

Ebay

NEEDED

Space to store merchandise and packing materials, tape, boxes, a printer etc.

Good smartphone with good camera (Samsung galaxy s22 ultra, or note 20 ultra with pen or newer are perfect), or desktop/laptop w/mouse and a good digital camera

Internet. Good Wi-Fi

Small/cheap wireless printer, ink, 8.5x11 labels, 2 per page (u can edit to print 4 per page with no receipts). Or thermal 4x6 printer and a roll or stack of labels

Large and medium padded envelopes

Large clear name brand packing tape

Bubble wrap

Different size boxes saved/donated (break down and re-tape to save space. Hold sale item up to flat box, to judge if it'll fit without setting up box necessarily, or use tape measure and/or measurements on bottom of box)

5" x 1000' stretch wrap

Permanent markers

Shelves or bookcase to store ur merchandise off the floor, to avoid pests/pets/moisture/scratches/spiders/dust etc

Probably more stuff I'm forgetting....

Cut costs whenever possible. Recycle anything and everything u can use. Ask friends to save shipping materials for u. Go to a few stores and ask for free boxes. They'll be 2- \$3 each if you need to buy them (amazon or ebay usually have best prices)

Shop around ebay, amazon warehouse/used, walmart, home depot, harbor freight etc. Buy in bulk online to save money (ie 16 rolls HDX shipping tape for \$55. Or 12 rolls of 5"x1000' stretch wrap for \$45). Avoid paying \$5 each for 3 boxes, cuz thats all you need for now. Just get a discount on 25. Buy 500 or 1k padded envelopes for half the price of buying 1 or 10. Cut costs anywhere and everywhere you possibly can. But don't waste hours bargain hunting

STARTING EBAY

You'll need to 1st verify your identity and bank account. Then, make at least 10 sales, totalling \$100 or more, and have made your first sale at least 60 days ago.

Once you're verified, money from sales will clear in about a day (maybe faster? Stick to it, and it won't matter. Money will keep coming)

Until then, your pay from each sale will be withheld for about 7-12 days, or until the buyer leaves positive feedback.

NEVER sign up for the fee based express payouts. Ignore any ads or ebay messages offering to "Get your money in minutes", unless it's before you're verified and you're desperate, and it's over \$500, and you opt out immediately after.

If you're limited to 10 or 25 or 30 free listings per month, click help>contact>chat, tell the bot seller limits, then ask to "chat with a representative" or agent. Use those exact words. Ask for an increase on your item limit. Usually they'll bump it up way higher than necessary. 500, or 10k items/mo.

If you don't have a bank with a credit union, download so-fi (setup direct deposit within a

month to get \$300, or deposit at least \$50 within 14 days, and get a \$25 bonus) <https://www.sofi.com/invite/money?gcp=d9b23a82-0549-4715-9b17-e74d6feb2192&isAliasGcp=false>

Once your fully invested in ebay and have more money than you need to reinvest with and all your debts and bills are paid, consider setting up webull, and opting into cash management, to take advantage of their 5% interest. No fees👍 (deposit \$500 within 30 days and get at least \$120 worth of random stocks. Usually a little more)

<https://a.webull.com/gsHteFSZB4CavQRBRs>

Or, wait til there's a dip in the market, or just slowly keep investing in some decent etf's (groups of stocks).

Never leave your extra money sitting in a bank. Inflation will eat away at it. And dont use big banks like chase/wells fargo/B of A etc. Too many fees. Think of them as broken refrigerators. A few hours or days might be ok. But not months or years. Stock market is a deep freezer. High interest savings acct or webull cash mangmnt is a working fridge

PICS/DESCRIPTION

Aim for as close to a plain white background as u can get. Never have light shining into phone/camera lens. Make sure there's nice bright lights, coming from different angles behind/next to you and the camera, and they're not too yellow or blue (warm or cool). Or use 1 slightly warm and 1 slightly cool light. Always show used items from every angle.

I usually just download the highest quality stock images i can find online, if the item is brand new sealed in package, even tho there's a couple companies who will flag pics for copyright, dont worry about it. Take ur own pics if that happens.

But when an item's used, ppl have to know the condition. Try to show and describe it as perfectly as possible, in 3 short sentences or less.

At the same price, the item with a detailed description will always sell b4 the mystery item, with no description/bad pics. If you have the best listing with the pics/description/shipping practices etc, you will get the best prices.

