

PLEASE SILENCE CELL PHONES

Online Garage Sales

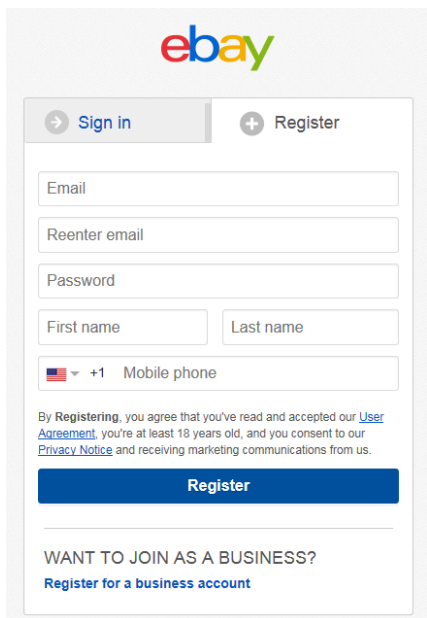
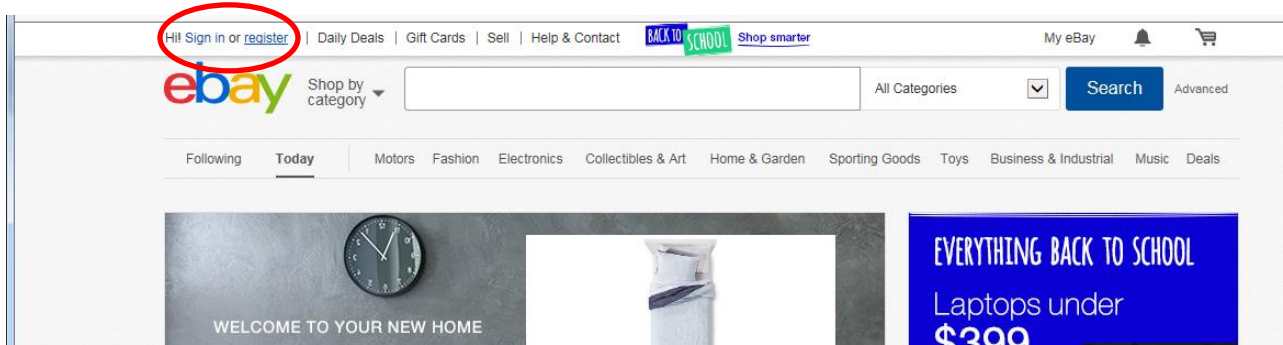
Instructor: Sean Luster

Overview

We're going to talk today about buying and selling online. This will of course involve some discussion of eBay, since it is the forefather of this business model, but we'll also look at other websites and apps worth considering.

eBay

Registration



Why would I join as a business?

Choose a business account if you:

- Sell items that you've bought to resell.
- Sell items you've produced yourself.
- Sell a large amount of items on a regular basis.
- Sell new items that you bought but don't use personally.
- Buy items for your business.

Registering Your Account

After you've filled out the information in the form above you will need to respond to the confirmation email/text. Once that is completed your account is ready. Keep in mind that you will need to enter in more information when you begin to buy or sell items.

Customizing Account Information

To make changes to your account information (including user name, personal information, email address, password, secret question, phone number, profile, and PIN) use the following steps:

- Go to **My eBay** (upper right hand corner)
- Click the **Account** tab
- Click the **Personal Information** link
- Click **Edit** next to the information you want to edit

Getting Started Community Resources

Discussion Boards: Click the *Community* link at the bottom of most eBay pages

Answer Center: After following the Community link go to the Answer Center link to find answers to common questions.

Community Groups: Follow Community link the click Groups link to find eBay groups related to your interests. Open groups allow anyone to join, Closed groups require admin acceptance of your request to join.

Privacy Issues

Only you or anyone using your account can see items on your watch list or that you have purchased. If you leave feedback with a seller that information is public.

Buying

Paypal

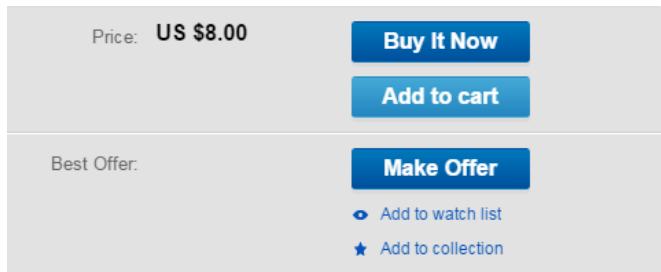
- Free for buyers. No cost associated with sending payment.
- Transfer money to anyone with an email address.
- Strong protection against unauthorized users
- Faster transactions on eBay

Search Items

Several options to find what you're looking for:

- Shop by category
- Basic search
- Advanced search
 - Limit a wide range of options for items found
 - Control locations – particularly useful for larger items

