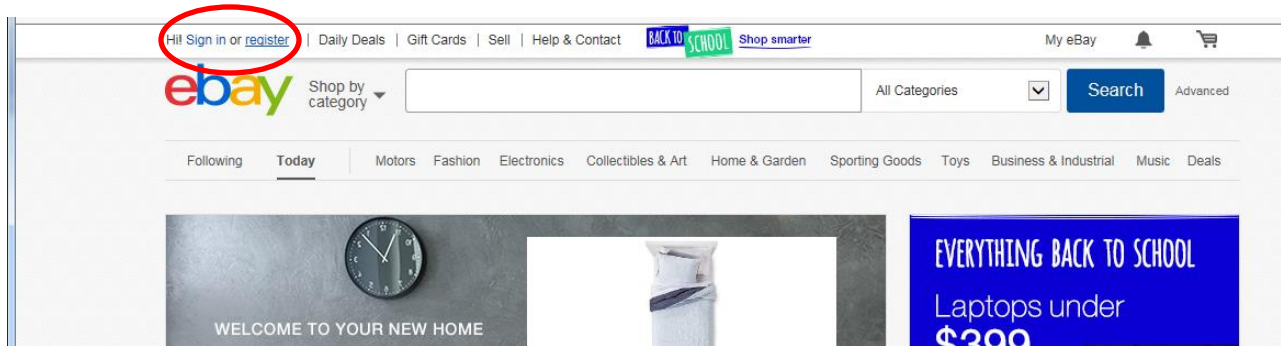


PLEASE SILENCE CELL PHONES

eBay Basics

Instructor: Sean Luster

Registration

A screenshot of the eBay registration form. At the top left is the eBay logo. Below it are two tabs: "Sign in" (with a right arrow) and "Register" (with a plus sign). The form contains several input fields: "Email", "Reenter email", "Password", "First name", "Last name", and "Mobile phone" (with a country code dropdown set to "+1"). Below the fields is a small text block: "By Registering, you agree that you've read and accepted our [User Agreement](#), you're at least 18 years old, and you consent to our [Privacy Notice](#) and receiving marketing communications from us." Below this is a blue "Register" button. At the bottom of the form, it asks "WANT TO JOIN AS A BUSINESS?" and provides a link: "Register for a business account".

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		To add more items, go to cart
<input type="radio"/> PayPal		Item (1) \$8.00
<input type="radio"/> PayPal CREDIT	Get more time to pay. Apply now. See terms	Shipping \$3.02
<input type="radio"/> Credit or debit card	VISA MasterCard DISCOVER AMERICAN EXPRESS	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 shows a 'Place bid' button, a 'Watch list' button, and a 'Seller information' box (labeled 4) for 'shirfire (3266)' with a '100% Positive feedback' rating. The listing includes shipping information (\$3.00 Standard Shipping), payment methods (PayPal, Visa, Mastercard, Discover), and a 'PayPal CREDIT' option. The listing also features a 'Have one to sell?' button (labeled 5) and a 'Sales Event' banner for Yamaha ATVs.

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.

