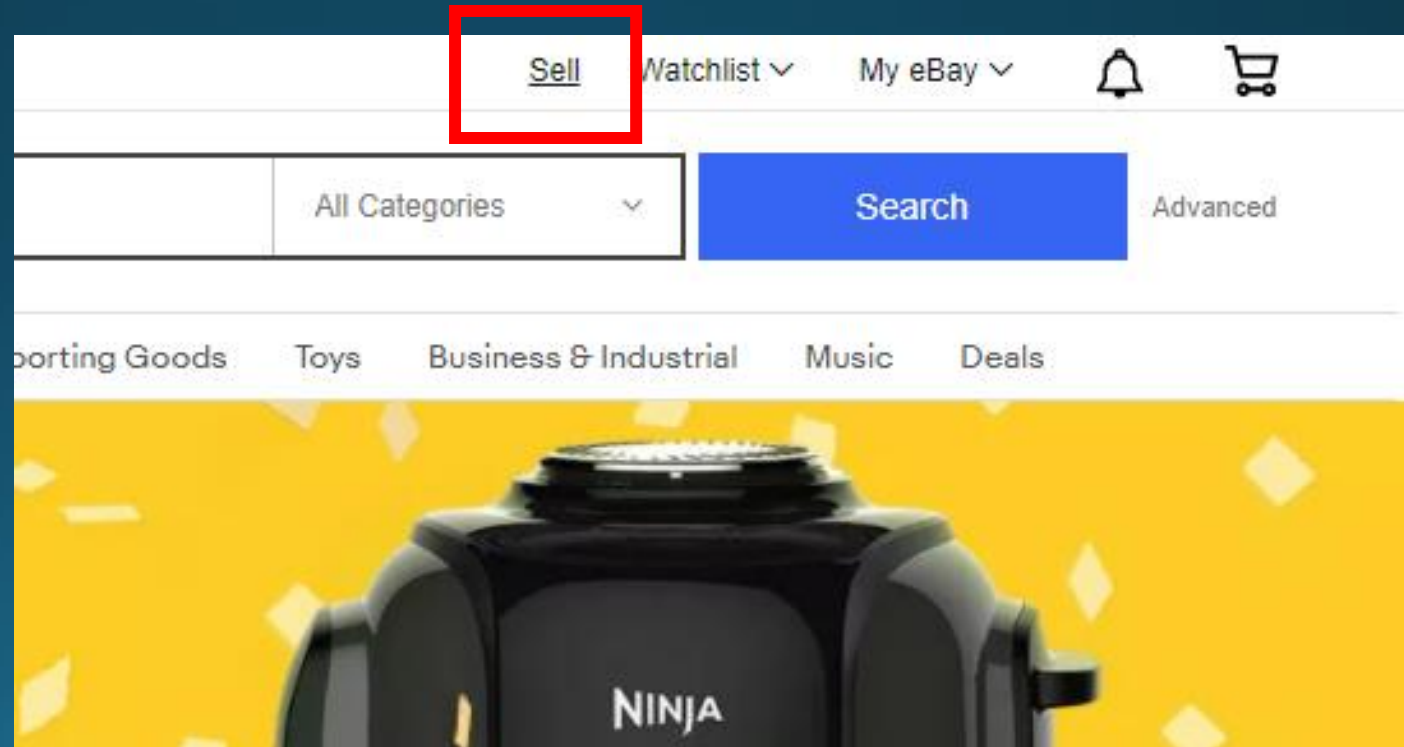
1. Item Title - keywords
2. Description of item
3. Photos
4. Price
5. Shipping



Don't forget to preview your listing!