Buy Now



Price: **US \$8.00**

[Buy It Now](#)

[Add to cart](#)

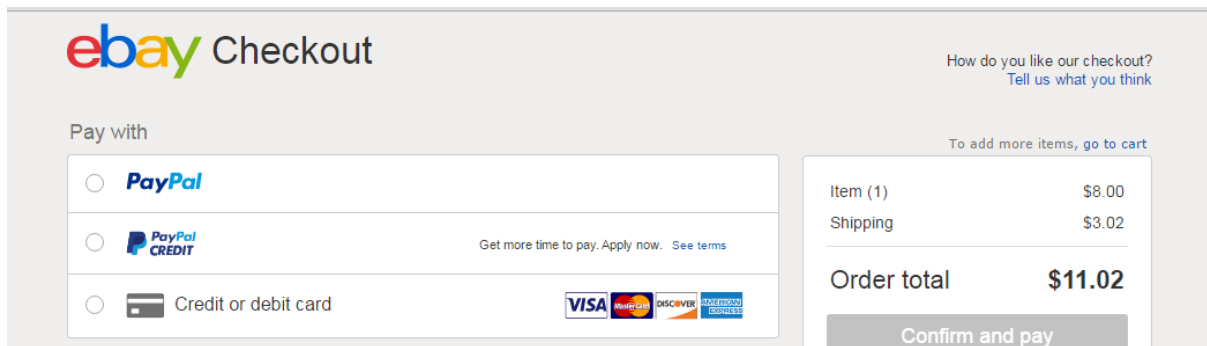
Best Offer:

[Make Offer](#)

[Add to watch list](#)

[Add to collection](#)

Many items have the option to skip the bidding process and buy them immediately. This is typically, though not exclusively, offered by stores with a large inventory available for the items they list. When you click Buy it Now you will proceed immediately to the payment screen, familiar to anyone with experience shopping online. One significant difference between eBay's payment screen and most online retailers is that PayPal is the preferred method of payment.



ebay Checkout

How do you like our checkout?
[Tell us what you think](#)

Pay with

PayPal

PayPal CREDIT Get more time to pay. Apply now. [See terms](#)

Credit or debit card VISA MasterCard DISCOVER AMERICAN EXPRESS

To add more items, [go to cart](#)

Item (1)	\$8.00
Shipping	\$3.02
Order total	\$11.02

[Confirm and pay](#)

Note that the shipping costs are determined by the seller. This is something listed in the item description and is rarely something you can negotiate.

Placing Bids

Before placing a bid be sure to understand that you are entering into an agreement to pay the proposed amount, so be sure to closely the item listing before placing any bids.

Example listing:

The screenshot shows an eBay listing for a Goofy figurine. The listing includes a main image of the figurine (labeled 6), a title 'GOOFY RESTING IN A WHEELBARROW. WALT DISNEY PRODUCTIONS BISQUE' (labeled 3), and a description 'Item condition: Used "NO PROBLEMS"'. The time left is '1h 35m 2s' (labeled 1) and the starting bid is 'US \$3.99' (labeled 1). The listing also features a 'Place bid' button (labeled 1), a 'Seller information' box (labeled 4) for 'shirfire (3266)' with '100% Positive feedback', and a 'Sales Event' banner for Yamaha. The listing is located in the United States and has a shipping cost of \$3.00. Payment methods include PayPal, Visa, Mastercard, and Discover. The listing is guaranteed by eBay's Money Back Guarantee (labeled 5). A 'Have one to sell?' button is also visible (labeled 5).

1. Time left in bidding process and current bid amount
 - a. Number of bids
 - b. Bidding problems
 - c. Watch list
2. Shipping and payment methods
3. Social media and watch list tools
4. Seller information
 - a. Provides a quick snapshot of sellers ratings
 - b. Left-clicking on seller's name takes you to a more thorough list of reviews on several categories as well as a list of all the items they currently have for sale.
 - c. Option to follow seller
5. Selling options
 - a. If you have an identical item and wish to sell it this provides a quick jump to the sales process
6. Images

Review Sellers

This is an important aspect of the buying process. eBay's transactions are largely built on trust in the description of the items by the sellers as well as the promises made by both parties to deliver the items as promised and to make payment as promised. Providing accurate and fair reviews helps keep this system working.

