

# Buying and Selling on eBay

## Getting Started

1. Create an eBay account
  - a. Go to [www.ebay.com](http://www.ebay.com) and click **Register**.
  - b. To create a personal account, fill in your information and click **Create account**. (If you wish to create a business account instead, click **Create a business account** at the top of the screen.)
    - i. Password must be at least 6 characters including at least 1 letter and at least one number or symbol.
  - c. Your account is now active!
  - d. Keep the auto-generated username or click on the **Change Username** link in your welcome email to pick your own.
2. Create a PayPal account
  - a. Go to [www.paypal.com](http://www.paypal.com) and click **Sign Up**.
  - b. Select Personal Account.
  - c. Fill in your information and click **Next**.
  - d. Follow the prompts to add a payment method.

## Searching and Bidding

- Find items using the search box at the top of the screen.
- On the results screen, choose modifiers along the left side of the screen to narrow down your search.
- 3 different purchasing options, not all available on every listing:
  - Auction – Enter your bid, click **Place Bid**, and wait for end of auction.
    - You will get an email with payment instructions if you win.
  - Buy It Now – Click **Buy It Now** to buy at seller's asking price.
    - You will be prompted to enter payment instructions immediately.
  - Make Offer – Click **Make Offer** and enter your offer.
    - Seller will accept, decline or counter. If your offer is accepted you will get an email with payment instructions.
- For Auction listings, eBay uses an automatic bidding system.
  - Enter the maximum amount that you are willing to pay.
    - If the amount you entered is higher than the maximum entered by the current highest bidder, you will become the new highest bidder.
      - eBay will automatically bid up the auction on your behalf until the current bid is one increment above the other person's maximum bid, but no higher.
    - If the amount you entered is lower than the maximum entered by the current highest bidder, eBay will automatically bid up on that person's behalf until they outbid you by one increment, but no higher. That person will remain the high bidder.
  - You may end up paying less than your bid if you win. When you win an auction you will always pay a small amount more than the next highest bid, even if your bid was much larger.
  - Because the maximum amount entered by the current highest bidder is a secret, there is no way to know the amount you would have to enter to outbid them.
  - Many bidders wait until the last few seconds to bid, so if you want to win an item, you may want to put it on your watch list and be ready to put in a higher bid as the auction is ending if necessary.
  - eBay bids are contractual obligations and in most cases are not retractable. If you win an item you are expected to buy it.

# Item Listings

**Pricing information**

**Time left to purchase or bid**

**Click to view seller's feedback**

**Shipping information**

**Sell now**

**Chicago Blackhawks Toothbrush**

Condition: **New**

Time left: 1 day 23 hours Saturday, 2:08PM

Starting bid: **US \$2.00** [ 0 bids ]

Place bid

Best Offer: Make Offer

Located in United States

Shipping: **\$3.50** Standard Shipping | See details

Delivery: Estimated on or before **Fri. May. 18** to 60563

Payments: **PayPal** VISA American Express DISCOVER

PayPal CREDIT

Returns: Seller does not accept returns | See details

Guarantee: **ebay** MONEY BACK GUARANTEE | See details

Seller information: jeff21122 (466) 100% Positive feedback

Learn How To Earn \$30 Back

# My eBay

**View activity, messages, and account information**

**View your bids, purchase history, and watch lists**

**Icons turn black when item is paid for, shipped, when you leave feedback, and when you receive feedback.**

**My eBay: Summary**

Activity Messages (6) Account

Buying Reminders: Awaiting feedback (1)

