

New Seller Guide

A step-by-step guide
to selling on eBay



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Want to join the millions of people who successfully sell on eBay?
Here's what you need to know to get started.

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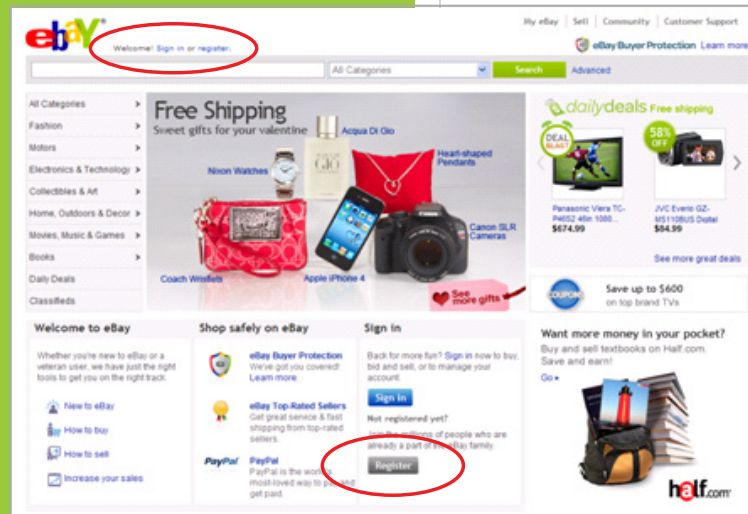
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Let's get started!

1. Get ready to sell

Set up accounts



Set up your seller accounts

Registration is free and takes only a few minutes.

1. Start by registering on **eBay** to create an eBay seller account.
2. Then register on **PayPal** to process your online payments. (See page 3)

Register on eBay

- » Click on **Register** to get started.
- » Already registered on eBay? Go to the next step.

1. Get ready to sell

Set up accounts



Become an eBay seller

Next, set up your eBay seller's account. You'll be asked to verify your personal address information and provide credit or debit card information, plus checking account details. eBay will not charge any of these accounts just for registering.

Sign in to My eBay, then

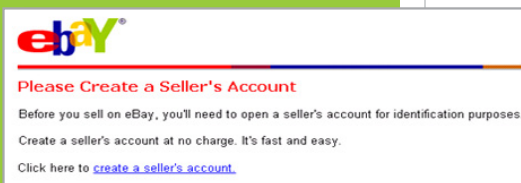
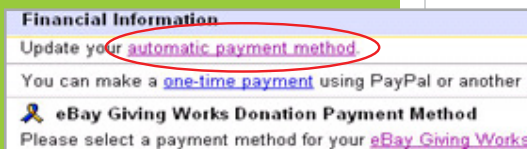
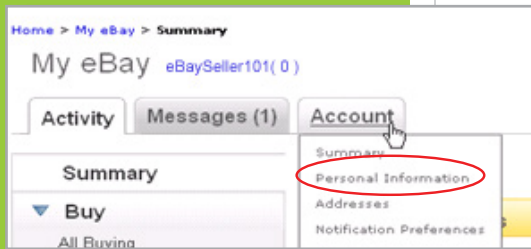
- » Click **Personal Information** under the Account tab.
- » Click **Update your automatic payment method** under Financial Information.
- » Sign in again, if necessary.

Next, choose how you will pay your eBay fees

(You won't be charged until you have successfully listed an item for sale)

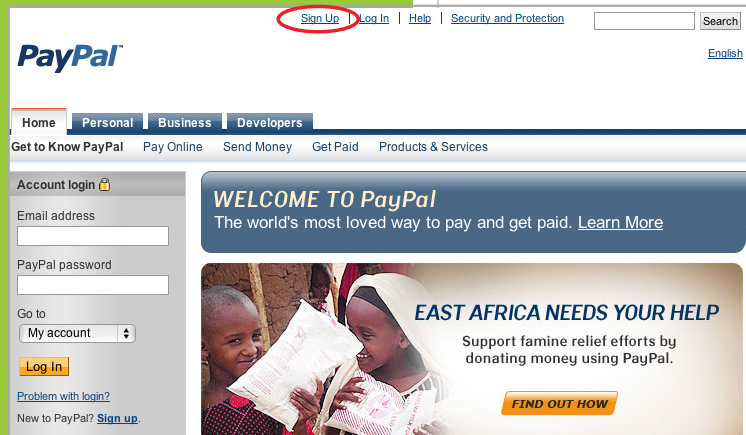
- » Click on **Set up Automatic Payments**.
- » Click on the **Create a Seller's Account** link.

Continue your registration by providing the requested information. **You'll need a valid debit or credit card as well as your checking account number.** If you do not have this information, you can use our alternative verification method, ID Verify. Find out more about ID Verify at ebay.com/idverify.