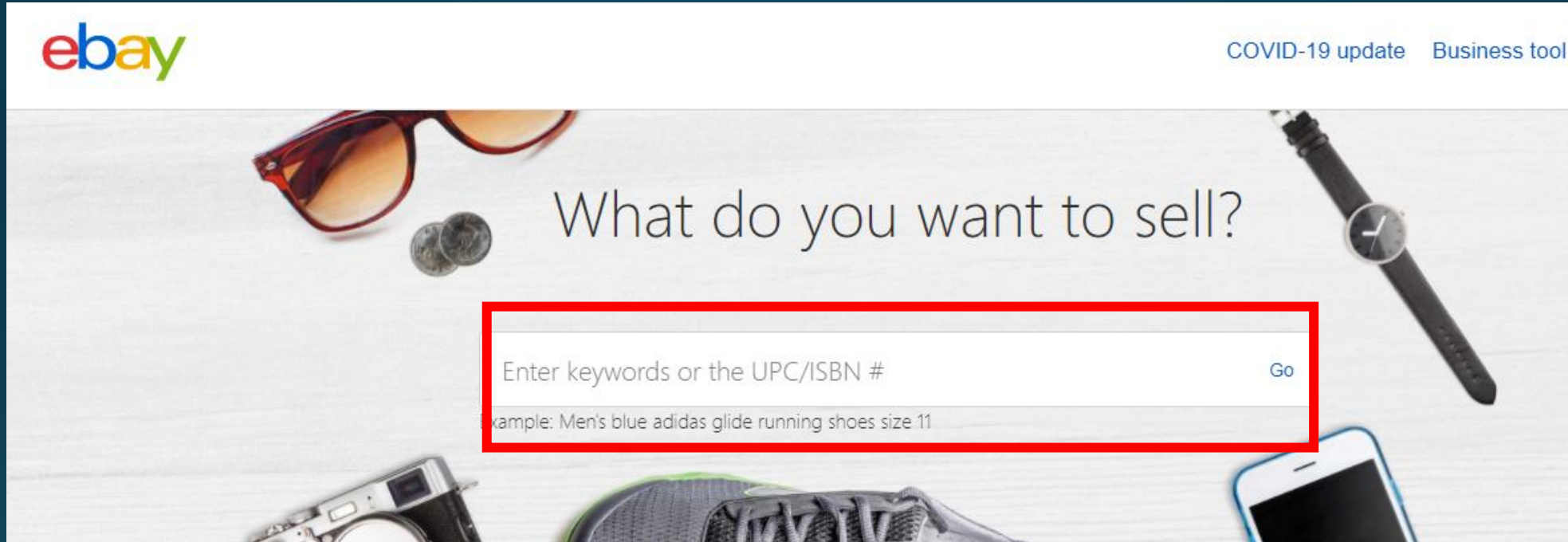
# Creating a Listing on eBay - con't

Log into your eBay account, then click Sell on the Menu Bar at the **top right** of your screen.





# Sale Item Keywords

The image shows the eBay homepage with a search bar highlighted by a red rectangle. The search bar contains the text "Enter keywords or the UPC/ISBN #" and a "Go" button. Below the search bar, there is a placeholder text: "Example: Men's blue adidas glide running shoes size 11". The background of the page features various items like sunglasses, coins, a watch, a camera, and a smartphone.

ebay

COVID-19 update Business tool

What do you want to sell?

Enter keywords or the UPC/ISBN # [Go](#)

Example: Men's blue adidas glide running shoes size 11

eBay will ask you what you would like to sell.

Fill in this field and press **Go**.

instant pot

In Slow Cookers

Find a similar item to start your listing.

Can't find one like yours? [Create a new listing.](#)

Type ^

Slow Cooker x

Brand ^


Instant Pot x

Model ^

Bosch HMT72M450  
Dash DEC005BK  
Instant Pot Duo Mini  
[Show more](#) v


Power ^

1000 W




Instant Pot LUX60 6 qt.  
Vintage Floral Pressure...

Power: 1000 W  
Color: Multicolor  
Material: Stainless Steel



Instant Pot Duo Mini 7-in-1  
3qt Electric Pressure...

Model: Instant Pot Duo Mini 7-in-1  
Power: 700 W  
Color: Silver



Instant Pot IPLUX80 8  
Quart Programmable...

Model: Lux 80  
Power: 1200 W  
Color: Silver

[Sell one like this](#)

[Sell one like this](#)

[Sell one like this](#)

eBay will walk you through every step of the way.

In this example, we typed bracelet for women. eBay displays a bracelet.

We can choose the button underneath, **Sell One Like This**, or click the link at the top **Create New Listing**.




# Add a Descriptive Title

## Title

Use words people would search for when looking for your item.

instant pot

 Too short. Include details such as brand, color, size, specs, condition, etc.

## Item specifics

### Required

Buyers need these details to find your item

Condition

Used

Brand ⓘ

Instant Pot

Model ⓘ

—

Frequent: [Instant Pot Duo Mini](#), [Bosch HMT72M450](#)



Using a descriptive title makes your item appear in more searches.

For example:



Title of Instant Pot should be Instant Pot 6 Quart Like New Stainless Steel

# Add All Specifics That Apply



Buyers need these details to find your item

Condition  

Used

Brand  

Instant Pot

Model  


—



Frequent: [Instant Pot Duo Mini](#), [Bosch HMT72M450](#)

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Recommended

Buyers frequently search for these details

 **Add as many details as you can**  
97.9K recent searches for these details



Type   97.9K searches

Slow Cooker

Components Included   80.1K searches



—

Frequent: ☐ Pot ☐ Basket ☐ Inner Pot

Capacity   33.6K searches

—

Frequent: [6 qt](#), [8 qt](#), [3 qt](#)

Color   Trending

—

Frequent: [Silver](#), [Black](#), [Multicolor](#)



What's  
most  
important?

# Take Great Pictures!

- Take A Picture Of Everything That's Included with your item
- Upload from Your Computer (or through the Ebay App)
- Scan An Image From A Manual Or Package
- Borrow Images If You Can But Don't Steal
- Keep It Simple & Clean
- **Show All Flaws**

eBay allows you to upload 12 photos FREE. You can increase that for a fee if needed.

# Add Photos

## Add photos

Improve your buyer's confidence by including as many as possible. You can have up to 12 for free.

