

# Selling Basics



## How to Register

To sell on eBay you must be a registered user and create a seller's account. Registration is free and takes only a few moments!



## How to Take Photos

It's true — 'A picture is worth a thousand words'. Get tips here on how to take great pictures of your item.



## Sell Your Item Form

The easy to follow **Sell Your Item** form guides you through all the steps to a successful item listing.



## Monitor Your Listings

If you're selling more than a few items, your personal 'My eBay' page is a great way to keep track of all your eBay activity in one place.



## Payments & Shipping

At the close of a successful listing it's time to collect payment and ship the item. Make sure to offer PayPal as your online payment option — it's fast, easy, and secure!



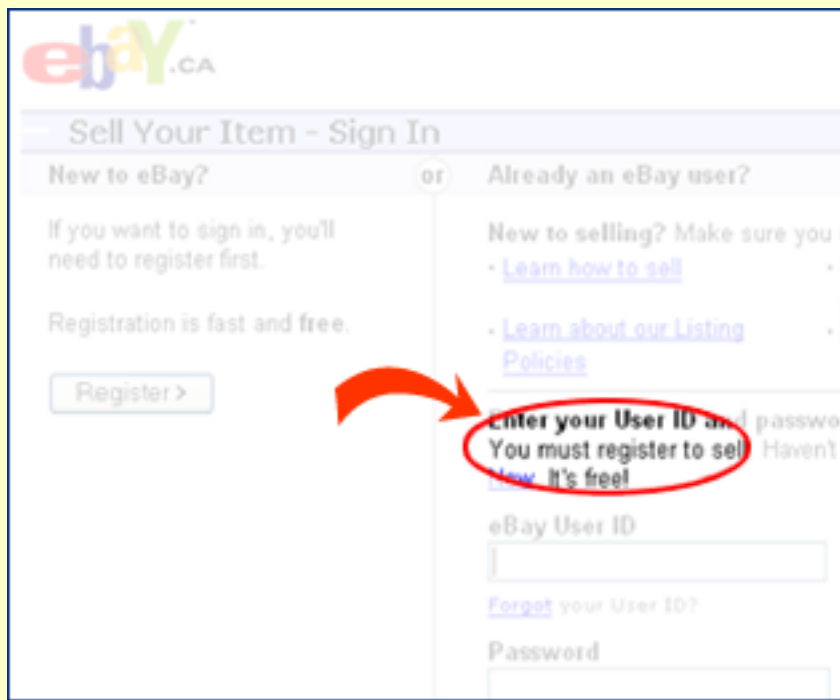
## Trade Safely

eBay is committed to making your trading experience a positive one. Make use of the resources and tips provided here to help you trade safely on eBay.

**Registration is free and only takes a few minutes.**

To begin selling on eBay, you need to register as a seller and then create a seller's account. This is necessary even if you are already registered as a buyer. You will be asked to provide credit card information which is mandatory for all sellers. You can use this credit card to pay your seller fees, or select a different method of payment.

To register, click on the 'Sell' tab at the top of any eBay page.



The screenshot shows the eBay 'Sell Your Item - Sign In' page. The left side is for 'New to eBay?' with a 'Register >' button. The right side is for 'Already an eBay user?' with fields for 'eBay User ID' and 'Password'. A red arrow points from the 'Register >' button to the 'Enter your User ID and password' section on the right. In this section, the text 'You must register to sell' is circled in red, with a link 'New? It's free!' below it.

## Fees

There are three types of fees charged when selling on eBay:

- ☐ • Insertion Fee - A non-refundable fee will be charged to your account when you list your ☐ item on eBay. This generally ranges between \$0.30 and \$3.30.
- ☐ • Additional Option Fee - only charged if you choose optional seller features such as:
  - ☐ Gallery, Featured Item, Highlight, etc.
- ☐ • Final Value Fee - based upon the final sale price of your item and only applicable if
  - ☐ the listing closes successfully - that is, if there is a winning bidder declared. It is generally
  - ☐ a small percentage of the final value of the item

[Visit eBay's Selling Fees](#) page for a more detailed explanation of how these fees work

## Did You Know...

You can use your eBay Anything Points to pay your eBay seller fees. [Learn More](#)

## Take Photos

The saying that "a picture is worth a thousand words" really applies to eBay listings. Most buyers want to see a picture before they purchase. So before you list your item, the first step should be to take great photos of it. And with eBay Picture Services, it's easy to add photos during the listing process.