1. Get ready to sell

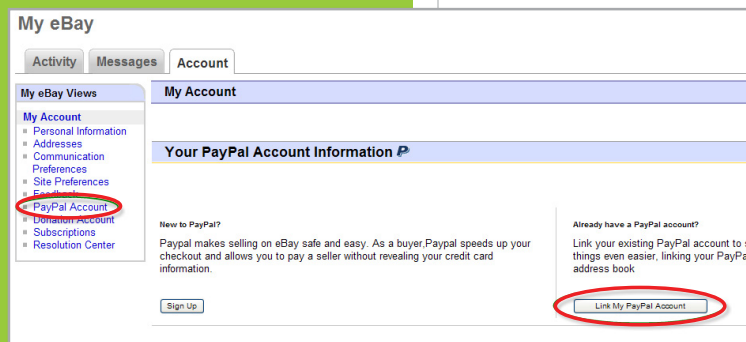
Set up accounts



Register with PayPal to accept secure online payments for your eBay sales

If you haven't already, [sign up at paypal.com](https://www.paypal.com) to receive secure online payments for your eBay transactions. Learn about the PayPal Seller Protection Policy at [paypal.com/securitycenter](https://www.paypal.com/securitycenter).

PayPal lets you accept online credit card or bank account payments when your listing ends. [Register for free at paypal.com](https://www.paypal.com).



Link your eBay and PayPal accounts

After signing up for PayPal, return to My eBay and link your eBay and PayPal accounts.



Review eBay selling fees

There are four types of fees you may be charged when selling on eBay:

- » **Insertion fee**—A non-refundable fee charged when you list your item on eBay. In many cases you may list your item without any insertion charge, and pay only if it sells.
- » **Listing upgrades**—Additional fees that are only charged if you choose optional selling features such as Subtitle, Bold, Listing Designer, etc.
- » **Final value fee**—Based upon the final sale price of your item. This fee only applies if your item sells. It's a percentage of the total item price (including shipping).
- » **PayPal fees**—If you collect payment through PayPal.

Learn more about eBay selling fees at [ebay.com/fees](https://www.ebay.com/fees).

What does it cost to receive payments on PayPal?

Learn more about PayPal fees at [paypal.com/fees](https://www.paypal.com/fees).

1. Get ready to sell

Choose what to sell



Choose what to sell

Your first item (or two) should be something you already own, don't want and don't care what price it brings, since you'll be learning as you go. Pick something easy to ship, too.



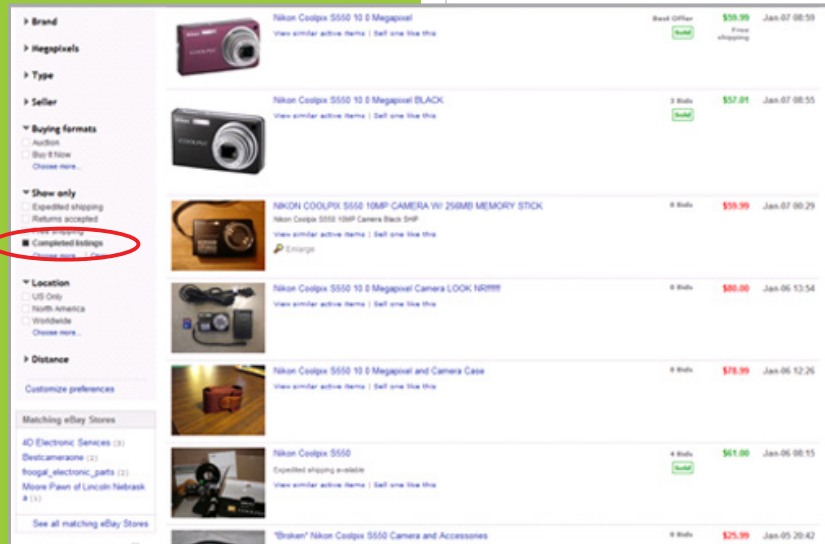
Price it right through research

To get an idea of the demand for your product and the pricing and shipping costs of your competitors, search for items similar to those you've chosen to sell. Review items currently for sale as well as completed listings. Try these tips for a successful sale:

- » **Understand the buyer's perspective.** Search for a similar item on eBay and review the item listing through a buyer's eyes. Take note of which information you find essential in making a purchase decision.
- » **Pricing it right is the key to getting the sale.** Find out what items like yours are selling for (including the shipping costs), since buyers look at the total cost of the item when making a purchase decision.

1. Get ready to sell

Choose what to sell



Search completed listings for best practices

Completed listings are those that ended within the last 15 days, whether or not the item sold. Reviewing these will help you determine the level of demand for your product. To search for completed listings:

- » Type 2 to 3 keywords that describe your item into the search box found on any eBay page.
- » Narrow your search by checking the Completed listings box to the left of the search results.

Prices in green are items that sold; prices in red didn't. Notice the difference between sold and unsold listings' shipping costs and methods, item description and the use of titles and pictures.

Research checklist:

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Title | <input type="checkbox"/> Format: Auction-style or Fixed Price? |
| <input type="checkbox"/> Description | <input type="checkbox"/> Category |
| <input type="checkbox"/> Sold price | <input type="checkbox"/> Shipping method |
| <input type="checkbox"/> Pictures | <input type="checkbox"/> Shipping cost |

1. Get ready to sell



TIP:

Use Buy It Now with Auction-style or combine Best Offer with the Fixed Price format to appeal to all types of buyers.