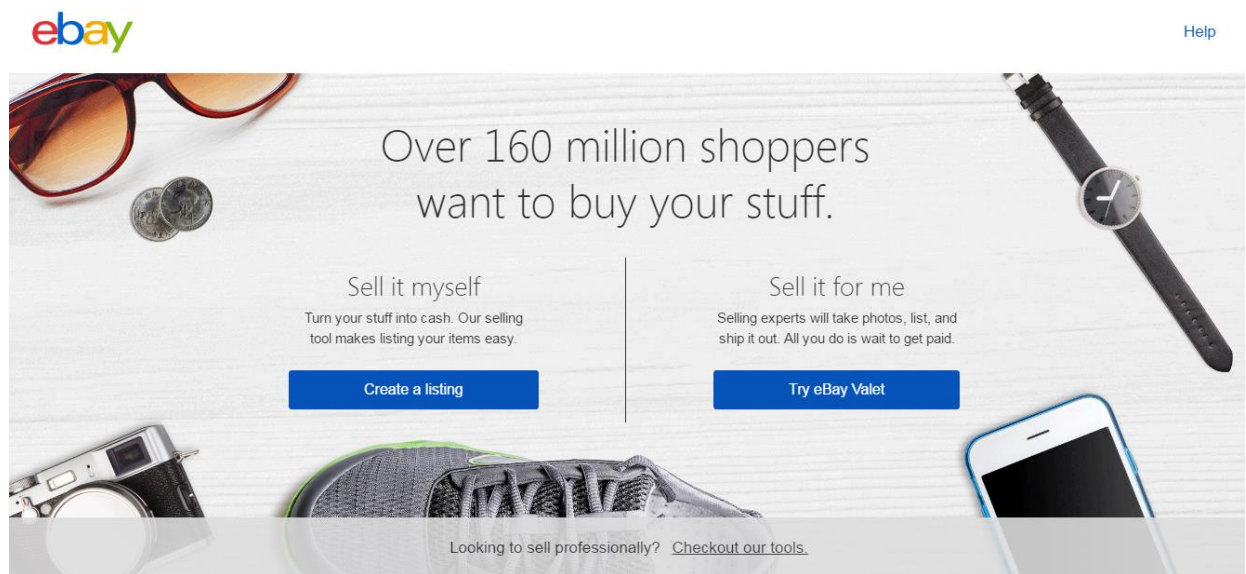
Selling

What are the requirements to sell on eBay?

- Provide eBay with a valid credit card, debit card, or bank account information.
- Let eBay know how you would like to pay your seller fees.
- Select the payment methods you'll accept.
- Make sure your Feedback Profile is public

It is also recommended that your Pay Pal account become verified.

If your account is suspended you will be unable to sell.



The image is a promotional banner for eBay's selling services. At the top left is the eBay logo, and at the top right is a 'Help' link. The background features various items: sunglasses, coins, a watch, a camera, and sneakers. The central text reads 'Over 160 million shoppers want to buy your stuff.' Below this, there are two columns. The left column is titled 'Sell it myself' and includes the text 'Turn your stuff into cash. Our selling tool makes listing your items easy.' and a blue button labeled 'Create a listing'. The right column is titled 'Sell it for me' and includes the text 'Selling experts will take photos, list, and ship it out. All you do is wait to get paid.' and a blue button labeled 'Try eBay Valet'. At the bottom center, there is a link: 'Looking to sell professionally? [Checkout our tools.](#)'

Sell it for me

For a percentage of the sales eBay will create the listing for you.

Sell it myself

1. List it
 - a. Step by step process to create a searchable listed item
 - b. Be sure to have pictures, an estimate price, and category ready
2. Ship it

- a. Upon receipt of payment send item to buyer immediately by agreed upon method
3. Receive payment
 - a. Typically done through Pay Pal
 - b. Other methods are slower but can be agreed upon as part of your listing

Before you list an item

Look for similar items that have recently sold on eBay to help you select the best category, price, or learn your item's potential value.

Review the seller's checklist, tips for successful selling, and the rules for sellers.

Seller's Checklist: <http://pages.ebay.com/help/sell/checklist.html>

Tips for successful selling: <http://pages.ebay.com/help/sell/seller-tips.html>

Rules for sellers: <http://pages.ebay.com/help/sell/policies.html>

Become an eBay Store

Before opening an eBay Store, make sure you meet the following requirements:

1. You have an eBay seller account and have placed your credit card on file.
2. You must be PayPal Verified.
3. To open a Premium or Anchor store, you can't have a seller performance level below standard.

If you meet these requirements, you can open an eBay Store now. You'll be taken through a step-by-step process to name your Store, describe your store, and choose a design. You can have your Store up and running in minutes.