A. Item Page with Image

B. Item Page without Image



## Digital vs. Regular Camera

There are three ways to capture photos and save them on your computer:

### Digital camera

A digital camera is just like a regular camera except that it does not use film. Instead, pictures are stored digitally in its memory. Take your photos and save them to your computer in either .gif or .jpg format. (Remember to make note of where you saved the file.) Digital cameras are the easiest way to capture and transfer photographs for your eBay listings.

### Scan a conventional photograph

Take a picture with a regular film camera, get the film developed and use a scanner to create a digital image from the photograph. The scanner will prompt you to save the digital image to your computer. (Remember to make note of where you saved the file.) Be sure to save the photograph in either a .gif or .jpg format in order to use it on eBay. If the item you are selling is small and flat (like a baseball card or stamps), you can put it directly on the scanner.

### Conventional film transferred to electronic format

When you develop your film, ask the processor to transfer your pictures to a CD. Or ask if your processor has a website where your photos can be transferred once they are developed. Using a private password, you'll be able to access your photos and transfer them to your own computer from the website.

[Learn more](#) about taking great photos for eBay.

## Did You Know...

Digital cameras are one of the most popular purchases on eBay? Check out the [digital cameras](#) currently up for auction and sale.

## Create a great photo

- Use natural light whenever possible.
- Use a plain background to make your item stand out. Don't use a white background as it tends to wash away colours and creates too much contrast.
- Consider taking a close-up of a section and multiple views (front, back, side, top) so potential buyers can see the actual condition of the item.
- If your item has a flaw, it's best to display it clearly in your photographs so that buyers can honestly assess your item

**A. Good picture**

**B. Bad Picture**



### **Edit your Photo**

Once your photo is on your computer hard drive, you can often improve it with photo editing software, which may have come with your digital camera or scanner. You can also use eBay Picture Services for basic editing.

#### **Tips:**

- **Crop** your photos to remove any unnecessary background.
- Balance the contrast and brightness.
- The **Rotate** or **Flip** command will turn your picture right side up (if necessary).
- **Resize** your image files to approximately 330 pixels tall by 440 pixels wide.
- Save your edited picture as a .gif or .jpg file.

### ***Did You Know...***

Your photos are stored on eBay Picture Services only while your listing is running on eBay. It's a good idea to keep a photo on your computer if you want to use it again in the future.

The easy-to-follow **Sell Your Item** form guides you through the steps to a successful item listing. This is the place to enter all the important details about your item, including price, payment methods, shipping costs and photos.

Click on 'Sell' at the top of any page to access the Sell Your Item form. The Sell area of the site is also home to a wide range of resources that will help you become a successful eBay seller.



**Do Your Research** - Doing some research before you list your item will help you create the best possible listing. Try researching things like category and price in advance using the following techniques:

- ☐ Use the Completed Listings view in the Search Options box to see what similar items ☐ started at and sold for.
- ☐ Search for items on eBay that are similar to yours, and notice which categories they are ☐ listed in. Try different keyword searches to find particularly active categories.
- ☐ Select categories where other sellers are having successful auctions - look at the ☐ page-view counters and numbers of bids to find this information.
- ☐ If you need help deciding which category best fits your item, use the 'Find Suggested ☐ Category' feature on the Sell Your Item Form.

Once you've done your research, you're ready to start filling out the Sell Your Item form.

## Choose a Selling Format and Currency

The first thing you need to choose is the format of your auction. You can sell your item in the traditional online auction format (the highest bidder wins the item) or sell it at a fixed price (you set the price, which a buyer can pay to immediately purchase the item). You need to have a feedback rating of 10 or more to sell at a fixed price (also known as Buy It Now).

You can also choose to sell your item in either Canadian or US dollars. Select US funds if you're planning to sell your item outside Canada.

The screenshot shows the 'Choose a Selling Format' section of the 'Sell Your Item' form. It includes three radio button options: 'Sell at online auction', 'Sell at a fixed price', and 'Introduce your item to others'. Below these is a section for 'Choose a currency' with two radio button options: 'CAD (Canadian Dollars)' and 'USD (U.S. Dollars)'. Both the 'Choose a Selling Format' title and the 'CAD (Canadian Dollars)' option are circled in red. A 'Continue' button is at the bottom.