Choose what to sell



Which listing format will you choose for your item?

Your research will help you decide.

- » **Auction-style**—With this format, your item goes to the highest bidder, so make sure there is enough demand for your product to generate multiple bids. Keep in mind that a low starting price helps generate bidding activity.
 - » **Buy It Now price**—When you list an item in an Auction-style format, you can add a Buy It Now option so buyers have a choice of either bidding or buying the item immediately. The Buy It Now price must be at least 10% higher than the auction starting price.
- » **Fixed Price**—This format eliminates bidding entirely, and your item is available for purchase immediately at the price you set. Use this option when you know the value of the item and you want to have the item available for sale for a longer duration (30 days at a time).
 - » **Best Offer**—If you are willing to accept a little less than the Fixed Price you set, add this option for no additional fee. You are not obligated to accept any Best Offer.

Watch the Researching the Marketplace video at [ebay.com/researching](https://www.ebay.com/researching) to learn more.

1. Get ready to sell

Take great pictures



Take great pictures

The saying that “a picture is worth a thousand words” really applies to eBay listings. No matter how well you describe your item, buyers want to see pictures before they purchase. In fact, the more pictures the better.

Before you sit down at the computer to list your item, take clear, close-up pictures with a digital camera and then transfer them onto your computer.

- » Show off your item from all angles. Highlight any special features, damage or flaws.
- » Show tags if the item is new with tags.
- » Use natural light whenever possible—no flash.
- » Use a plain background that contrasts with your item to make it stand out. Plain, white backdrops work well, or use a different neutral color if your item is white.

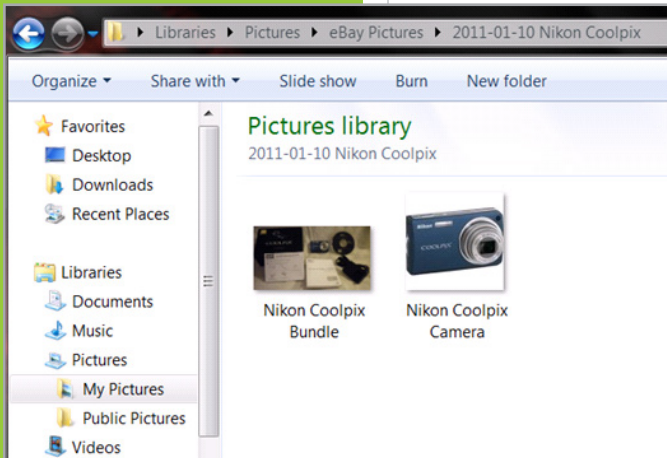
Set the camera to a medium or higher resolution (for example, 1024x768 pixels or larger).



TIP: Watch the *How to Take Better Photos* video at ebay.com/betterphotos.

1. Get ready to sell

Take great pictures



Store your picture on your computer

Once you take a picture, connect your camera to your computer and save the photo in a .gif or .jpg format to your computer according to your camera's instructions. Remember to make note of where you saved the image so you can easily retrieve it to upload to eBay during the listing process.

Edit your photo

Once your photos have been saved to your computer, you can often improve them with photo editing software, which may have come with your digital camera.



Photo Editing Tips:

- » Crop your pictures to remove any unnecessary background.
- » Balance the contrast and brightness.
- » The Rotate or Flip command will turn your picture right-side-up (if necessary).
- » Save your edited picture as a .gif or .jpg file on your computer.
- » eBay recommends your picture be no smaller than 1000 pixels on the longest side.

1. Get ready to sell

Description Checklist

- Brand name
- Size / dimensions
- Condition—new or used?
- Color
- Model / serial number
- Seller's terms and conditions
- Any notable features or markings
- Defects, if any

Write a description that sells



Write a description that sells

It's a good idea to draft your title and description in advance so you can copy and paste them into the listing form. You'll have a chance to edit them further during the listing process.

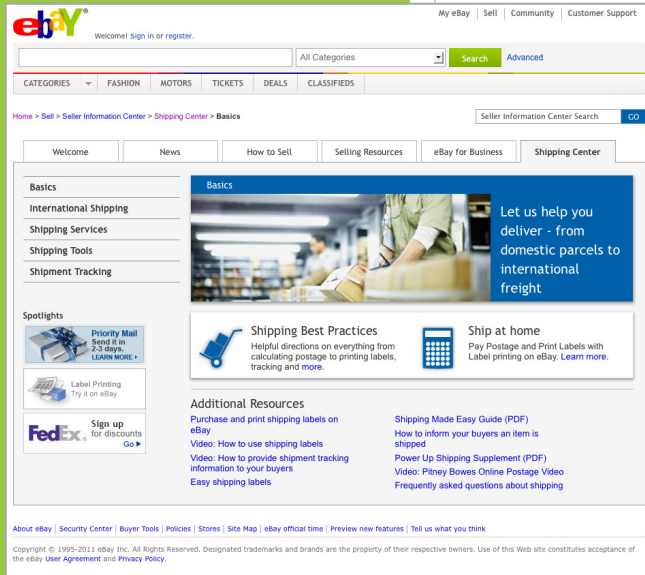
Craft an effective title

Make the most of your title by carefully choosing keywords a buyer might use when searching on eBay. Use descriptive keywords, with no punctuation.

