



eBay Customer Service

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1 min article

Selling through auctions

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When you list an item for sale in an eBay auction, you choose a starting price, and interested buyers place bids. When the auction ends, you sell to the highest bidder.

Are you a buyer looking for information on making bids? Read our article on [making a bid on an item](#)

You can choose whether your auction should run for 1, 3, 5, 7, or 10 days. A 1-day auction is designed for items that need to be sold quickly because they're time sensitive, such as event tickets. Unsold auctions may be [automatically relisted](#).

Set a starting price in the **Choose a format and price** section of the quick listing form. If you use the [new listing tool](#), you can set a starting price in the **Pricing** section.

Pricing tips:

- A low starting price can help attract bidders
- You can [add a Buy It Now price](#) to an auction listing, and it will be shown until the first bid is placed. The Buy It Now price has to be at least 30% higher than the auction starting price
- If you're selling a vehicle, you can [add a reserve price](#) to make sure you get the price you want for your item

Fees for auction-style listings

- You may be charged an insertion fee to list your item. You will receive one insertion fee credit for each auction-style listing if that listed item sells. (Exclusions apply)
- If you're a non-business seller, automatic relists are free
- You'll be charged a [final value fee](#) after the sale
- There are also fees for [optional advanced listing upgrades and services](#)

For more details, see our articles on [selling fees](#) or [store selling fees](#).

Top Takeaway

Listing in auction-style format works well if you want to let buyers decide what your item is worth.

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Selling with Buy It Now

Buy It Now is the simplest way to price an item on eBay; it lets your buyers make a purchase right away.

2 min article

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1 min article



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