

Selling a Product on eBay

eBay Inc. is an American multinational corporation and e-commerce company, providing consumer-to-consumer and business-to-business consumer sales services via the internet. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. The online auction is the strength of eBay.com. This feature tends to allow faster selling than the regular online shopping. An additional benefit is it reaches a worldwide community of more than 160 million shoppers

Getting Started on eBay seller is easy; you just need to create an eBay account and PayPal account to receive your payment. However, there are some restrictions on eBay that you might need to know before getting started. Check the list of prohibited and restricted items you can find in the link below:

<http://pages.ebay.com/help/policies/items-ov.html>

Ebay may place limits on your account or on particular categories and items until you confirm are an established seller. These limits are designed to help both you and all eBay members to ensure a safer experience on eBay. Keep in mind that registering new accounts or buying and selling with other existing account to avoid these limits is a violation of eBay policies. To learn about the restrictions that apply, visit the link below:

<http://pages.ebay.com/help/sell/sellinglimits.html>

eBay selling fees

In most cases, eBay allows a seller to list up to 50 items a month, paying only the final value fees, which are paid after the sale is complete.. The final value fee for standard account is 10% on the total amount of sale with maximum fee \$750, exception are items such as motor vehicles, real estate, classified ads, heavy equipment, concession trailers & carts, imaging and aesthetics equipment, and commercial printing presses. If you are planning to sell more than 50 items each month, it is recommended that you set up an eBay stores plan (basic store, premium store or anchor store) this allows you to save on the final value fees by paying an affordable monthly subscription.

	STANDARD FEES	EBAY STORES Significant savings with an eBay Stores subscription		
	Everyday rates without a subscription	Basic Store	Premium Store	Anchor Store
Subscription Rates Per month, with yearly subscription Monthly	If you list more than 50 items a month, explore an eBay Stores subscription for considerable savings.	\$19.95	\$59.95	\$299.95
Insertion Fees Number of free listings per month* (exclusions apply) †	UP TO 50 FREE (Auction-style and fixed price)	UP TO 250 FREE (Fixed price only)	UP TO 1,000 FREE (Fixed price only)	UP TO 10,000 FREE (Fixed price only)
Insertion fee per listing after monthly free allotment				
Auction-style	30¢	25¢	15¢	10¢
Fixed price	30¢	20¢	10¢	5¢
	Plus, receive unlimited insertion fee credits for auction-style listings that end in a sale (exclusions apply) †			
Final Value Fees Percentage charged on total amount of the sale. Top Rated Plus listings still get a 20% final value fee discount (not including shipping)	Maximum fee \$750 (exclusions apply) † 10%	Maximum fee \$250 (exclusions apply) †		
		4%	Select Computers/ Tablets & Networking, Video Game Consoles, Heavy Equipment, Concession Trailers & Carts, Imaging & Aesthetics Equipment, and Commercial Printing Presses	
		6%	Select Consumer Electronics, Select Cameras & Photos, Coins & Paper Money, and Stamps	
		7%	Musical Instruments & Gear (except Pro Audio & DJ Equipment)	
		8%	Select Motors Parts & Accessories and Automotive Tools & Supplies	
		9%	Clothing, Shoes & Accessories, Collectibles, Home & Garden, Select Camera & Photo Accessories, Select Cell Phone Accessories, Jewelry & Watches, Sporting Goods, Toys & Hobbies, Health & Beauty, Select Business & Industrial, Books, DVDs & Movies, Music, Video Games, and all other categories (exclusions apply) †	

To help you find out which Store best fit your needs use eBay fee illustrator to estimate the total fees. This allows you to calculate your category by entering your potential sales, including listings, selling price and shipping costs. Simply go to the link below and you will be able to calculate the total estimates fee for each plan:

<http://www.fees.ebay.com/feeweb/feeillustrator>.

How to Sell a Product on eBay

There are two ways to sell a product on eBay, you can either sell it by yourself (sell it myself) or let eBay to sell it on your behalf with additional fees (via eBay Valet). Either way you choose, you will need an eBay account to get started.

Register an eBay account

You can either register a personal account or business account to sell on eBay. Signing up is free for both account, however, it is recommended to get a business account so you will qualify for business selling limits, promotions, and get professionals tools to help grow your business. To register a business account, fill in your legal business name, email and phone. Once you log in, click “sell” on the top of the homepage and choose either create a listing (sell it myself) or try eBay Valet (sell it for me).