Start your description with the full name of the item, like "Lego Star Wars Skywalker Vehicle 73452" or whatever. Then explain the exact condition of the item and the retail packaging if any. Feel free to copy/paste manufacturer or reviewer description or specifications, and paste it below your own description of the condition. These can sometimes include images that will transfer over too, which is fine

SHIPPING

Don't bother sticking to specific shipping options. Do free shipping, or a (low) flat rate, and just raise your price a bit to compensate. After the sale, buy the cheapest label available (except media mail. That's only for books, CDs, DVDs, magazines etc), ups fedex or usps (unless 50 cents to a dollar extra will get it there 2-3 days sooner). Only buy the label through ebay. It's way cheaper. And print it yourself at home. Never wait in line at the post office.

When purchasing shipping labels on ebay, they always tell you to round up. Dont. If it's 2lbs 3oz, they charge you for 3lbs. So round down. Say it's 2lbs. This will almost never get flagged. And when it does, they charge you a small overage fee, maybe once every 20 packages or so. Enter the dimemsions and weights, then click out of the box you typed the

number into, to see the price difference below. Double check as the weight for pounds and ounces is extremely glitchy and will sometimes change 2 pounds to 8 pounds. Or 4 pounds to 40.

If u have a 6.75lbs pkg, and 6lbs cost \$18, but 7 pounds cost \$19, just pay the extra dollar. If they are \$15 and \$25, enter 6lbs. It's worth the risk. If you ever get an overage charge for more than a few dollars, the weight was probably entered wrong, dispute it with ebay and they will reimburse the difference.

Try to avoid lying by more than a pound. That will get flagged more often. And idk if the ebay shipping discount price will apply to the difference.

Also offer international shipping when creating a listing (in addition to ebay global if available). When in doubt, just charge WAY too much. Like 25-\$30 for 1-2lbs. 40-60 for 3-4lbs, 50-70 for 5-7lbs. And remember, if it's free shipping to the US, you can deduct that \$4-\$30 or whatever from your international shipping price. You would've had to pay it for a domestic sale anyway.

Don't risk items in shipping. Pack securely. Go overboard, but keep it light. Use oaoer, bubble wrap, plastic etc

Recycle shipping materials. Ask friends for boxes. Don't run out of ink, sticky labels or paper, tape etc.

Find a way to quickly mark each label with ur own little custom name in the bottom corner, so you know it's going onto the right pkg.

I've been screenshotting my labels, writing the item name in the bottom left corner on my phones image editor, then making a collage of 4 and printing that collage onto 8 1/2 x 11 label half sheets. Instead of having huge white borders around the edges, and printing 1 per half page, then turning it around and printing a 2nd label on the other side. Print 4 all at once. Or invest in a label printer that prints on rolls of labels. Plug it into your modem or router, or buy one with Bluetooth or wifi.

SPECIFICS

Always add upc (barcode), model, mpn or p/n (manufacturer part number) size/dimensions, manufacturer or expiration date etc etc to your item specifics, as much as possible, without wasting too much time. People will search using these criteria. You want to be in those search results

PRICE

The info below will be the beginning of any sale. Before you even purchase an item, do this to get a feel for the current market of specific items. Keep in mind, these are either asking prices, or failed sales, or paid prices that include 12-15% in ebay fees that the buyer paid, but the seller didn't receive, as well as shipping deducted, for any items listed as "free shipping". An item sold for \$100+free shipping could mean \$75 in the seller's pocket. But ebay premium usually makes up for the difference, compared to other platforms (might sell for 50-75 on marketplace or craigslist). Just don't go buying an item for \$70 because it sold for 99.99 on ebay.

Look into opening an ebay store, or seller fee dollar amount limits for large bulk, or high dollar sales. Fees may be far lower.