## Choose a Category

Listing your item in the right category means buyers can find your item more easily. If your item has a broad appeal, you can list it in two different categories. For example, an antique silver jewellery box could be listed in Antiques, or in Jewellery & Watches. While you will have to pay extra fees to list in a second category, you'll have the added benefit of exposing your item to a larger audience.

Once you've chosen your main category, the Sell Your Item form will help you select the right sub-category for your item.

The screenshot shows the 'Select Category' section of the 'Sell Your Item' form. It features a progress bar at the top with five steps: 1. Category, 2. Title & Description, 3. Pictures & Details, 4. Payment & Shipping, and 5. Review & Submit. The 'Category' step is highlighted. Below the progress bar, there are instructions on how to select a category, including a search box with a 'Find' button and a 'Try the enhanced, easier category selector' link. A 'Main category' section follows, with a 'Click to select' dropdown menu and a list of categories: 'Antiques', 'Art', 'Automotive', and 'Books', each with a brief description of the sub-category.



**Write an Effective Title** - When searching on eBay, the system looks within item titles to find a match. This is why your selection of keywords is so important. Make the most of your title by carefully choosing keywords a buyer might use when doing a search on eBay.

- ☐ You can use up to 55 characters to describe your item, so make the most of them. Use ☐ descriptive keywords, no punctuation. For example, if you were selling a dress, you would ☐ want to make sure to include the brand name, size, colour, fabric, if the item is new, etc.
- ☐ Avoid using words like "rare", "beautiful", "unusual", or "L@@@K". No one uses these words ☐ when they are searching on eBay. State exactly what your item is, even if it repeats the ☐ category name.
- ☐ See which similar items drew high prices in the past by using the Completed Listings view in ☐ the Search Options box.

## Item Specifics

When you include specific information about your item, you make it more attractive to buyers. In many categories (ranging from Cameras & Photo to Toys & Hobbies), you can use drop-down menus to easily add useful information - called Item Specifics - to your listing.

If you're selling a laptop computer, for example, you can use the Item Specifics menus to select the brand, processor speed, RAM and hard drive capacity of your item. This information makes it easier for buyers to pinpoint the item they're looking for. If Item Specifics are available in your category, make sure to fill them in while listing so that buyers have the information they need to bid or buy.

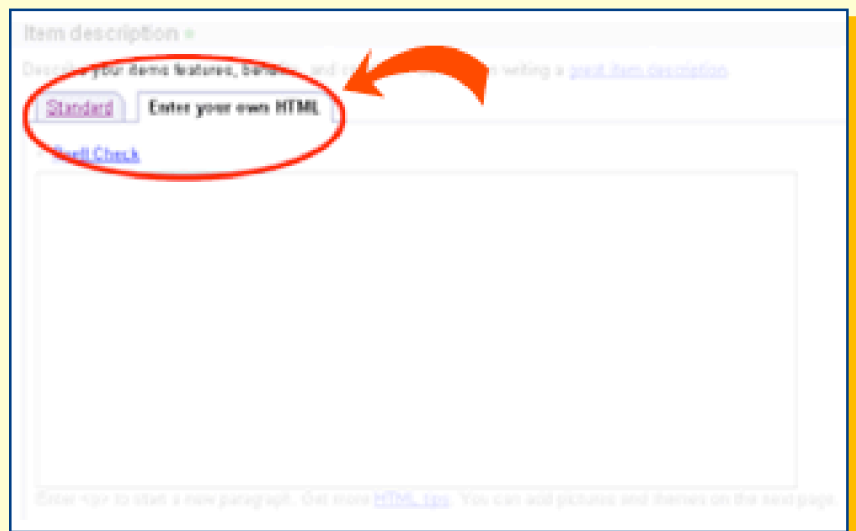
[Learn More](#)

The screenshot shows the 'Item specifics : Pottery & China' section of an eBay listing form. At the top, there is a 'Subtitle (US \$0.50)' field with a placeholder text: 'Add a subtitle (searchable by item description only) to give buyers more information. See ex...'. Below this, the section is titled 'Item specifics : Pottery & China'. A note states: 'To enable your item to appear in the Pottery & China Product Finder search results, enter t...'. The form contains several dropdown menus for the following fields: 'Origin', 'Region, Style', 'Maker', 'Pattern', 'Material', 'Product Type', and 'Age'. Each dropdown menu currently shows a double asterisk (\*\*) as the selected option.



**Describe Your Item** - Here's your chance to really let your item shine! Use as much information as possible to write a complete description of your item.