0 of 12



Drag and drop your photos

Add from computer

Add from mobile device

Main photo



Top



Bottom



Front



Back



Right side



Left side



Detail



Defect



eBay will allow you to add 12 photos for free.

Click the **Add from computer** button, then choose the photos to add to your listing.

# Pricing Your Item


eBay will suggest how much to price your item, where to start your bidding, and how much money similar items have sold for.

This information is given to you when you get to the section for pricing.

You can use their suggestion or change it.

## Pricing

[Apply recommendation](#)

**Recommendation: Auction starting bid \$8.60**  
Similar items in the same condition recently sold between: **\$12.30 - \$19.10**

☒ **Auction starting bid**  
Enter the lowest amount you're willing to take.  


\$

10.00

7-day | Recommended: \$8.60

☐ **Buy It Now price**  
Buyers can purchase immediately at this price.  

\$



Chance of selling  
**High**  
[See sold items](#)

# Determining Your Items Shipping Cost

## Use the eBay shipping calculator

1. In the **Shipping** section of your listing, select Calculated: **Cost** varies by buyer location.
2. Next to Services, select **Calculate Shipping**.
3. In Package details in the **Shipping Calculator**, enter your package type, dimensions, and weight.
4. In the Your details section, enter your ZIP code and any handling **fees**.
5. Then click the **Preview** Button to preview your listing, or **List it** to complete your listing.

### Shipping

☒ **Recommendation applied**  
This option gives you the best method of shipping based on item weight, shipping cost, and delivery time.

☒ **Ship your item**  
Provide the package weight and dimensions to calculate the cost, or enter a fixed cost.


Package weight

lb  oz

Package dimensions

in  in  in

☐ I don't know the package details




**USPS Priority Mail**  
1 - 3 business days  
[Change shipping service](#)

☒ Buyer pays **\$7.25 - \$12.90**  
(depending on buyer's location)

☐ Charge a fixed amount

☐ Offer free shipping (you pay)

☐ **Local pickup**  
Nearby buyers can pick up the item from your home or another location of your choice.

 Your current listing preferences are **Payment method:** PayPal (ptergesen@optonline.net), **Handling time:** 3 business days, **Item location:** 11730, **Returns accepted:** No, **More options:** Disabled. [Change](#)

List it for free. A [final value fee](#) applies when your item sells.

List it

Preview

Save and exit

# Once your Item Sells: Print eBay Shipping Label

- Go to My eBay and then Sold.
- Beside the item you want to ship, select **More actions** and then **Print a shipping label**.
- Double check mailing address
- Review your shipping costs, then select **Purchase postage** and follow the steps shown to print your label.
- Carefully Package The Item

# Shipping Insurance

- USPS Priority Mail automatically covers packages that are damaged or lost up to a value of \$50 for all eBay sellers
- UPS –FedEx covers up to \$100.00
- eBay offers ShipCover insurance when you buy postage and print USPS labels from eBay's site.
  - ShipCover - one low rate for both domestic and international shipments:
  - \$1.65 per \$100 of coverage.
  - \* You can buy up to \$1,000 of insurance coverage when you print your shipping label on eBay.





# What if Your Item Doesn't Sell?

## Refresh Your Listing

- Re-list A Second Time
- Change the Title
- Lower The Starting Price
- Add A More Detailed Description

# Canceling an Auction

- Reasons For Ending a Listing Early:
  - Item Is No Longer Available
  - Error In The Starting Price Or Reserve
  - Error In The Listing Description
  - Item As Lost Or Broken
  - Check eBay "Help" For More Information On Canceling And Ending Listings Early
  - Not Allowed to Cancel if someone already Bid

# When Bidders Don't Pay

- Buyer Must Pay at Checkout or Within 2 Days of Being Invoiced
- If Buyer is unresponsive use "My Ebay" and go to Resolution Center (under Account info)
- Leave Negative Feedback
- Give Other Bidders A Second Chance
- Re-list Your Item

More details here:

[www.ebay.com/help/policies/payment-policies/unpaid-item-policy?id=4271](http://www.ebay.com/help/policies/payment-policies/unpaid-item-policy?id=4271)

# Seller Responsibilities

- Ebay IS CONSIDERED A LEGITIMATE BUSINESS.
- You are responsible for taxes on goods or services sold.
- You are liable for any fraud connected with selling on ebay.
- You are responsible for keeping accurate records.
- Taxes – see next slide

# eBay and Taxes

## General Tax Info :

[ebay.com/help/policies/selling-policies/tax-policy?id=4348](https://www.ebay.com/help/policies/selling-policies/tax-policy?id=4348)

## Sales Tax Info :

[ebay.com/help/selling/fees-credits-invoices/taxes-import-charges?id=4121#section4](https://www.ebay.com/help/selling/fees-credits-invoices/taxes-import-charges?id=4121#section4)

## Income Tax :

[ebay.com/help/selling/fees-credits-invoices/ebay-form-1099k?id=4794](https://www.ebay.com/help/selling/fees-credits-invoices/ebay-form-1099k?id=4794)

Good Luck  
Have Fun  
and  
Happy Selling!