- » **Use all 80 characters allowed for the title.** Include the brand name, size, color, fabric, if the item is new, etc.
- » Where relevant, include dimensions (e.g., 5x8) or technical specs like 4GB.
- » **Avoid using** words like “rare,” “beautiful,” “unusual” or “L@@K.” No one uses these words when they're searching on eBay. A good example of a title for the item we are about to sell is ***Nikon Coolpix S550 10 Megapixel Digital Camera Blue with Charger and Battery.***

1. Get ready to sell

Determine shipping costs



Pack and weigh your item to determine shipping costs

The last step before filling out the listing form is to determine your shipping method and costs. Measure, pack and weigh your item so you know what the cost will be including the box and packing materials. Leave your package open to include a packing slip before shipping, and in case you need to check the item to respond to a buyer's question.

Set your shipping costs at a **flat rate**, or offer **calculated shipping** where the cost is automatically calculated for your buyer based on their ZIP code, the weight of the package and the type of shipping services you offer.

Visit the Shipping Center at ebay.com/shipping to learn more.

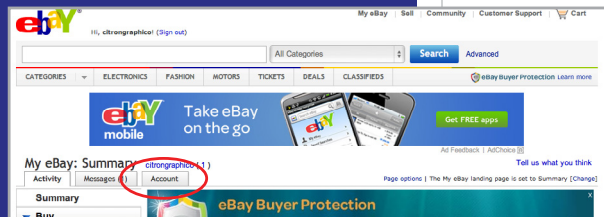
View the Shipping Made Easy guide at ebay.com/shippingguide.



TIP: Order free co-branded eBay/USPS Priority Mail® shipping boxes and schedule a free USPS® pickup (if your shipment includes Priority Mail or Express Mail) at ebay.com/USPS.

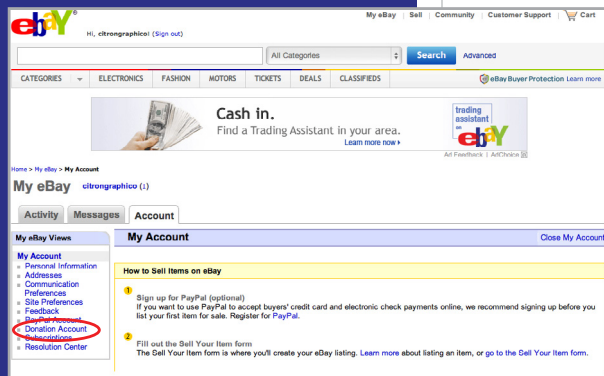
2. List your item for charity

Select a category

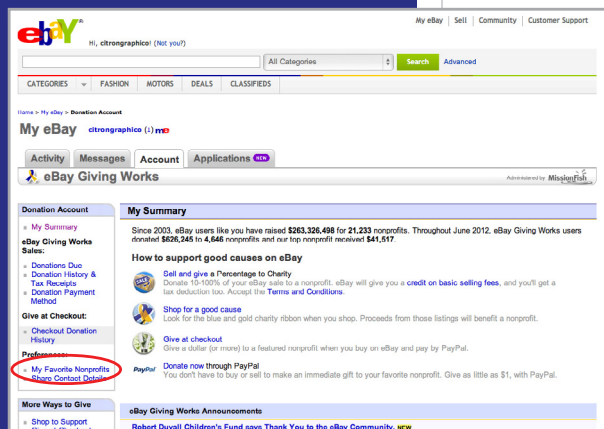


First, you'll need to get your selling account ready to support the non-profits that you care about the most:

» To begin, go to the **Account** tab in **My eBay**



» Click on the **Donation Account** link on the left-hand side of the page.

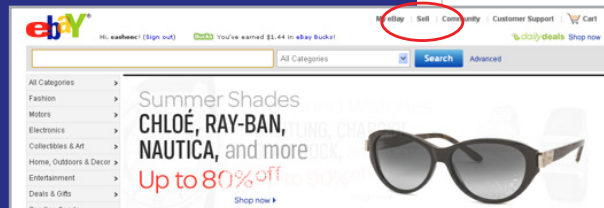


» Click **My Favorite Nonprofits** on the left-hand side of the page, type in your organization's name or find one by nonprofit type, select it and you'll be prompted to donate to this organization every time you sell on eBay. (Pick as many as you want!)

- Share your eBay listings on Facebook and Twitter and let people know that the items support charity.
- Post a message on your selected nonprofits' Facebook page to let its supporters know that if they're going to shop on eBay, they should buy from you.
- Once you sell your charity items, you'll receive listing fee credits for the same percentage amount you donated.

