Creating a listing using the SYI form

<h2>GUIDE.SUMMARY What <ul> The Sell Your Item (SYI) form is the advanced way to list an item on eBay. This form provides all the options available for sellers to create a successful listing. This article covers <ul> This article explains the various parts of the Sell Your Item form, including information on: <ul> Scheduled listings Requiring immediate payment Listing real estate, travel, or vehicles   Youll also find answers to common questions about the SYI form as well as some best practices for listings items.   </h2><h2>GUIDE.TALKING_POINTS Is there something missing from the listing form? Why cant you do everything you used to be able to do? The SYI form doesnt display all available options by default. Each section header has an Add/Remove options link that lets you display, or not, the additional options available. Portions of the form that are required for listing an item can't be removed from the form, but many other options might have been removed. You can add them back using the Add/Remove option in the correct section of the form. What are the benefits of using the listing upgrades? If youre listing an item that has a lot of competition, the listing upgrades can help you stand out from the other listings. Gallery Plus allows potential customers to see more detail in your image while they are still looking at search results. Subtitles give your potential customers more information to prompt them to view your listing. Bold makes your title more obvious in search results.   What can you do if you want buyers to know that you are willing to negotiate the price of an item, but you dont want to list an auction? You can use the Best Offer feature, which is automatically enabled on all new listings through the Sell Your Item form. See Selling with Best Offer. How is the condition description different from your

regular description? For items that are not new in box, the condition description lets you include more detail about the state of your item. This area should contain only information about the condition of the item. Other information should be in the appropriate sections of the listing form. See Item condition by category for more information Why do you have to include item specifics on a listing? That information is covered in the description. Its important to include all of the pertinent information about your listing in your description, but the item specifics do more than just describe your item. Our search engine provides options for buyers to narrow down their search based on specific criteria (e.g. certain sizes or colors). These options are called search refinements. The item specifics determine how your item fits into search refinements. Should you put reserves on your auctions? Reserves are a great way to protect yourself from losing money on a sale. Setting a reserve price means that unless bids reach the reserve price, there is no sale. You want to make sure that you are careful with using a reserve, because setting a reserve, or setting it too high, can deter potential customers from bidding. You can also consider creating a fixed price listing and accepting offers from customers using Best Offer. Is there a way to create listings now but have them start at a better time? Having your item end, especially auctions, at a good time is really important to successful listings. Sometimes that doesnt line up with when you have time to create your listing. You can use the <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1059#schedulelisting"&g t;Schedule your Listing option in the SYI form to help with this. Should you list in 2 categories? Listing your item in 2 categories is like

having your item in 2 places at once - more buyers are likely to find it, and your chances of success increase. However, it also doubles your listing fees if any, so be c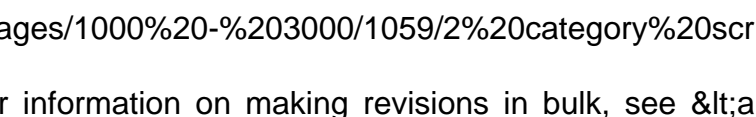areful about using this option. Also, keep in mind that some categories have special requirements or restrictions and youll have to meet the requirements for the one category to be able to put the listing in both. NOTE: <ul> With the 18.1 Seller release beginning July 1, 2018, when you list an item in two or more categories, the highest final value fee will apply when your item sells. Sellers can now change or remove a second category from their listing without having to end the item and relist. To remove or change the second category: In Selling Activity, find the item you'd like to revise. Select Revise from More actions. Make your changes, then select Revise it to save the updated listing <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1059/2%20category%20scr eenshot.png">