- Include all item attributes including model number, year the item was made, colour, dimensions and, most importantly, the current condition of the item.
- Don't be afraid to emphasize the positive things about your item or include a story about the item; just make sure that you are truthful.
- Be honest about flaws in your item. Buyers appreciate honest sellers, and a complete description is more likely to lead to a satisfied customer at the end of the sale.
- Include your payment and shipping information, and information about your refund or return policy. If you can, include flat shipping amounts for the various countries to which you're willing to ship.
- Use a friendly and inviting tone to attract buyers.
- To enter your item description quickly and easily, use the Standard item description editor. The editor will automatically translate your text description into HTML (the special formatting code used to create web pages). If you prefer, you can input your own HTML code to give your item a customized look. [Learn more about basic HTML](#).



## Determine Your Price

Price is one of the most important elements when it comes to selling on eBay. Generally, lower starting prices (the price at which you would like to start the bidding on your item) attract more buyers and ultimately result in higher final value.

If you haven't done so already, now's the time to see what similar items have sold for on eBay. You can do this by searching Completed Listings, which can be accessed on the Advanced Search tab or in the Search Options box in the left-hand column of the search or browse results page.

You can also choose to set a reserve price at this point. A reserve price can be set to safeguard against selling the item for less than you're willing to accept. It's important to keep in mind that a reserve price may discourage bidding, so it may make sense to set with a higher starting price with no reserve.

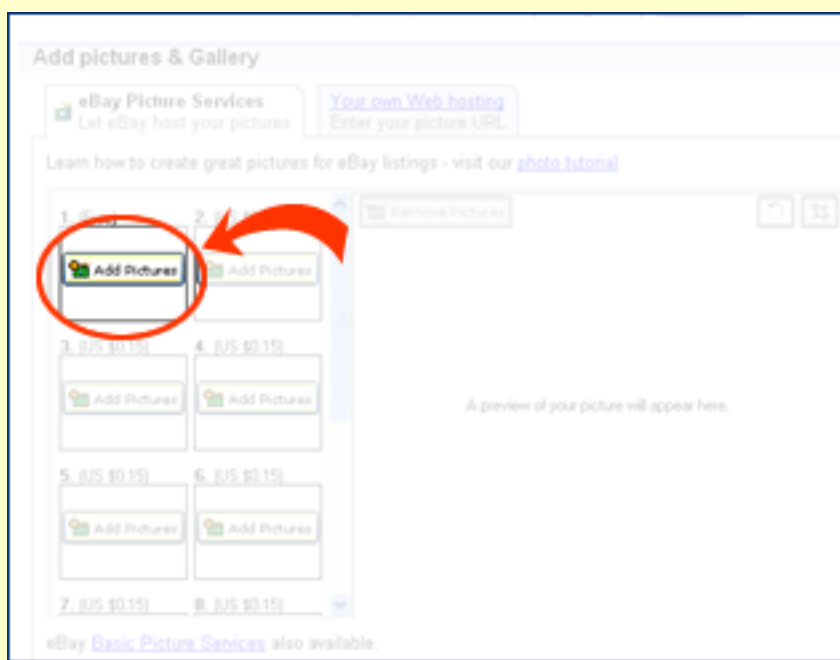
## Item Location

Be sure to enter your postal code in the 'Item Location' section of the form. This will allow your item to be included when buyers search or sort by distance. Listings that include a postal code will be sorted depending on the buyer's location; listings without a postal code will have a lower priority in distance searches and sorts.

## Add Photos

eBay Picture Services is the quickest and easiest way to add photos to your listings. Remember, photos must be in either a .gif or .jpg format for listing on eBay.

To add photos with eBay Picture Services, click in the first 'Add Pictures' box to select a picture that is saved to your computer. A browse box will appear and allow you to locate the place on your computer where you've saved your eBay pictures. Click on the file name of the picture you'd like to place in your listing, and it will appear in the first picture box.



## Add Photos - (cont'd.)

You can also select the 'Your Own Web Hosting' tab to upload photos from a website other than eBay. Use this option if you plan to use your own image hosting service. Once you have selected a photo hosting service, your photo image files can be added to your listing.