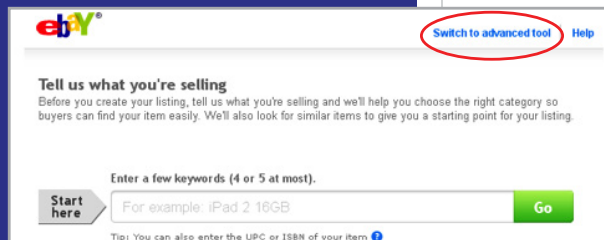
2. List your item for charity

Choose a Listing Form



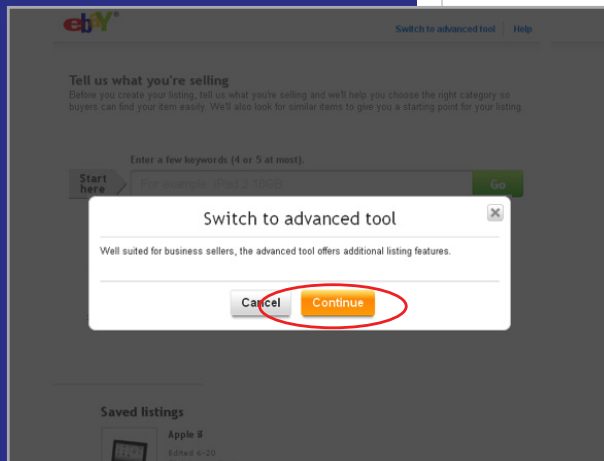
Now you are ready to start selling!

Click on the **Sell** tab on the Homepage of **My eBay**



» On the **Tell us what you're selling** page select on the **Switch to advanced tool** tab

In order to list for charity, you will need to switch to the advanced listing tool **which will show your favorite nonprofit**. It's easy to switch forms by using the link in the upper right of the form. Click the List your item button to access the selling forms (you may be asked to sign in).



» Click **Continue** when prompted

2. List your item for charity

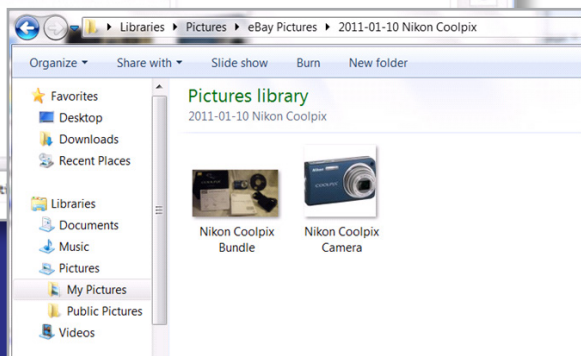
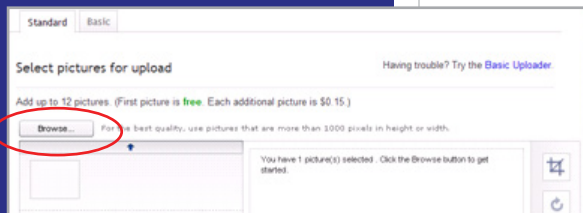
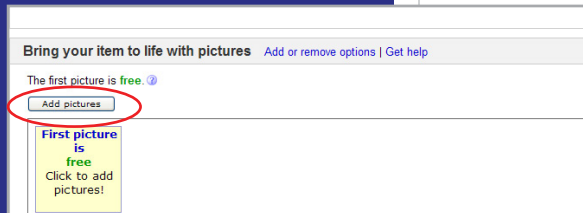
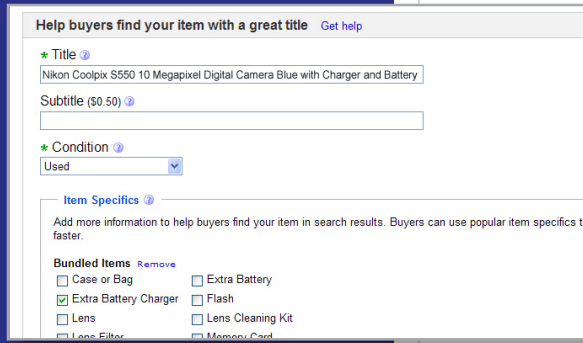
Add a title and pictures



Fill out the "Sell your item" form

Enter the item title that you prepared during Step 1 and any specific details about your item. If your item is in the eBay Catalog, some of this information may be pre-filled for you.

- » Click on **Add pictures**
- » Click on **Browse** to find the pictures you saved on your computer during Step 1, and add them.



2. List your item for charity

Describe your item



* Describe the item you're selling [Add or remove options](#) | [Get help](#)

Standard HTML

Arial 10 A B U [Icons] Check spelling

This Nikon Coolpix S550 camera is in perfect condition. Camera is in original box and contains:

- Original software
- Rechargeable battery
- Battery charger
- User manual
- Quick Start Guide

Describe your item

- » Copy and paste the description you prepared during Step 1. Use the formatting bar to add bullets, bold text, color or other highlights to make your description attractive and easy to read. **Make sure to check your spelling.**

Choose how you'd like to sell your item [Add or remove options](#) | [Get help](#)

Items like yours that sold successfully have an average starting price of \$32.00 and an average sold price of \$47.00. Get ideas about pricing by [searching completed listings](#).

Online Auction Fixed Price

1 List an Online Auction for free. [Learn more](#)

Starting price (see listing fees) Buy It Now price (see listing fees)

\$ 0.99 \$ 45.00

No Reserve price set for this item. [Change](#)

Quantity

1 item

Duration

7 days

1 The duration you selected may change the price of some listing upgrades.

Start listing immediately

Schedule start time (\$0.10) [Time] [AM/PM]

Choose how you're selling

Choose the selling format and price for your item.