 Note: For information on making revisions in bulk, see Revising a listing Bulk Edit And Relist tool   Why was the international site visibility feature removed from your listing? The international site visibility feature will not always be available. See Selling internationally to learn more.   Can you save a listing as a draft? If you start to create a new listing, but you don't get to finish it, eBay saves it as a draft so that you can easily finish it later. You can save up to 250 drafts through the quick listing tool on eBay.com and the eBay mobile app, and up to 5,000 through the single and bulk business listing tools in Seller Hub. A draft remains for as many as 75 days from the last time you edited it, after which it expires. As you fill out the <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1135">Quick Listing Tool or the Sell Your Item form, you can click the Save for later link found 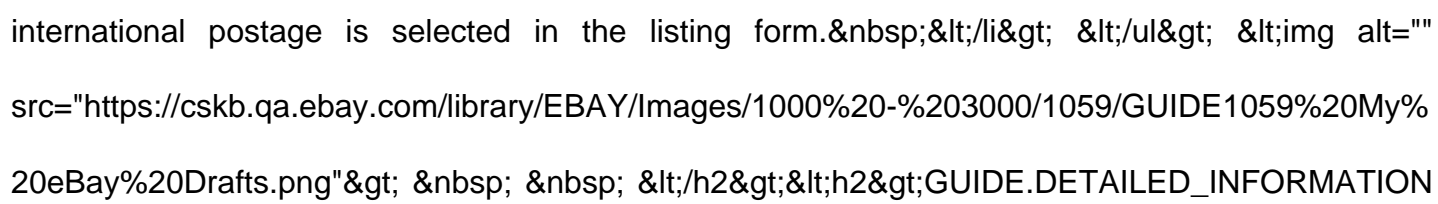at the top, right-hand side to save your listing as a draft. Saving your listing as a draft allows you to come back to the same form without losing the work you've done so far. You'll see your most recent drafts (up to 7) when you open the Sell Your Item form. If you go to the Drafts view in Selling Manager, you'll see all drafts (no limit) that are less than 75 days old. The draft page has completion call-to-actions to help increase the percentage of drafts getting listed. For drafts that are 100% complete sellers can click Complete draft to list the item. Currency differences will show on listing drafts if international postage is selected in the listing form.   <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1059/GUIDE1059%20My%20eBay%20Drafts.png">   </h2><h2>GUIDE.DETAILED_INFORMATION <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Categories where your listing will appear</td> </tr> <tr> <td> eBay Category This is the eBay category or categories where your listing appears.</td> <td> Selecting the correct category for your listing is key to making sure your buyer can find your items. Selecting the most common and recognizable category works best. Sometimes your item fits into more than 1 category. Consider putting your item into 2 categories. Please remember the following when choosing to list in more than 1 category: <ul> Listing in 2 categories isn't available for these categories: <ul> Business & Industrial: <ul> You cannot list the following in more than one category: <ul> Heavy Equipment (includes all subcategories) Concession Trailers & Carts (found in Restaurant & Catering) Commercial Printing Presses (found in Printing & Graphic Arts) Imaging & Aesthetics Equipment (found in Healthcare, Lab & Life Science)   DVD & Blu-ray Discs:

 If you choose this as your first category, you wont be able to select a second category. If you choose it as your second category, it will automatically be removed from the listing before you submit it   Consumer Electronics: <ul> You cannot list the following in more than one category: <ul> Consumer Electronics > Vehicle Electronics & GPS > GPS Units Consumer Electronics > Portable Audio & Headphones > iPods & MP3 Players   If you choose either of these as your first category, you wont be able to select a second category. If you choose either of these as your second category, it will automatically be removed from the listing before you submit it   Motor Vehicles: You cannot list in an additional category Real Estate: You cannot list in an additional category Listings with variations: <ul> When creating a listing with variations, you might want to consider listing in only one category. Currently, you can create a listing with variations in the following categories: <ul> Baby Clothing, Shoes & Accessories Crafts Health & Beauty Home & Garden (most sub-categories) Jewelry & Watches Pet Supplies Sporting Goods   Listing in 2 categories doubles the insertion fee and the fees for most listing upgrades (e.g. Bold and Subtitle). The final value fee or the scheduled listing fee is not doubled.   </td> </tr> <tr> <td> Store Category This is the category or categories where your listing appears in your eBay Store.</td> <td> Your Store categories appear in the left-hand navigation of your Store. Buyers can use them to browse your listings. You can create and organize your Store categories by going to the Manage My Store page in My eBay. </td> </tr> <tr> <td> Product Details (eBay Catalog) Save time by having standard facts about your item automatically included in your listing.</td> <td>

