

## 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.

Listing with a Buy It Now price works well if you know what your item is worth. Buyers can see the total and purchase right away.

When you create a fixed price listing, buyers can use Buy It Now to purchase your item. However you can also choose to add a Buy It Now option to your auction listings.

Are you a buyer looking for information on Buy It Now? Read our article on [purchasing an item with Buy It Now](https://www.ebay.com/help/buying/buy-now/buy-now?id=4002)

**Buy It Now: fixed price listings** With a fixed-price Buy It Now listing, a buyer knows the exact price they need to pay for your item, and can complete their purchase immediately. There is no bidding on fixed-price listings. Fixed-price listings are set to Good 'Til Canceled duration by default. This means your item will be relisted on eBay every month until it sells or until you end it.

**Buy It Now option: auctions** When you add a Buy It Now option to auction-style listings, buyers can either purchase your item right away at the Buy It Now price or place a bid. In most categories, the Buy It Now price must be at least 30% higher than the auction price. When someone bids, the Buy It Now option usually disappears; however, in the case of reserve price listings, the Buy It Now option remains until the reserve price is met. In some categories, the Buy It Now option may continue to be available after the first bid for a limited time.

**Setting your Buy It Now price** To set your Buy It Now price using the quick listing form, enter it in the Choose a format and price section. If you use the [advanced listing tool](https://www.ebay.com/help/selling/listings/listing-tips/using-new-listing-tool?id=5196), you can enter the price in the Pricing section. Tip To sell an item at a fixed

price, your feedback score must be 0 or higher, and the item you're listing must be priced at \$0.99 or higher.

## How to change the Buy It Now price

You can lower the Buy It Now price for fixed-price Buy It Now listings and for auction listings with no more than 12 hours left and no bids.

To lower your price:

- Find your listing in [My eBay](http://my.ebay.com/ws/eBayISAPI.dll?MyEbay&gbh=1&CurrentPage=MyeBayAllSelling) - opens in new window or tab; or [Seller Hub](https://www.ebay.com/sh/lst/active) - opens in new window or tab.
- From More actions, select Revise.
- Change the price, then select Revise it.

## Customizing your item when selling with Buy It Now

In some categories, you can offer personalization of the listed item. For personalized items, buyers have a free text field directly above the Buy It Now button where they can enter the information about the desired personalization. Here's how:

- When you create your listing, go to Optional item features.
- Select Personalize when creating your offers.
- Provide information in the free form text field for your customers to tell them what you need in order to be able to personalize the item. Keep it short and clear. You can use up to 200 characters.

Note: If you choose not to leave instructions for your buyer, an auto-text will be displayed instead.

## Adding Best Offer to your listings

Let your buyers know you're willing to negotiate by adding [Best Offer](https://www.ebay.com/help/selling/listings/selling-buy-now/adding-best-offer-listing?id=4144) to your listing. This allows you to work out a price that's agreeable to you both on some Buy It Now listings. If your listing offers personalization, buyers will be able to enter personalization comments in the Message field once they select Make Offer.

## add to basket,remove item from cart,change buy it now price