- » **Auction-style** is the classic eBay format, where the highest bidder wins. Auction-style listings can be set for a duration of 1, 3, 5, 7 or 10 days.
- » Set your start price based on the prices and demand you saw in your research, and no lower than the lowest price you're willing to take*.
- » You may also add a **Buy It Now** price to your Auction-style listing. This gives a buyer the option to choose to purchase your item right away at a price you set, instead of bidding. Your Buy It Now price must be at least 10% higher than the auction start price.
- » Or, you could sell at a **Fixed Price**, as long as it's at least \$0.99. This option lets a buyer purchase your item at a Buy It Now price you set—without the option to bid.
- » When you set a Buy It Now price, click the **Best Offer** check box if you are willing to consider offers from shoppers who want to pay a little less. A little negotiation can help you get the sale. There is no charge for this option.

Choose how you'd like to sell your item [Add or remove options](#) | [Get help](#)

Items like yours that sold successfully have an average starting price of \$32.00 and an average sold price of \$47.00. Get ideas about pricing by [searching completed listings](#).

Online Auction Fixed Price

Buy It Now price (see listing fees)

\$ 45.00

Best Offer

Allow buyers to send you their Best Offers for your consideration

Respond to offers automatically

Automatically accept offers of at least \$ [Amount]



TIP: Pay only if it sells! It's free to list up to 50 Auction-Style listing per month that start at any price. Plus—add Buy It Now to those 50 listings for free!

*NOTE: If your auction start price is \$0.99, you must sell that item for \$0.99 if there is only one bid. Make sure to research demand before you price your item.

2. List your item for charity

eBay Giving Works



eBay Giving Works

Donate 10-100% of your sale to your favorite nonprofit and eBay will give you a [credit on basic selling fees](#) for sold items. A donation of at least \$1.00 is required if your listing sells (does not apply to Direct Sellers).

- I do not wish to donate at this time
-  The West Africa Fistula Center Foundation
-  Make-A-Wish Foundation
-  The Elephant Sanctuary in Tennessee

[Or, select another nonprofit you love](#)

Donation percentage

Select % ▾

Select the nonprofit that you want to support

Make sure to click on your favorite nonprofit and select the percentage amount that you'd like to donate.

A bonus for doing good

Once you sell your charity items, you'll receive [listing fee credits](#) for the same percentage amount you donated.

For example, if you donated 30% on a \$100 item, you would receive a 30% credit back on both your insertion fees (if you had any) and final value fees.



RCA HDTV Antenna Digital Amplified Indoor Antenna ANT1251R 

Free Expedited Shipping 10% of Sale to Benefit St. Jude

Expedited shipping available

Returns: Accepted within 30 days

Your item will stand out to buyers with a blue and yellow ribbon logo displayed right next to its' item title. This allows the item to both stand out in search results and reminding buyers that by purchasing your item, they are also doing good.

2. List your item for charity

Select payment and shipping methods




Decide how you'd like to be paid [Add or remove options](#) [Get help](#)

Select at least one payment method, or click "Add or remove options" above to add a

- Learn more about recent changes to the [eBay Accepted Payments Policy](#).

Electronic payment methods (fee varies)

PayPal [?](#)
Accept credit or debit card and bank payments safely and easily with PayPal.



Your PayPal account email address (to receive payments) [?](#)

Select how you want to get paid

If you haven't already, sign up for PayPal to receive secure online payments for your eBay transactions. (See page 3)

If you'd like to add additional safe payment options to your listing, click **Add or remove options** in this section.

Give buyers shipping details [Add or remove options](#) [Get help](#)

* U.S. shipping [?](#)

Flat: same cost to all buyers [?](#)

Services [?](#) [Research rates](#)

UPS Ground (1 to 5 business days) [?](#) Cost [?](#) \$ 4.95 Free shipping [?](#)

Add a surcharge for Alaska, Hawaii, and Puerto Rico

USPS Priority Mail (2 to 3 business days) [?](#) \$ 6.95 [Remove service](#)

Offer additional service

Handling time [?](#)
1 business day [?](#)

Exclude shipping locations [?](#)
No locations are excluded.
[Create exclusion list](#)

Item location [?](#)
Belmont, CA, 94002, United States
[Change location](#)

Select how you want to ship

Next, indicate how much the buyer will pay for shipping

» Use your research of the shipping costs offered by your competitors (see the Get ready to sell, Research prices section, page 5), as well as your estimated cost to ship the item that you determined in the Getting ready to sell, Determine shipping costs section, page 11.

» Have on hand the weight and dimensions of your item, including the box and packing materials, if you want to use the shipping calculator.

» Click on **Research rates** to see actual costs for your package's size and weight.

» Consider offering at least two services to your buyers – one that is inexpensive or free and one that is fast.

» Make sure to include your handling time so buyers know when to expect their shipment.

You may provide one flat rate for all buyers regardless of their location, or use the shipping calculator to charge rates based on your buyer's shipping address.