 If your item matches a product in our catalog, you can easily add product details to your listing. Product details can help you create complete listing descriptions that are more visible and appealing to buyers. Note: Product details might be changed or removed from time to time. When significant changes occur, we'll let you know. However, this content is provided by other companies, and eBay isn't responsible for it. Always make sure the details are correct before you list your item. If you find incorrect or missing information, please let us know.   </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Describe your item</td> </tr> <tr> <td>Part Compatibility (Fitment)</td> <td> Parts compatibility improves your listing exposure by showing all the vehicles that are compatible with your part or accessory. If you sell in eBay Motors Parts & Accessories, use a parts compatibility listing whenever it's available. Learn more about parts compatibility, including best practices, seller tools, FAQs, and available downloads (e.g. master list of eBay product IDs or ePIDs).

   Internal information <ul> If a member is experiencing issues with parts compatibility (e.g. the fitment catalog has bad information), teammates can email sdsupport@ebay.com.   </td> </tr> <tr> <td> Title This is the title of your listing.</td> <td> Writing a good title is important because buyers find listings based on titles. State exactly what you're selling and include words that buyers might use to search - such as the item brand, color, size, and model number. You can enter up to 80 characters - use as much of this space as you can. </td> </tr> <tr> <td> Subtitle Capture the interest of buyers when they view search results (in list view) by displaying more information below your title. </td> <td> Adding a subtitle allows you to display more information for your buyer to see when they view your item in search results. Here are a few tips: <ul> Call out key selling points about your item, including benefits and accessories. Provide secondary information that won't fit in the title, such as item condition and specifications. You can enter up to 55 characters. Be sure to use as much of this space as you can. The text in the subtitle is searchable only when buyers search both titles and descriptions.   </td> </tr> <tr> <td> Condition Explain to your buyers the condition of the item you are listing.</td> <td> Condition options will vary with category selection - with options ranging from New or Used to Brand New, Seller Refurbished, Certified Refurbished, Like New, Very Good, Good, and Acceptable. Use the ? icon next to the condition drop-down menu to see a description of what each selection means. This is important because a condition option may mean something different from what you think it means. Selecting any condition other than the best condition (usually new, new in box, etc.) opens the Condition description box. For Trading cards two conditions are available: Graded and Ungraded. </td> </tr> <tr> <td>Condition Description</td> <td> Tell buyers all about the condition of your item so

they know exactly what to expect. Use this field only to describe your item's condition. You'll be able to add other details (such as your return policy) in other parts of your listing. For Trading cards: Grader, grade and card conditions were previously optional aspects that will now be required condition descriptors.   </td> </tr> <tr> <td>Add Photos</td> <td> See Adding photos to your listing. </td> </tr> <tr> <td>Gallery Plus</td> <td> When eBay users mouse over your listing in search results, a large pop-up window instantly opens with a larger picture of your item.   </td> </tr> <tr> <td> Item Specifics Provide detailed product information to more clearly describe your item and help buyers find it more quickly. </td> <td> Item specifics are details about an item. For example, if you have a red sweater, the color "red" is an item specific. When you enter details about the item you're listing, that information is used by our search engine. We save the most commonly used item specifics so buyers can more easily find your items. The SYI form provides fields for some of the most basic item specifics such as UPC, brand, MPN, and color. Values for item specifics can be added in two ways: by choosing popular choices available on the drop-down list, or by typing in your own details. To add a personalized aspect to your item, go to Optional item features and select Personalize when creating your offers. Then provide the information you need the buyer to provide in order to complete the personalization of the item (such as a name). Buyer can provide up to 250 characters of personalization text Personalization text will be send to seller using Message to seller Message to seller needs to be ON to get personalization message from buyer   To give more detail about hard to describe items, you can add a custom detail. Simply click the Add your own item specific link. Once clicked, two boxes open. Add the name of the detail in the top box (e.g. Color) and its specific detail

