



eBay Customer Service

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2 min article

Pricing your items

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Pricing your items at the right price will help them sell. Look for similar products on eBay to get an idea of what other sellers are charging.

If you're not sure how much you should charge, or aren't sure of your item's value, you can use eBay's search function to help you find similar listings and decide on a price.

You can also see how much items like yours have sold for in the past by checking out completed listings. Here's how:

1. Go to [Advanced Search](#).
2. Enter keywords that describe your item.
3. Choose **Completed listings** and select **Search**.

Choosing your listing format

How you price your item may also depend on whether you create an auction-style listing or a fixed price listing.

Pricing in an auction-style listing

- Buyers can compete for your item, so choosing a low starting price can help create more interest
- In certain categories, you can add a [reserve price](#). This is the lowest price you're willing to accept for the item. It can protect you from having to sell for less than you're comfortable with
- If you know the price you'd like to get for an item, but would still like to sell in an auction-style listing, you can add a Buy It Now price (an additional fee may apply)
- For certain items, eBay may provide a price recommendation in the listing flow. These price ranges and recommendations are based on similar items recently sold (fees excluded)

Learn more about [auctions](#).

Tip

The Buy It Now price on an auction-style listing must be at least 40 per cent higher than the starting price.

Pricing when using a fixed price or Buy It Now listing

- You choose the price you want for your listing. An eBay search for similar items is useful
- For certain items, eBay may provide a price recommendation in the listing flow. These price ranges and recommendations are based on similar items recently sold (fees excluded)
- You can also choose to [accept Best Offers](#), which means a buyer can make an offer for your item and you can decide whether to accept

Learn more about [Buy It Now](#).

Top Takeaway

How you price your item may depend on how you decide to sell it, whether it's an auction-style listing or as a fixed price listing.

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2 min article

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