2. List your item for charity

Select payment and shipping methods



Give buyers shipping details [Add or remove options](#) | [Get help](#)

* U.S. shipping [?](#) [Shipping Wizard](#)

Calculated: Cost varies by buyer location

Package type [?](#) Dimensions [?](#)

Large Package [?](#) 9 in. X 12 in. X 6 in.

Irregular package

Weight

1+ to 2 lbs [?](#)

Services [?](#) [Research rates](#)

USPS Parcel Post (2 to 9 business days) [?](#) Free shipping [?](#)

Offer additional service

Handling time [?](#)

1 business day [?](#)

Additional options

- Handling cost: US \$0.00

[Change](#)

» With calculated shipping, enter the weight, size and method of shipping so buyers can see the cost specific to their ZIP code.

Other things you'd like buyers to know [Add or remove options](#) | [Get help](#)

Customize your listing with more information such as a return policy.

*Return policy [?](#)

[?](#) We now require that all sellers specify whether they accept returns or not.

Returns Accepted [?](#)

Item must be returned within

7 Days [?](#)

After the buyer receives the item, it can be returned within the timeframe selected.

Refund will be given as

Money Back [?](#)

Return shipping will be paid by

Buyer

Seller

Additional return policy details

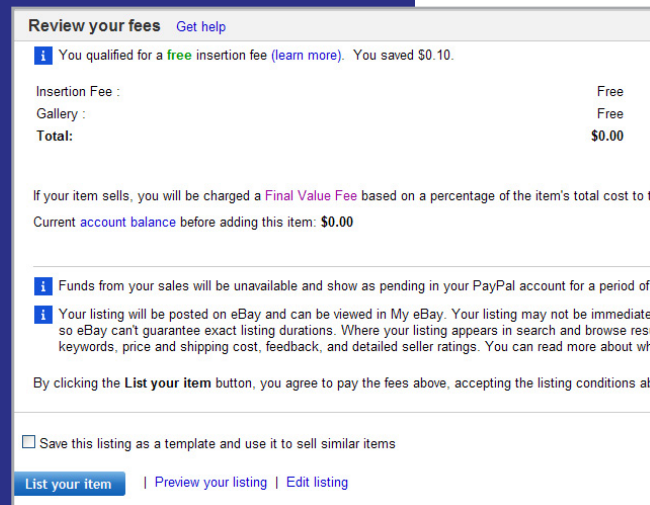
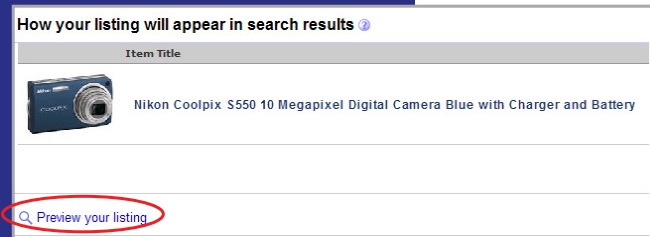
Please notify seller should you need to return item. Buyer pays return shipping costs.

Your fees so far: [?](#) \$0.00

» **Now enter your return policy—it's mandatory** to set one even if your policy is not to accept returns.

2. List your item for charity

Complete your listing



Complete your listing

Preview your listing to see how it will appear in search results. Edit anything you'd like to change. You can also preview your listing before it goes live.

Last, you'll have a chance to review your selling fees. In many cases you pay only when your item sells, and have low or no fees to list. You may have chosen optional features that have a small extra charge, and this is your chance to make sure they're a good fit. If your item sells you will be charged a Final Value Fee, based on the sale price. But remember once you successfully sell your item for charity, you'll receive Listing Fee and Final Value Fee credits to your account for the same percentage amount you donated.

Before you submit your item for sale, use the handy checklist below to make sure you have a listing that sells.

- Appropriate category
- Relevant keyword title
- Good-quality pictures
- Complete, well-formatted description—free of spelling errors
- Competitive pricing
- Safe payment options such as PayPal
- Reasonable shipping costs
- Clear terms and conditions
- Professional look
- eBay Giving Works nonprofit selected
- Share eBay Listings on Facebook and Twitter
- Post Message on selected nonprofits' Facebook page

Once you're ready, click on **List your item** to publish your listing on eBay.

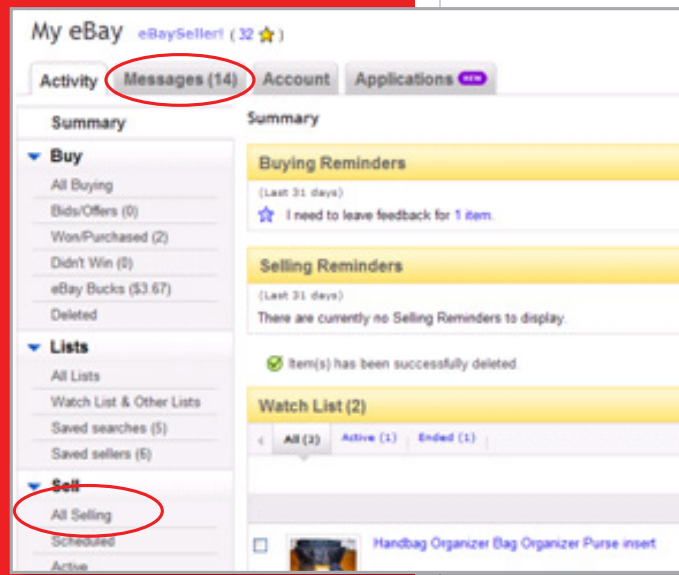
Remember: After you are done listing, share you eBay listings on Facebook and Twitter and let people know that the items support charity.