(e.g. red) in the box below. Use item specifics to help your listing look more polished and easier to read. Use item specifics to make the details easier for buyers to find on your listing's item page. </td> </tr> <tr> <td> Details Describe your item completely to inform buyers, build their trust, and answer their questions. The more detail, the better. </td> <td> You can create a standard customized description by editing the font type, size, and color of your text, or you can input basic HTML code to modify your text. Note: There is a 500,000 character limit to the HTML code in the item description box. Make sure you are in the HTML tab when youre inputting code. If you want to insert a video (e.g., from YouTube), place your 'embed' code in this tab.   If you do a customized description, you can create inserts. Inserts allow you to quickly add standard information (e.g. link to your other items) to your description. This option is great for things like policies or Seller Experience.   Be sure to include these details, if applicable: <ul> Item features: List all the benefits, specifications (these should also be in the Item Specifics if available), and parts of the item. Item condition: Is the item new, used, or still under warranty? Note any flaws or repairs. (Make sure this information is also in the Condition and Condition Description.) Answers to common questions: What material is the item made of? When was it made? What company, artist, designer, or author made it? What are its dimensions? What country or location is it from? Does it have a special background or history?   Specify your terms of sale and other policies (even if they appear elsewhere in your listing), such as: <ul> Payment methods accepted: Payment methods allowed on eBay for your listing category. Shipping costs and services offered. Shipping promotions: Such as free shipping and overnight delivery. Return policy: Whether you accept returns, any time limits, and who pays for shipping. Keep in mind that even if you don't accept returns, a buyer can open an eBay Money Back Guarantee case with you for eligible items if they don't receive an item or the item doesn't match the listing

description. Refund method: Tell members whether you provide refunds by money back, money back or exchange, or no returns accepted. Warranty, if available. Financing, if available.   </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Choose a format and price</td> </tr> <tr> <td>You can select how you want to sell your item: </td> <td> Auction-style listing: Let buyers bid for your item, and the highest bidder wins. Fixed price listing: There's no bidding. Let buyers purchase your item at the price you set. Classified Ad: Advertise your item, service, or property to generate multiple leads or contacts. </td> </tr> <tr> <td> Auction Let buyers bid for your item, and the highest bidder wins. </td> <td> Starting bid: Set the price at which the bidding begins. For example, a starting price of $9.99 means that the first bid must be at least $9.99. You pay an insertion fee when you list an item on eBay. Your starting price (or reserve price if you have one) determines the amount of the insertion fee. Buy It Now: The Buy It Now option lets you specify a price that you'll accept for your item. If a buyer commits to pay your Buy It Now price before the first bid comes in, your item sells immediately to that buyer, and your listing ends. Generally the Buy It Now price disappears after the first bid is placed or your reserve price is met. In some categories the Buy It Now price may be available for a longer period of time. The Buy It Now price must be at least 30% higher than the starting price. For eBay Motors, this applies to Parts & Accessories, but not to vehicle listings.   Reserve Price: The reserve price is the absolute lowest price at which you are willing to sell your item. If the highest bid does not meet this price, you're under no obligation to sell the item to the high bidder. Only you can see the reserve price. Consider setting a reserve price if youre selling a high-value item; setting a low starting price and using a reserve can encourage more bids. However, dont set a reserve if youre selling a

low value or commodity item; for these types of items this can result in fewer bids and a lower selling price.   </td> </tr> <tr> <td> Fixed Price There's no bidding. Let buyers purchase your item at the price you set. </td> <td> To add the Buy it Now option to an auction-style listing, select the Auction tab and enter a Buy it Now price. To sell at a fixed price only, select the Fixed Price tab and enter a Buy it Now price. Buy It Now price: Set the price at which you are selling your item. Best Offer: Are you willing to consider offers for your item below your Buy It Now price? If so, include the Best Offer option in your listing. Quantity: Specify how many of an item you have. If you're selling 1 item or a small set of items (such as a pair of concert tickets) to 1 buyer, enter "1" for quantity. If you're selling multiple identical items to different buyers, enter the number of items you are selling. If you're selling a large set of similar items (such as a record collection or a case of batteries) to 1 buyer, use our Lots feature. The quantity option is available only for fixed price listings; Auctions are always for a single item or single lot of items.   </td> </tr> <tr> <td> Bundles and lots You can sell multiple items together to the same buyer.</td> <td> A bundle is a combination of related items (a camera plus accessories, etc.). The category (and product identifier) will be decided by the primary item. A lot is a group of similar or identical items (a case of batteries, a CD collection, etc.) that are sold together to 1 buyer. The number of lots (in most cases, just enter "1"). Auctions can only have 1 lot for sale. The number of items you're selling together in the lot. For example, if you have 10 CDs, enter "10."   Bundle and lot listings are highlighted in the buyer shopping experience, in search results pages and in product pages. </td> </tr> <tr>