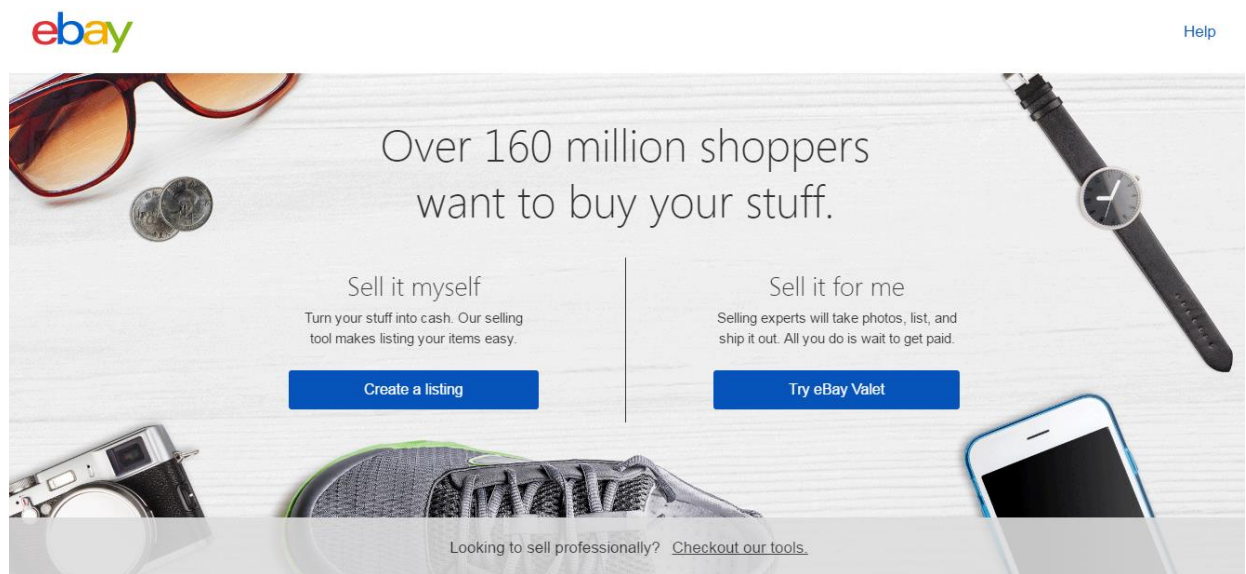
Selling

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.

A promotional banner for eBay selling options. The background is a light-colored wooden surface with various items: sunglasses, coins, a watch, a camera, and a sneaker. The eBay logo is in the top left, and a 'Help' link is in the top right. The main 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, there is a link: 'Looking to sell professionally? [Checkout our tools.](#)'

ebay Help

Over 160 million shoppers want to buy your stuff.

Sell it myself
Turn your stuff into cash. Our selling tool makes listing your items easy.
[Create a listing](#)

Sell it for me
Selling experts will take photos, list, and ship it out. All you do is wait to get paid.
[Try eBay Valet](#)

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

<h4>Basic Store</h4> <p>Available Plans</p> <p><input checked="" type="radio"/> Yearly Subscription* \$19.95 per month</p> <p><input type="radio"/> Monthly Subscription \$24.95 per month</p> <hr/> <p>An entry-level solution for sellers who want an online store with lower listing fees than non-store fees</p> <p>Insertion fee</p> <ul style="list-style-type: none">• First 250 listings free** per month your selling limits apply <p>Subscription features</p> <ul style="list-style-type: none">• Low listing fees• Sales Reports Plus i• Selling Manager i	<h4>Premium Store</h4> <p>Available Plans</p> <p><input type="radio"/> Yearly Subscription* \$59.95 per month</p> <p><input type="radio"/> Monthly Subscription \$74.95 per month</p> <hr/> <p>A solution for sellers with reduced listing fees and more business tools to help grow a business</p> <p>Insertion fee</p> <ul style="list-style-type: none">• First 1000 listings free** per month your selling limits apply <p>Subscription features</p> <ul style="list-style-type: none">• Heavily-discounted listing fees• Sales Reports Plus i• Selling Manager Pro Free i	<h4>Anchor Store</h4> <p>Available Plans</p> <p><input type="radio"/> Yearly Subscription* \$299.95 per month</p> <p><input type="radio"/> Monthly Subscription \$349.95 per month</p> <hr/> <p>A solution for high-volume sellers that offers the lowest listing fees</p> <p>Insertion fee</p> <ul style="list-style-type: none">• First 10000 listings free** per month your selling limits apply <p>Subscription features</p> <ul style="list-style-type: none">• Highest listing fee discounts• Sales Reports Plus i• Selling Manager Pro Free i
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*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