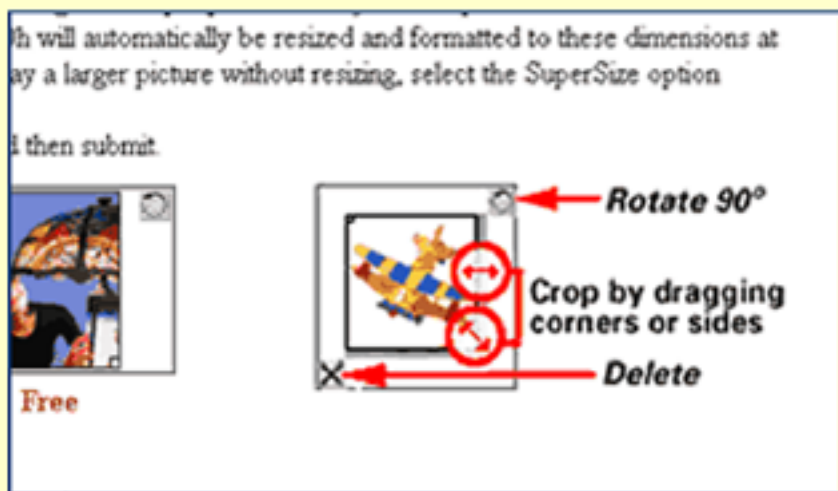
If you would like to add more photos to your listing, just click another box or continue uploading from another website. The first picture is free, and each additional picture is C\$0.20 (US\$0.15).

## Did You Know...



Since digital photos are often large, eBay Picture Services will automatically resize large photos to 300 pixels high by 400 pixels wide (3 x 4 inches on most monitors). Resizing a photo makes it download faster for potential bidders. If photos take too long to download, buyers could lose interest and move on to someone else's listing!

**Edit Your Photos** - Although it is best to edit your image files using the software provided with your camera or scanner, you can also do some basic editing with eBay Picture Services. This includes: cropping and rotating the photo in 90-degree increments. [Learn more.](#)

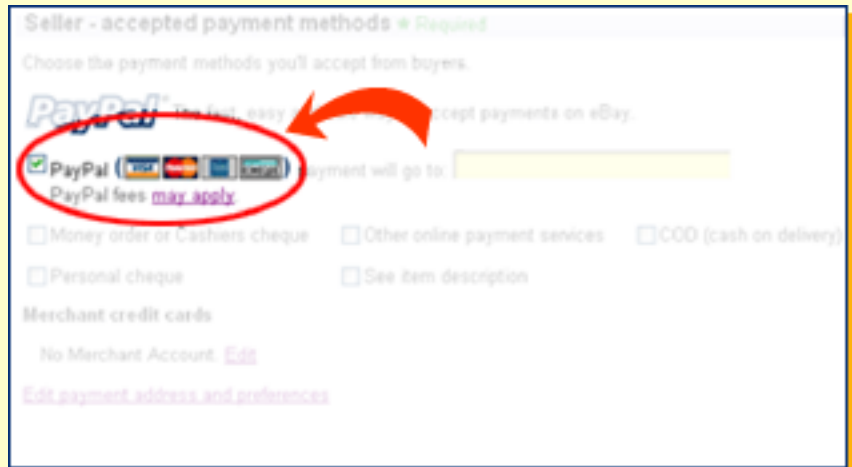


## Did You Know...



Your photos are stored on eBay's Picture Services only while your listing is running on eBay. It's a good idea to keep your photo on your computer if you want to use it again in the future.

**Select Payment Methods** - Consider using [PayPal](#) when selecting the payment methods that you will accept from winning bidders. PayPal allows sellers to accept credit card or bank account payments for eBay purchases. PayPal is the safe and easy way for buyers to purchase their items, and it's especially helpful for international buyers. If you use PayPal, you are more likely to be paid immediately at the close of the listing.



Seller - accepted payment methods ★ Required

Choose the payment methods you'll accept from buyers.

**PayPal** The fast, easy way to accept payments on eBay.

☒ PayPal PayPal fees may apply Payment will go to:

☐ Money order or Cashiers cheque ☐ Other online payment services ☐ COD (cash on delivery)