<td> Duration Select how long your listing will run. </td> <td> Be careful when setting your duration because you can't extend the duration if 2 or more hours have passed since you submitted the listing or if any bids have been placed on your listing. Auctions: For most listings, you can choose from 1, 3, 5, 7 and 10 day durations. Before you select the duration, keep these things in mind: <ul> Buyers often watch items for a while before they bid so consider a long duration to attract more buyers. You might also consider listing over a weekend, when more people are likely to shop. For time-sensitive items like concert tickets, make sure your listing ends with enough time to ship the item to the buyer. For a 1-day listing, you need to have a Feedback score of at least 10. If you don't meet this requirement, you won't see the 1-day option when you list your item. An auction with 1-3 day duration costs extra. See our listing upgrade fees for details.   Fixed Price: Using the fixed price listing format, you can list your item as Good 'Til Canceled. (Fixed price is no longer available for a shorter duration of 3, 5, 7 or 10 days in the BOLT listing tool.) With Good 'Til Canceled, listings automatically renew every 30 days unless all of the items sell, you end the listing, or your listing / account violates an eBay policy. </td> </tr> <tr> <td>Private Listing</td> <td> In a private listing, the usernames of people who bid on or buy your item don't appear in the listing. Only you are authorized to view the buyer usernames associated with that listing. Use this option only if you have a specific reason - for example, you believe that bidders for your item may not want their usernames disclosed to others. </td> </tr> <tr> <td> Scheduled Listing You can schedule your listing to start on a day and time of your choice.</td> <td> You may schedule listings to start anytime up to 21 days into the future. You may schedule listings to start any time 1 hour from the current time. You may have up to 3000 scheduled listings at

any given time. When scheduling bulk quantities, the system spaces the scheduled start times by one or two seconds. This is so that large sellers do not overload the system. You may not edit, reschedule, or cancel a pending listing for 1 hour prior to its start time. Times are in the Pacific time zone. Sellers are required to have a valid credit card on file to schedule listings. If the scheduling option is not available, but it appears the member has a credit card on file, then check the following: <ul> Whether the credit card on file has expired. Whether Agent Desktop (AD) shows a credit card on file, but My eBay > Personal Information does not (or vice versa). If one or both of the above apply, or there is no apparent reason why this option is not available, we can suggest that a seller re-submit their credit card information. In most cases re-submitting the credit card information updates the credit card information in all areas of the site and populate the scheduling option on the Sell Your Item form.   </td> </tr> <tr> <td>eBay for Charity</td> <td> You can donate part of your item's final sale price to a certified nonprofit organization. When you create an eBay for Charity listing, a $1 minimum donation is required if the item sells (this does not apply to nonprofits who are Direct Selling). </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Select how you'll be paid</td> </tr> <tr> <td>Payment methods</td> <td> When you sell on eBay, you won't need to select any payment method when creating your listings. The payment methods are automatically updated with all the ways your buyers can pay. Your buyers will be able to safely and securely pay with credit card, debit card, Apple Pay, Google Pay, or PayPal and complete their entire transaction on eBay, with the option to save and store their payment information for future use. eBay will