Choose a Subscription

Basic Store

Available Plans

- Yearly Subscription*
\$19.95 per month
- Monthly Subscription
\$24.95 per month

An entry-level solution for sellers who want an online store with lower listing fees than non-store fees

Insertion fee

- First 250 listings free** per month your [selling limits](#) apply

Subscription features

- Low [listing fees](#)
- Sales Reports Plus ⓘ
- Selling Manager ⓘ

Premium Store

Available Plans

- Yearly Subscription*
\$59.95 per month
- Monthly Subscription
\$74.95 per month

A solution for sellers with reduced listing fees and more business tools to help grow a business

Insertion fee

- First 1000 listings free** per month your [selling limits](#) apply

Subscription features

- Heavily-discounted [listing fees](#)
- Sales Reports Plus ⓘ
- Selling Manager Pro Free ⓘ

Anchor Store

Available Plans

- Yearly Subscription*
\$299.95 per month
- Monthly Subscription
\$349.95 per month

A solution for high-volume sellers that offers the lowest listing fees

Insertion fee

- First 10000 listings free** per month your [selling limits](#) apply

Subscription features

- Highest [listing fee](#) discounts
- Sales Reports Plus ⓘ
- Selling Manager Pro Free ⓘ

*1-year term required.
**Exclusions apply. [Learn more](#)

All plans include these features:

- An easy-to-create branded Store experience that aligns with the retail-standard
- Lower final value fees
- Up to 12 free photos per listing
- Sales and marketing tools, including Markdown Manager
- Toll-free customer service from 5 am to 10 pm Pacific Time, 7 days per week
- Subscriber discounts on financial services, office and shipping supplies, graphic design, and more

Website Alternatives to eBay

1. Amazon
 - a. Amazon avoids bidding style sales, making it more ideal for new items than used ones
 - b. Amazon sells more than 12 million items, so your sale can get lost in the crowd unless you optimize for sale (Product Information Management tools may be appropriate for this)
 - c. Pricing on Amazon is very competitive
 - d. Professional images are expected
 - e. Consider using Amazon Fulfillment (FBA) to ship your items
2. Etsy
 - a. eBay alternative for homemade goods
 - b. global handmade items, vintage goods, craft supplies
 - c. only \$0.20 to start selling
3. Rakuten
 - a. The international eBay
 - b. Formally Buy.com
4. Newegg
 - a. eBay alternative for electronic sellers
5. Mercari
 - a. Low cost alternative
 - b. Easy to use interface
6. Facebook
 - a. Social Marketplace

Other Apps

1. Listia
 - a. Buying and Selling App
 - b. Click photo of item and add details
 - c. Allows you to give away unwanted items, earning points towards future purchases
 - d. Works with Cryptocurrency which adds complexity and potential confusion
2. OfferUp
 - a. Buying and Selling App
 - b. Buyers get peace of mind through seller reputation pages (similar to eBay)
 - c. Sellers get peace of mind through a secure buyer ID scanning feature
 - d. Prices are negotiable – buyers place offer for the seller to consider
 - e. Concerns about enforcement of bad sellers
3. Letgo
 - a. Buying and Selling App
 - b. Recognition software tags your items into categories
 - c. Buyers can shop hyper locally by browsing nearby sales
 - d. Spam, pop up concerns
4. Yard Sale Treasure Map
 - a. Access craigslist garage sales on mobile devices
 - b. Shows local garage sales in map or list format
 - c. View sale details and photos, get directions, and use route planning features
5. Garage Sales by Map
 - a. Discover sales
 - b. Add sales
 - c. Combines listings from several different services

Example purchase process using Varage Sale:

iOS & Android mobile apps

- When you find an item you'd like to buy, tap on the "Message Seller" button.
- You can immediately send the seller a message, or skip the message, if you are still shopping. You can also cancel here, if you aren't interested.
- Shop the member's store by tapping on their profile picture and click "Message Seller" on any that you'd like to buy.
- Communicate with your seller via private message to agree on all the details. After you and the seller are in agreement on all the details, the seller will reserve the item to you.
- You'll find your items in "My Transactions". Each transaction will show all of the items that you are buying from that member.
- Tap the transaction to view items in your shopping cart for that seller. You can edit your cart by tapping "Edit".
- You can remove any items you do not want to purchase.

- Once you have inspected the items, you can choose "Complete Transaction" to indicate you have purchased those items and they will be marked as sold.
- Don't forget to praise your seller for a good experience! If you have previously praised this member, you won't be prompted to again.

Web

- When you find an item you'd like to buy, tap on the "Message Seller" button.
- You can immediately send the seller a message, or skip the message, if you are still shopping. You can also cancel here, if you aren't interested.
- Shop the member's store by clicking on their name and click "Message Seller" on any that you'd like to buy.
- Communicate with your seller via private message to agree on all the details. After you and the seller are in agreement, the seller will reserve the item to you.
- You'll find your items in "My Transactions". Each transaction will show all of the items that you are buying from that member. Click the seller's name to view the items you are purchasing.
- You can remove any items you do not want to purchase by clicking on the item to open it up and then click on "Not Interested" or "I'm no longer interested in this item".
- Upon meeting with the seller, inspect the items to make sure you are satisfied and then pay the seller.
- Your seller will mark the items sold and you will both be sent a summary of your transaction.
- Don't forget to praise the seller for a great transaction! If you've already praised this member, you won't be prompted again.