☐ Personal cheque ☐ See item description

Merchant credit cards

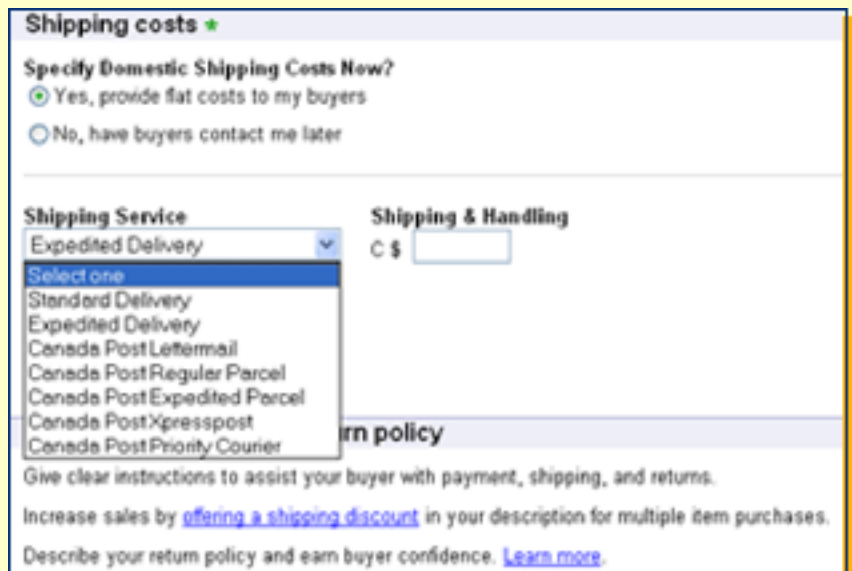
[No Merchant Account](#) [Edit](#)

[Edit payment address and preferences](#)

## Provide Shipping & Payment Terms

- Providing this information ahead of time reduces the number of emails back and forth between you and your buyers to arrange payment and shipping, and speeds up the time it takes to finalize the sale.

- ☐ You are more likely to receive
  - ☐ payment quicker if you offer PayPal
  - ☐ as your preferred payment option.
- ☐ The eBay Payment System (formerly Checkout) helps you facilitate the
  - ☐ sale of your item. When your buyers
  - ☐ click on the Pay Now button, they
  - ☐ are told how much to pay, including
  - ☐ payment and shipping, and where to
  - ☐ send payment. You in turn receive
  - ☐ an email with the buyer's shipping
  - ☐ address and selected payment
  - ☐ method.
- ☐ If you do not want to use the eBay Payment System on your listings, simply go to My eBay and
  - ☐ click on Preferences under My Account. In the Seller Preferences section, click on the "change"
  - ☐ link beside Payment. From here you can turn off the Pay Now feature for all non-PayPal
  - ☐ listings. The Shipping Costs and Payment Instructions you provided when setting up the listing
  - ☐ will still appear in your item listing.



Shipping costs ★

Specify Domestic Shipping Costs Now?

☒ Yes, provide flat costs to my buyers

☐ No, have buyers contact me later

Shipping Service: Expedited Delivery

Select one

- Standard Delivery
- Expedited Delivery
- Canada Post Lettermail
- Canada Post Regular Parcel
- Canada Post Expedited Parcel
- Canada Post Xpresspost
- Canada Post Priority Courier

Shipping & Handling: C \$

Return policy

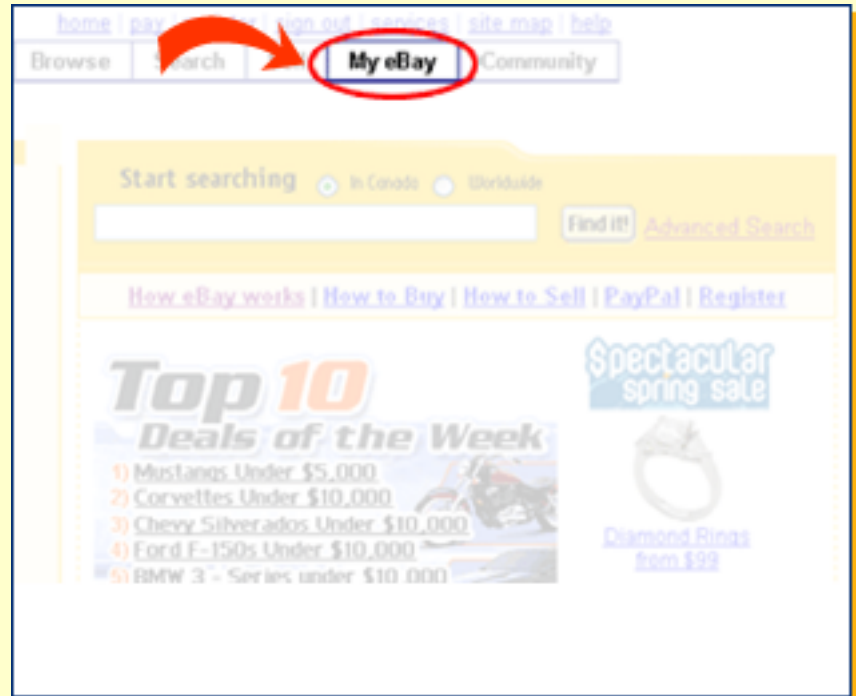
Give clear instructions to assist your buyer with payment, shipping, and returns.