manage the end-to-end payment process. When your buyer pays with any of these payment methods, both you and the buyer are covered by the eBay Money Back Guarantee. </td> </tr> <tr> <td>Require Immediate Payments</td> <td> With the immediate payment option on eBay, a listing is still available until a buyer completes the purchase. This is especially useful when youre selling time-sensitive items, like tickets to a concert or sporting event. Fixed price:
 When you require immediate payment in a fixed-price listing, the first person who selects Buy It Now and completes checkout gets the item. Auction with Buy It Now:
 Immediate payment only applies to Buy It Now transactions, so when a bid is placed, the immediate payment requirement disappears. (If you listed with a reserve price, it disappears after the reserve price is met.) The listing then becomes a regular auction listing and the highest bidder wins. To create a listing with immediate payment, simply select Require immediate payment with Buy It Now when youre selecting your payment options in the listing form. To list an item requiring immediate payment, you need to <ul> have an eBay seller account in good standing specify a Buy It Now price of no more than $60,000 specify shipping and handling costs or offer free delivery for the item state all costs, including taxes, so your buyer knows exactly what to pay   You can't use Local Pickup Only with immediate payment. Because immediate payment items require that shipping be paid for at the time of purchase, the shipping for these items cannot be combined with other purchases. </td> </tr> <tr> <td>Pay on Pickup</td> <td> Makes buyers aware that the item can be paid for when they pick it up directly from you. Choose the payment method you prefer, including cash. If you choose this payment method, you'll need to choose at least one approved electronic payment method. </td> </tr> </tbody> </table>   <table border="1" cellpadding="2"

cellspacing="0"> <tbody> <tr> <td colspan="2">Add shipping details</td> </tr> <tr> <td> US Shipping Have the cost calculated automatically based on the buyer's location or charge the same cost to all buyers within the US. </td> <td> Calculated: Set the services you use to ship the item and the cost is calculated automatically based on the buyer's location. Flat: Enter 1 shipping cost per service, and all buyers see the same cost. Your item is more likely to sell if you offer a low shipping cost. Attract even more buyers by offering free shipping. </td> </tr> <tr> <td> Local Pickup Buyers can pick up the item from you.</td> <td> Local pickup is valuable if you're selling large, heavy, or fragile items. Many buyers want to purchase these items locally and pick them up. To offer the local pickup option, select the Offer local pick up check box after you have selected your shipping option when creating your listing. You can select calculated or flat-fee shipping costs for local pickup. </td> </tr> <tr> <td> Handling Time The number of days it takes you to ship the item after receiving cleared payment. </td> <td> You can select a handling time from same business day to 30 business days. For same business day handling, you can also select an order cut off time. Don't include the time it takes for the shipping service to deliver the item. After selecting a handling time and a shipping service, we'll provide an estimated delivery date so the buyer knows when to expect the package. </td> </tr> <tr> <td> Handling Cost Enter your handling fee (if any). </td> <td> Only available for calculated shipping. This amount isn't shown separately to buyers but is added to the total shipping cost.   </td> </tr> <tr> <td> International Shipping Select the international shipping services you offer. </td> <td> Sell globally, ship domestically using <a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1780"

target="_blank">eBay International Shipping. Calculated: Set the location and services you use to ship the item and the cost is calculated automatically based on the buyer's location. Flat: Enter 1 shipping cost per service, and all buyers see the same cost. Your item is more likely to sell if you offer a low shipping cost. Attract even more buyers by offering free shipping. If a Canada-registered seller is creating a listing on the US site, with an Item Location located in Canada, they cannot use CALCULATED shipping options for both Domestic and International options; they must use FLAT. If they attempt to do this they will get an error when trying to continue <ul> To the 2nd page of the advanced SYI, which says: "Please provide the correct information in the highlighted fields". To the 2nd page of the SYI: "Shipping policy - We're unable to calculate your shipping cost based on your current item location. Please enter a valid item location which includes the City, Zip Code and Country. If your item location is not within the US, please select flat rate shipping. Messaging that appears in the Shipping Policy section (Business Policies) "We're unable to calculate your shipping cost based on your current item location. Please enter a valid item location which includes the City, Zip Code and Country. If your item location is not within the US, please select flat rate shipping."   </td> </tr> <tr> <td>Combined Shipping Discounts</td> <td> Specify the combined shipping discount you want to use for this listing. Create rules on how to apply shipping discounts when items are combined in one package.   </td> </tr> <tr> <td>Exclude Shipping Locations</td> <td> Your listing may be visible on other international eBay sites. To exclude buyers in certain locations from purchasing your item, create a shipping exclusion list. When you apply your shipping exclusions, we stop buyers from paying if their primary shipping address is in a location to which you don't ship. </td> </tr> <tr> <td> Package Details Specify the package type, dimensions and weight for your item. </td> <td> Package type <ul> Here are some guidelines for specifying the type of