Post a message on your selected nonprofits' Facebook page to let its supporters know that if they're going to shop on eBay, they should buy from you.



3. Sell and ship

My eBay

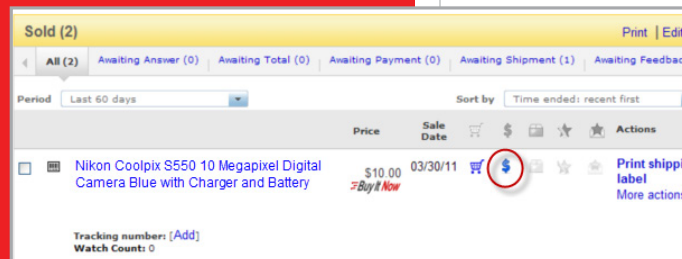


Stay on top of questions and activity in My eBay

The easiest way to keep track of all your buying and selling is with your own private My eBay page.

Click the **All Selling** link to get a quick view of the status of all the items you have for sale. Once your item moves from “Selling” to “Sold” and you confirm that the buyer has paid for the item, you’re ready to ship! Both you and the buyer will be notified of the sale via email.

» It’s a good idea to check the **Messages** tab frequently so you can respond to any buyer questions and answer them promptly.

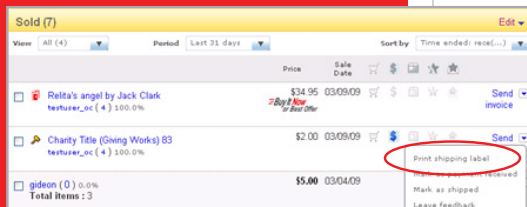


Ship packages promptly

eBay buyers expect their items shipped immediately after payment has been made. A dark-blue dollar sign next to your item in the Sold section indicates the item has been paid for. The dollar sign is gray when payment has not been made. If there is an unforeseen delay in shipping the item, email the buyer. Shipping promptly helps ensure that the proceeds from the sale will be released to you from PayPal quickly.

3. Sell and ship

Print shipping labels



Pay for and print shipping labels from My eBay

When you print shipping labels from My eBay, tracking information for your item is automatically updated within My eBay for your buyer to see, and an email is sent notifying the buyer of shipment.

- » Go to the **Sold** view of My eBay and select **Print Shipping Labels** from the dropdown menu. You'll be asked to log in to PayPal.
- » Choose the shipping carrier option you'd like to use.
- » Enter the package weight, verify that the **Ship From** and **Ship To** information is correct, then select **Pay and Print**. Your buyer will automatically be notified that the item is on its way.
- » Ship your item promptly, and include a packing slip with a personal note as a nice touch showing you appreciate the business. **Make sure your buyer knows how to contact you with any issues.**

If you don't print shipping labels from eBay, it's still important to upload tracking information for your item to My eBay so your buyer can stay informed.

If your carrier doesn't offer tracking services, let your buyer know when you've shipped the item by marking the item as Shipped in My eBay.

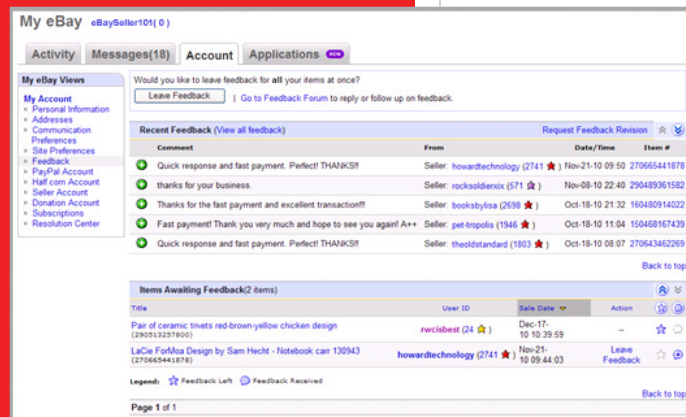
To learn more about shipping your item, visit the eBay Shipping Center at ebay.com/shipping.



TIP: Watch the *Shipping Labels* video at ebay.com/shippinglabelsvideo to learn more.

3. Sell and ship

Congratulations!



Wrap up with your buyer—leave feedback

Let your buyers know that you appreciate their business by leaving positive feedback after you have been notified of their payment. Leaving feedback is a token of good customer service and can encourage repeat business.



TIP: In most cases, transactions are completed successfully. If something ever goes wrong, visit the Resolution Center at ebay.com/resolutioncenter.

Congratulations

You've completed your first sale!

[Now start selling](#)

Visit the eBay Seller Information Center at ebay.com/sellerinformation to learn more.