Search for ur item for sale by other sellers on ebay. Look at a page or 2 of prices. Note condition. New/pre-owned/used/for parts/not working. Damaged vs mint condition. Now Filter results by COMPLETED to see what they've sold for in the past 90 days (people call this ebay comps. A vital tool for any and every seller).
Sold item prices will be green. Prices in black font indicate an item that did not sell. Green strike-through means best offer was accepted (usually only a few cents or dollars less)
Find one that sold for a high price, preferably with a 4 or 5 star review rating attached. Open it. Click "sell one like this", or "sell similar" (sometimes will be small text, not easy to find). Don't this with certain items, many details will be filled in for you.
Dont waste time on low dollar items (under \$40) unless you have multiple identical items, or u can sell for more than double your purchase price, or you don't mind listing and shipping large volume frequently.
List as "buy it now". Start prices high. End ur listing, relist and lower price by 1-\$5 every few days or weeks, until it sells. Or 10-\$100 at a time for items like cars or luxury goods. Or, if you want/need the money sooner, just lower by a dollar or whatever, once a day, and only relist once a week or so.
If you post an auction, make sure it ENDS on Sunday afternoon, like 1pm pst/4pm est. Or at least saturday afternoon.
If you auction off multiple identical items, make sure to put hours, or days between them, unless it's multiple items from a set, like sports cards or silverware, that the same buyers will all compete for, then 2-5 minutes apart is ok. Otherwise only the 1st one will get a decent price. Any others ending in the next few minutes will sell for way less. Make sure the best items end sat/sun, and all items end between like 10am and 7pm.

TITLE

Don't reuse the previous listings title word for word. Add/remove/rearrange words, unless that is the exact title that sells repeatedly, or for way more than others
Try to fill the whole title with positives, up to 80 characters. Like "Excellent Condition" or "NEW Sealed" or "Newest Model", "2024", "Type-C", "Solid 24Kt" Authentic/original/vintage/antique "Mint Cond" "Near Mint", size, model number etc. Stuff like that (i don't think "like new" is allowed, if it's not new) Highlight the best features, use the whole title space, at least 65 characters no matter what it is.
I never paid extra to use subtitle, but I've purchased items that did. Might be good for a listing you have high quantities of

RETURNS

Don't offer returns on your listings. But take returns any time there's an issue thats not the customers fault. If a customer opens a return request or case, NEVER click "accept return", unless you plan to give them a full refund.
Buyer's remorse? Tell them they can have a refund, minus the shipping & handling fees (label+time/gas/packing materials etc).
Purchase a return label out of pocket (you can go to their sold item that's already been delivered, and click "print another label" and just edit the address to be your address. But you'll need to add the customers address as the ship FROM address, as if it's your own. This is harder to find. Just google how to add ship from address on ebay. Might be in profile/

settings?).

Give the label to the customer for them to print. Wait for item to arrive in good condition. Issue refund minus all your costs and time. Do NOT click "accept refund" if you don't have to! I have had customers handle return shipping on their own. This is a good option, so long as the item is in the same condition, and the customer knows exactly what's going on. You don't have to accept the refund. But you will, if they deal with shipping it back.

Don't let ebay decide a return request, unless you're positive the customer is in the wrong (even then. Dont). If ebay issues a refund on your behalf, they will keep

If an item is broken or damaged, give the customer a return label. Get the item back. Refund the customer, and file an insurance claim with the shipping company. It only takes a few minutes. Dont put it off. All shopping costs automatically include up to \$100 insurance.

Pack items well enough that you don't need insurance. If it's large/heavy/fragile/valuable, buy additional insurance if you wish. I believe \$500 insurance is around \$10 extra

If you ever need to cancel an order, before you ship it out (customer changed their mind, bought by mistake), NEVER click "out of stock" or item lost/damaged, as the cancelation reason. This will be a defect on your account. If your account gets evaluated on the 20th of the month as being below standard, ebay will charge you an EXTRA 6% in fees on each sale, for the ENTIRE following month. This can quickly cost hundreds of dollars. They don't give the money to the unsatisfied buyer. You can't get it back for stellar performance. Ebay just quietly steals it from you.

Always ship items on time!

If you post the best ad, you can charge the highest price, and ppl will pay it.

The lower your prices, the faster your items will sell. If you're shipping too much and can't keep up, higher help, or raise your prices slightly. No need to stop listing items. You can just list them with high prices, then lower prices when you have more time for shipping.

Space also plays a roll. If you're storing too much inventory, you can lower your prices a little bit to free up some space.

Look at views and watchers. An item with lots of interest might only need a \$2 discount to sell.

Listing and then packing and marking, before an item sells can be a big time saver. I've never been able to do this personally, but you should.

HANDLING TIME

At the bottom of the page when creating each listing, make sure you select handling time as at least 2 days. Or go to your active listings, edit all, then change handling time to at least 2 days.