package you have. Selecting the correct package type helps ensure that your calculated shipping costs are accurate. If you're not sure which package type you have, select Large package from the drop-down menu. You are asked to enter your package dimensions and the correct price is calculated. Letter: <ul> Minimum: 5" long, 3½" high and 0.007" thick. Maximum: 11½" long, 6 1/8" high and 1/4" thick.   Large envelope: <ul> Minimum size is 11½" long, 6 1/8" high, and ¼" thick.   Package (or thick envelope): <ul> A package is a parcel (or box) less than 84" total when you add the length plus girth. Length is the longest side of a package. Girth is the distance if you wrapped a string around the 2 smaller sides of a package. A thick envelope is a large envelope exceeding ¾" thickness.   Large package: <ul> A large package is a parcel where the length plus girth is more than 84" total and less than or equal to 165" total. Length is the longest side of a package. Girth is the distance if you wrapped a string around the 2 smaller sides of a package. Note: Packages with length plus girth between 130" and 165" can be sent through UPS only.   Dimensions <ul> Specify the length, width, and height of your package in inches. Use a ruler, yardstick, or tape measure to take these measurements. Your package dimensions may affect the shipping cost, so be as specific as possible. You'll need these dimensions when you pay for shipping and print shipping labels on eBay. Entering the measurements when you list your item saves you time when you're ready to ship your item. Dimensions are required for all large and irregular packages and for the following services: <ul> UPS Next Day Air UPS 2nd Day Air UPS 3 Day Select   Weight <ul> Specify the weight of your packaged item as accurately as possible so that the shipping costs in your listing are correct. Important: Include the weight of the packaging material as well as the item. To determine a package weight, here are methods you can use: <ul> Shipping

scale: Most accurate <ul> Shipping scales are often available for sale on eBay. They're free to use at most USPS locations and UPS stores.   Bathroom or body weight scale: Somewhat accurate <ul> First, step on the scale without the packaged item and record your weight. Second, step on the scale with the packaged item and record your weight. Make sure the packaged item is centered over the scale. Subtract the weight in the first step from the weight in the second step. The result is the approximate weight of the packaged item.   Weight guide: Least accurate <ul> 1 lb.: A can of vegetables 3 lb.: A book 5 lb.: A bag of flour 10 lb.: A bucket of paint   </td> </tr> <tr> <td>Shipping Rate Tables</td> <td> You can set the shipping rates for services to specific countries or regions. You can set shipping rates by item, weight or surcharge. When you set shipping rates by item, the buyer pays the shipping amount you specify for each item based on the region in which he lives. When you set shipping rates by weight, you can provide minimum shipping cost and an additional shipping cost per pound. The additional cost is calculated based on the weight you provide at the time of listing. Buyers see the total shipping cost and don't see these calculations. Weight rate tables do not apply to catalog items such as books, magazines, CDs, DVDs, video games, and other media items.   Set your shipping rates by surcharge to charge buyers in certain regions or states a specific amount in addition to the shipping cost you specify in your listing. Buyers see only the total shipping cost.   </td> </tr> <tr> <td> Item Location Specify the location from which you'll ship your item. </td> <td> Attract more buyers by specifying the ZIP Code where your item is located. Your item appears both in regular searches and when buyers search by distance from their location. </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0">