Sell it myself

After you click the create a listing button, you will need to give your listing a descriptive title and click sell it. Try to be specific about the item, otherwise it will require you to choose which category match to your listing. Next, select the condition of the item you selling (new, new other, manufacturer refurbished, seller refurbished, used, or for parts or not working condition). It will then show similar listings and auto-populate your listing with same information. Otherwise, you can click continue if no items match to yours and complete these information:

1. Write a descriptive title

- Use words people would search for when looking for your item

2. Add photos

- You will have up to 12 photos for free

3. Add item specifics

- Select specific details about your item to help buyers find it quickly such as condition, brand, type, material, color, model, country/region of manufacture, and style

4. Describe your item

- Add more details to help buyers get a clear idea of what you're selling, include unique features or flaws

5. Choose a listing option

- **Auction**

Auction will be best option if you are unsure the value of your item or if a quick sale is needed. To do this add the starting price and the duration of the auction. You also can add a reserve price to set the lowest amount you are willing to accept with some additional fees.

- **Fixed Price**

Choose this option if you know how much you want for your item

6. Choose a shipping option

- You can choose one of the following options:

o **Recommended Shipping**

It is recommended because it will estimate the shipping cost using carrier's calculation. You also have the option to offer free shipping to your customer or charge it to the buyer. Click "more options" if you want to accept returns option and select handling times.

o **Calculate by weight and size**

Use our shipping calculator to see relevant services and costs. You will need to know the weight and dimension of the package.

o **Set your own cost**

You can choose a service and set your own cost to charge your buyer. Be sure that the cost you set is reasonable or even lesser than the normal cost in order to make your listing more attractive.

o **Local pickup only**

Use this option if you don't want to ship your item.

7. How you will get paid

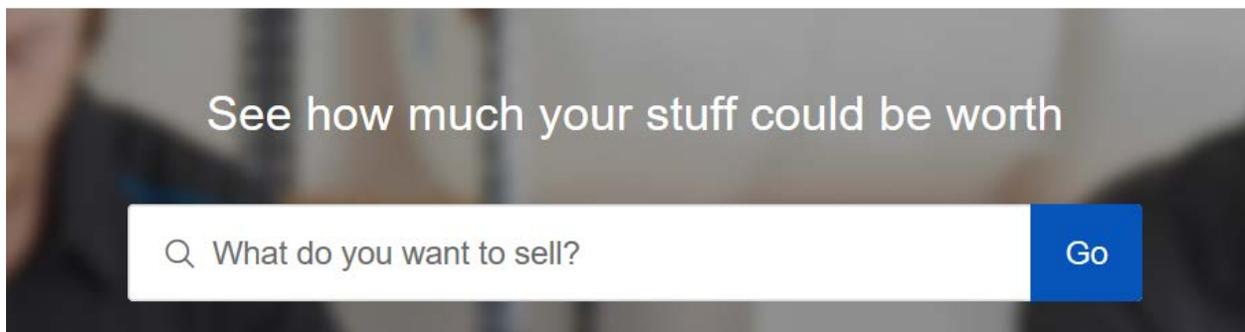
You will need PayPal email address to receive your payment.

eBay Valet

eBay Valet is designed to make selling easier. Simply ship your items and let the Valet staffs price it, take picture and list it for you. For limited period (23 Aug 2016 – 23 Feb 2017), shipping to eBay valet and return the unsold items are free. The only fee you have to pay is only when your item is sold. See below for fee details:

Item Selling Price	You earn	Item Selling Price	You earn
>=\$500.00	80%	\$50.00 - \$99.99	50%
\$250.00 - \$499.99	70%	\$25.00 - \$49.99	40%
\$100.00 - \$249.99	60%	<\$25.00	25%

However, there are only few items that are acceptable to sell with eBay Valet such as electronics, collectibles, musical instruments, designer clothing, shoes and handbags. In addition, your items need to be worth at least \$25 to be eligible for this service. It is recommended to check your item eligibility before ship it by entering the item details on this link: <http://www.ebay.com/s/valet#questions>.



Once they indicate that Valet accepts the item, simply click to “I’ll send it to Valet” to generate and print the shipping label.