Summary

Recently viewed

Buy: Bids/Offers

Purchase history

Lists: All lists, Watch list, Wish list, Your lists

Saved searches

Saved sellers

Sell

Orders

Not hidden Hidden

See orders from: The last 60 days Filter by: All

ORDER DATE: May 10, 2018

ORDER TOTAL: US \$5.92

Free shipping

1 item sold by t.i.store

(2 Pairs) FLAT WIDE SHOELACES THICK SHOE LACES 52" LONG SALE NEW

Color: Black/ Yellow

ITEM PRICE: US \$5.92

Leave feedback

View order details

More actions

## Creating a Listing

1. Click **Sell** at the top right corner of the screen.
2. Enter keywords or UPC/ISBN number and search.
3. Look at the automatically suggested category—keep it or change to a different one.
4. Click **Sell One Like This** if you find an identical item, or click **Create A New Listing**.
5. Specify New or Used.
6. Create a title, making sure to include all relevant keywords.
7. Upload photos. Be sure to take pictures from every angle, including clear photos of any defects.
8. Fill out Details section if applicable.
9. Create an item description. Be as detailed as possible.
10. Set pricing.
  - Choose Auction Starting Bid, Buy It Now Price, or both.
  - Click on More Options to enable options like Allow Offers, Schedule Listing Start Time, Auction Reserve Price, Auction Duration, and Easy Pricing.
    - If you do not see More Options, scroll all the way to the bottom of the page and check your Listing Preferences to enable it.
11. Set Shipping Information.
  - Select your preferred shipping service, then choose between:
    - Enter package weight & dimensions to have eBay calculate estimated cost for each buyer based on delivery address
    - Charge fixed amount
    - Free shipping
  - Click on **More Options** if you want to add a second shipping service option, international shipping, or local pickup.
12. Check Listing Preferences at the bottom of the page to change your settings for:
  - Handling Time
  - Accept Returns
  - Enable More Options
13. Click **Preview** to check for errors, then click **List It** if everything looks OK.

## Selling Fees

	<b>Insertion fee (per listing)</b>	<b>Final value fee (per item, charged only if item sells)</b>	<b>PayPal transaction fee</b>
<b>Your first 50 listings per calendar month</b>	Free	10% of total sale price, excluding shipping (12% for books, movies, & music, or 3.5% for guitars)	\$0.30 per transaction plus 2.9% of total sale price, including shipping
<b>All additional listings over 50 (per month)</b>	\$0.35		

Additional fees may apply for upgrades such as auction reserve price, larger photos, and bold text.

## Maintaining Auctions

Go to **My eBay**→**Sell**→**All Selling**. Choose Active, Sold, or Unsold and use the buttons to the right of each listing to see available actions.

## Blocking Individual Buyers or Categories of Buyers

Go to **My eBay**→**Account**→**Site Preferences**→**Buyer Requirements**. To block individual buyers click on Blocked List link at the bottom of the screen next to Don't Allow Blocked Buyers to Contact Me and add usernames to list.

## Prohibited and Restricted Items

<https://www.ebay.com/help/policies/prohibited-restricted-items/prohibited-restricted-items?id=4207>

# Terminology

**Auction:** A type of listing for which the seller sets a starting price and potential buyers place bids. Auctions last for a pre-set number of days, and whoever is the high bidder when the auction ends will win the item.

**Fixed Price:** A type of listing for which the seller only sets a fixed "Buy It Now" price instead of allowing users to place bids.

**Buy it Now:** (auction-style and fixed price listings) Allows you to purchase an item immediately at a set price. Not available on all items. If a particular listing has a Buy It Now price but does not allow bidding, this is called a fixed price listing.

**Make Offer:** (auction-style and fixed price listings) The Make Offer button allows you to propose to pay a certain amount for an item. The seller can then choose to accept, decline, or counter your offer. Not available on all items.

**Place Bid:** (auction-style listings only) Enter the maximum amount you are willing to pay for an item during an auction. Your bid must be higher than the current bid listed on the auction page.

**Current Bid:** (auction-style listings only) The amount that the item would sell for if the auction ended right now. This is the price listed on the auction page. Because of eBay's automatic bidding system, it may be much lower than the maximum bid amount entered by the current highest bidder.

**Final Value Fee:** The fee that a seller pays to eBay when their item sells. It is a percentage of the sale price.

**Insertion Fee:** The fee that a seller pays to eBay when they list an item.

**PayPal:** An online payment service that allows you to safely send and receive payments for online purchases. It is the most common method of payment used on eBay.

**Watch List:** A way to keep watch on an auction you are interested in without placing a bid or making an offer.

**Add to Cart:** (available only for items with a Buy It Now option) If you intend to purchase multiple Buy It Now items, use the Add To Cart button to place them into your "shopping cart" so that you can pay for all of the items at once. Useful when a seller offers a discount for purchasing multiple items.

**My eBay:** The section of your account where you will find your account information as well as a list of items you are watching or bidding on, purchase history, messages, etc.

**Feedback:** Reviews that buyers and sellers leave for each other to rate the quality of the transaction.

**Feedback Score:** The number of positive feedback that a user has received, minus the number of negative feedback. A user's feedback score always appears in parentheses to the right of their username. Click on the feedback score to see more detailed feedback information for that user.

**Feedback Percentage:** The percentage of a user's feedback which is positive. It is usually better to look at feedback percentage than feedback score when trying to choose which seller to buy from.