Increase sales by [offering a shipping discount](#) in your description for multiple item purchases.

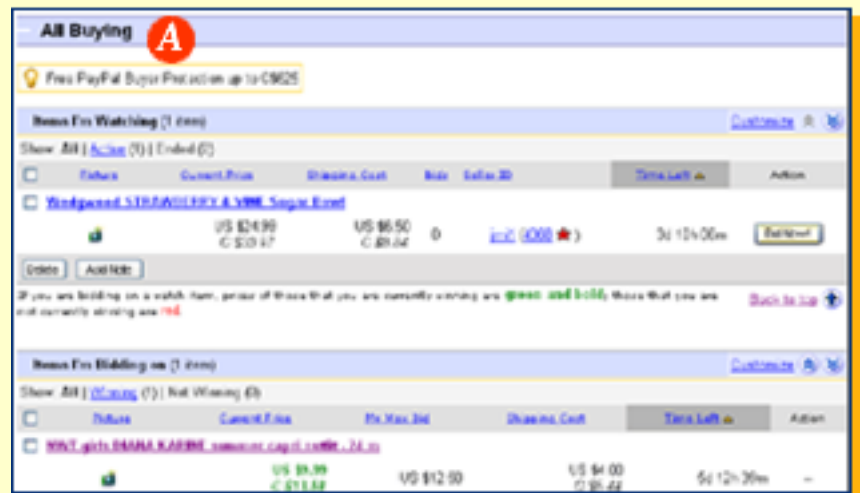
Describe your return policy and earn buyer confidence. [Learn more.](#)

The easiest way to keep track of all your eBay activity is with [My eBay](#). Every eBay user has a private My eBay page which is particularly helpful if you have more than one item for sale, if you are selling and bidding on several items, or if you want to see how many people are watching your items.

My eBay lets you choose how to view your eBay activity. Review the items you're selling or bidding on, customize the way you see your information or make updates to your account - it's all organized the way you want it



**A. Buying** - This section displays all the items you are currently bidding on, have won, didn't win, and are currently watching. Use the handy 'Show' filters to see only those items you want. Plus, customize your views and even leave yourself a sticky note. Use the status icons to keep track of payments, feedback and other tasks.



**B. Selling** - Manage your selling activity on eBay in one easy place. Status icons provide information on payment, shipping and feedback for each item. You can send invoices, leave feedback and review your total sales over the last 90 days. Plus, you can see at a glance how many bids and watchers your items are grabbing!



**C. Favourites** - This is a great feature that lets you bookmark your favourite categories, sellers and searches so you can access them quickly and easily. Save up to 100 searches, keep track of your favourite sellers and stores, and link to your preferred categories from one easy location.



**D. My Account** - Everything you need to manage your eBay account is located here. Choose from these great features:

**Balance Your Account** - View your eBay seller fees summary or click over to a detailed invoice. You can even pay your eBay fees each month using PayPal - in just a few minutes!

**Change Your Personal Information** - View and change your User ID, password, email address, shipping address and more.

**Set your Sign-in and Other eBay Preferences** - Take control of the options eBay offers in such areas as email notification, seller preferences and My eBay default settings.

**Leave Feedback on a Transaction** - Successful eBay members know the power of positive feedback. It's important that you leave feedback about the other party in your complete transaction. A member's reputation is built on the basis of this feedback. Find all the transactions for which you need to leave feedback from this section. Or view the feedback you've recently received.



## Did You Know...

When tracking last-minute bids from My eBay, you'll need to refresh your screen by clicking on the 'Refresh' button on the top of your browser window to view the most recent bidding activity.



At the end of a successful listing, both you and your buyer will receive an email notification. Depending on your payment instructions, the information you receive in this email will include your buyer's shipping address and payment method.

Once you have confirmation of payment from PayPal, receive the money order, or the cheque has cleared, it's time to ship the item.