NEVER select same, or 1 business day as your handling time! (See dont get robbed below) Ship your items within 1 business day, if you want to give it to your mailman, in case he doesn't scan it in that day.

Otherwise, drop off any packages at post office/fedex/ups (find a location that does all 3 if possible)

DONT LET EBAY ROB YOU!

Avoid below standard performance (more than 7% late shipments in a month. Thats 1 in 14.

If you have a delayed delivery, make sure you deliver 15+ items on time that month) or else ebay will charge you an extra 6% in fees!!! On top of the 12-14% standard selling fees. Which is already highway robbery. An extra 6% can easily cost hundreds of dollars per month, and the defects don't fall off for 12 months, unless you sell 400+ items in 90 days (i figured this out the hard way to the tune of a number I'm not comfortable admitting).

NO LATE SHIPMENTS (see handling time. Appeal all defects on your acct. Appeal if a delivery was shipped on time, but delivered late. Don't let ebay just stick u with the defect. Those fuknuts are ruthless!

Pack everything yourself, as if it will be dropped off of a house. Purchase labels on ebay. Print your own labels (way cheaper).

It's also a good idea to line/stack up all the pkgs you're shipping for the day, and take a picture. Just in case you need to triple verify u did indeed send an item. Or, this customer who has no pics or proof, is probably lying, i remember that pkg, it was very well protected inside. Etc

Just reinvest profits into more inventory, until the sales/mesgs/shipping etc fill the amount of time per week ur comfortable dedicating to it. With a solid supply, u could easily clear 10k/mo solo (2-4k/mo profit). Or higher an employee. Maybe a child or spouse, who could eventually train their own replacement. Hopefully they'll free up more of your time, while increasing sales, and paying them won't be an issue

Ask someone else about paying taxes😏 Under a certain level is a hobby in some states. And there's probably plenty of people who sell their own used items and lost lots of money, compared to retail.

Plenty more to learn, but that's a start. I've been selling about REDACTED/mo part time). But I've been lucky to have a couple really good suppliers. Ppl with new merchandise that they can't be bothered to sell online themselves, and just want a quick, easy payday.

Good luck!

SCAMS

If you wind up stuck in a corner, and ebay screws you over one too many times, consider hacking someone elses seller account, or opening a new ebay account, with a new address and name, and use it, or your old account to sell 10 or 20 or 50 new iphones or laptops, or gold coins or whatever that you don't actually have. Buy time by buying shipping labels and/or actually shipping books or rocks or nothing. Remove or change your extra addresses and payment methods. Withdraw money, or use sale proceeds to buy whatever you want on ebay. Close bank acct. Flip ebay the bird.

Buyers will be covered by ebay's buyer protection. Of course, I'm kidding😏.

Although... You will find tons of accounts with deals on high dollar items too good to be true, like silver for way under melt value, or brand new Samsung galaxy phones for half the price of everyone else

Usually an international seller. With just over 10 sales completed in the past 2 months. Meaning they were just verified. The money from their sales now clears in 1 day, and they have started selling items they don't intend on shipping. Basically a burner account, setup just to scam ebay out of a few thousand dollars. Some accounts will sell a bunch of fake

items worth a few dollars, as if they're real (fake silver or gold, luxury goods, or sports memorabilia, usually from china) ship the worthless fake items out with the longest possible handling time and delivery estimates, to buy more time as they continue selling to more unsuspecting victims. In these cases, ebay only refunds the buyers who notice and ask for a refund. They will happily keep all the fees from the victims who were scammed and didn't notice or forgot. They won't even notify the 5 silent customers, after the 1st 35 all reported fraud on the same item.

And if you stumble across a new seller with less than 12 feedback and say, 50 sales, 40 of which are all from the past few days, selling \$5,000 Rolex watches for \$2000 each, and MANUALLY REPORT THEM and tell ebay you found a scammer... They will say the listing doesn't violate their policies, and the scammer will be free to sell another 40 fake, or non-existent items, to another 40 unfortunate victims

Basically, fuck ebay. They screw over and tax their sellers every chance they get, and sit idly by while supporting scammers every step of the way. It's literally part of their business model. They profit from fraud. Otherwise they wouldn't do it.

Appeal/remove defects/negative feedback:

<https://www.ebay.com/sellerhelp/>

<https://www.ebay.com/sellerhelp/defect>

File ShipCover insurance claim

[ebay.com/lbr/claims/create](https://www.ebay.com/lbr/claims/create)