This website is intended to be a small platform where user websites and blogs can be listed and sold just like the Flippa website.

User should be able to list in 2 ways

1 - Auction Listing.
2 - General Classifieds Listing.

MAIN REQUIREMENTS FOR BIDDING WEBSITE

1. Users should be able to add it to their Google Analytics and Google AdWords report listings.

2. The buyer should be able to chat with the seller. All we can monitor with django admin.

3. The buyer should be able to send the offer price, or asking price to the seller, the seller should be able to accept, reject, and hold the offer, and if the offer is accepted, the listing should be shown as sold, and it should be sent as an e-mail message to those watching the listing. This is enough for classifieds ads only.

4. There should be PayPal and escrow integration. Once the listing is sold, the buyer must be able to transfer funds to the seller via PayPal or escrow.

5. We should be able to charge the seller a listing success fee (10%) if the listing is sold. For that, the seller should be able to settle the amount using PayPal.

6. Charge 10% of whatever the listing sells for. If sells for 100 usd the success fee is 10 usd. Once the listing is sold, there should be a success fee closing alert on the user's dashboard and the payment should clear within 7 days.

7. All listings have a listing fee, after listing you have to go to the next payment page, from there the listing goes live only after selecting the package and making the payment.

8. Payment can be made using credit card and PayPal only. The invoice should be visible to the user on the dashboard for the payment to be successful.

9. The user should be able to select the validity of the auction listing as 15, 30, 60 days, if the listing is not sold within that time, the listing should be cancelled, and the seller should be able to re-pay and activate the listing.

10. In classified listing user should select 30, 60, 90 days listing validity. If not sold within that time, the listing must be canceled and the seller must be able to re-activate the listing by making a payment.

11. It should also include a package of 180 days, if selected by the user, the listing validity should be 180 days.

12. The auction listing should have an option for the seller to set a reserve price, and if the reserve price is exceeded, the listing should display a message that the listing has exceeded the reserve price. If the reserve price is not set, the highest bid is the winner.

The templates below are used for an idea. I can add original templates, home page should show auction listing and classifieds listing 12 each. For more clarity take an account on Flippa and see how it works. Be careful not to share the code with others.