## Respond to Buyer Emails

Many new buyers are confused about what to do after the sale. You can help your buyers by emailing them an invoice and standing by for questions. When communicating with your buyers, it's important to always be polite and professional.

## Acknowledge Payment

Once you receive payment from your buyer, send an email to 1) acknowledge receipt of payment and 2) tell your buyer that you will be shipping the item.

## Leaving Feedback

Just as building your reputation is important, so is it for the buyer. Make sure to leave feedback for your buyers after you receive payment. In difficult situations, try to work things out first with your buyers **before** leaving negative feedback. Feedback is permanent, and leaving negative feedback may in turn result in negative feedback being left for you.

## Packing like a Pro

Nothing makes a better impression on your buyer than receiving an item in professional and secure packing. Double-box any fragile items. Use clean and appropriate packing materials (bubble-wrap, packing peanuts, etc.) [Learn more](#) about shipping, and check out all the [packing materials you can buy](#) on eBay.

## Shipping Etiquette

eBay buyers expect their items shipped immediately after payment has been received. Do not delay in shipping. If you must, make sure your shipping schedule is clear in your item description. If there is an unforeseen delay, email the buyer.



### ***Did You Know...***

When you choose PayPal as a payment method for your eBay item, you're providing your buyers with a fast and secure way to pay on eBay using either a credit card or PayPal account balance. They can simply click the Pay Now button on the item page, the end of auction email or the My eBay page. It's so simple, secure and totally free for buyers.

eBay is committed to making your trading experience safe. In doing so, we have adopted a number of policies and services that make it safe to sell on our site.

These programs are in place to offer payment and financial protection, issue resolution, buyer reputation tools, and seller education programs for safe trading practices.



## Feedback

Learn more about your buyer's trading history by reviewing feedback left for them by other community members. Build your reputation, and help others build theirs by always leaving feedback for every transaction.

## Accepting Payments with PayPal

It's easy to sell on eBay when you use PayPal to process your online payments. PayPal lets you receive and send online payments using a credit card or bank account. It's safe, fast and easy.

## Unpaid Items

The number of Unpaid Items (UPI) is low but, if you trade long enough, you may eventually encounter a situation where you do not receive payment for an item. Quite often, a UPI is the result of confusion with the auction process, forgetfulness and poor communication about shipping charges. To reduce the chances of having a UPI:

1. Use the eBay Payment System (formerly known as Checkout) - this offers a
  - ☐ consistent payment experience for eBay buyers so they know the transaction
  - ☐ 'sequence of events'.
2. Offer PayPal - it's fast, easy and secure!
3. Include detailed shipping cost information in your listing. If possible, give flat
  - ☐ shipping costs for each of the countries you're willing to ship to, and outline
  - ☐ potential duty charges for your international bidders. And advise buyers in advance
  - ☐ about shipping times, which will be longer for cross-border items than they are for
  - ☐ domestic shipments.

## Unpaid Items (*cont'd.*)

If you have a UPI and want to get a refund for your Final Value Fees, follow the [Unpaid Item Process](#). You can also take advantage of the [Second Chance Offer](#) to make your item available to the next highest bidder at the price they bid. [Learn More](#).

## Dispute Resolution

It is rare that something will go wrong with a transaction, but if it does contact the seller to try to work things out. If that doesn't correct the situation, consider using an online dispute resolution service, such as SquareTrade, to resolve the situation. [Learn More](#).

## Protect Your Account

Some eBay members have received deceptive emails claiming to come from eBay. Fraudsters who send these emails hope that recipients will reply or click on a link contained in the email and then provide personal and financial information. We refer to these emails as "spoof emails." If you are ever asked to provide personal or financial information to eBay, do **not** respond via the email. [Learn More](#).

The best protection against fraudulent emails and phony eBay and PayPal websites is the free eBay Toolbar with Account Guard. When you're on a real eBay or PayPal website, the Account Guard bar is green. But if you are on a phony eBay or PayPal site, or if you try to enter your eBay password into a site other than eBay, Account Guard turns red and issues an immediate warning. The Toolbar with Account Guard will also instantly alert you if a "spoof" or fake email lures you into clicking through to a fraudulent eBay or PayPal website.

It's free, easy to install and on guard for you. [Download the Toolbar](#) now or [Take the eBay Toolbar Tutorial](#).

## Did You Know...

You can find more information about selling safely by visiting the [eBay Security Centre](#).