<tbody> <tr> <td colspan="2">Add other details</td> </tr> <tr> <td> Buyer Requirements
 Buyer requirements allow you to block buyers from bidding on or purchasing your items based on certain criteria. </td> <td> You can block certain types of buyers from bidding on or purchasing your items. You can block buyers who: <ul> Have received unpaid item cases Have a primary shipping address in a country you don't ship to Have had policy violation reports Have a negative Feedback score Have bid on or bought items from you within the last 10 days and met your specified limit of sales   </td> </tr> <tr> <td> Sales Tax If you charge sales tax, specify the state and tax rate. You can apply it to the final sale price only or include any shipping costs. </td> <td> If you charge sales tax, you can specify the tax rate and the US state where it applies. If the buyer's shipping address is in the state you've selected, the sales tax is calculated and included automatically in the payment total. By default, the sales tax is calculated based only on the final sale price. You can apply the sales tax to the final sale price plus shipping and handling charges by selecting the check box "Also apply to shipping and handling costs". If you've specified sales tax for more than one state in the Sales Tax Table, you can select the check box to "Charge taxes according to the Sales Tax Table". Note: The calculation of sales tax is a service only and in no way obligates eBay, or any of its subsidiaries to remit such tax on your behalf. You are solely responsible for the calculation and remittance of any taxes owed to any governmental entity based on your eBay activities. </td> </tr> <tr> <td> Return Policy Specify whether you accept returns and under what conditions. </td> <td> You need to specify a return policy when listing an item on eBay, even if your policy is to not accept returns. Specifying a clear return policy can give buyers confidence to bid or buy and prevent problems after the sale. Keep in mind that even if you don't accept returns, buyers

can open an eBay Money Back Guarantee case if they don't receive an item or if an item doesn't match the listing description. </td> </tr> <tr> <td>Additional Payment Instructions</td> <td> You can specify additional details buyers might need to complete the transaction. Anyone who views your listing can see these details. </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Make your listing stand out</td> </tr> <tr> <td>Gallery Plus</td> <td> Another opportunity to add this option (See the Describe your item section).   </td> </tr> <tr> <td>Subtitle</td> <td> Another opportunity to add this option (See the Describe your item section).   </td> </tr> <tr> <td>Bold Title</td> <td> Make your listing title appear with a bold font in search results.   </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Review your fees</td> </tr> <tr> <td>Fees</td> <td> This section shows you the fees you will be charged to list the item as well as the current balance on your eBay account. This page also contains a disclaimer about being charged a Final Value fee if the item sells. </td> </tr> </tbody> </table>   <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td colspan="2">Final steps</td> </tr> <tr> <td>Auto Relist</td> <td> For information on automatically relisting an item if it doesn't sell, see Relisting an item. </td> </tr> <tr> <td>Listing Templates</td> <td> You can save as many as 10 listings as templates for future Sell Your Item form listings. To access

templates as a first-time seller, you need to first list an item and save it as a template. After that, you can create or manage your templates from the Sell Your Item form.   </td> </tr> </tbody> </table>   Have an eBay seller account in good standing. Specify a Buy It Now price of no more than $60,000. Specify shipping costs or offer free shipping when you list your item. Include all other related costs, such as taxes, so your buyer knows exactly how much to pay </h2><h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE How to list with the Advanced Tool (SYI). Click Sell on the top left of most eBay pages.
 If the Quick listing tool appears, you'll need to click Switch to business tool. Click 'switch' on the pop up box that appears. Enter the title or a description of your item into the title box. Select a category for your listing and, click continue. Fill in all the necessary details. Click List your item, and your listing will be complete! Note <ul> Only C2C / My eBay sellers will see the options to switch between forms. Instructions to switch from Advanced Tool to the the Quick Listing Tool can be found in GUIDE1135.   Schedule a listing <ol> Go to the Pricing section of the SYI form and click See pricing options Select Enable Scheduling Set the start date and time Delete a scheduled listing <ol> At the top of the eBay homepage click My eBay. Under the Sell section, click Scheduled. Select the check box next to the item to delete. Click Delete. (Note: This action cannot be

undone.) Change how quantity available is displayed in listing <ol> At the top of the eBay homepage click My eBay. Click the Account tab and then Selling preferences. Under Multi-quantity listings, click the toggle next to Buyers can see exactly how many items are left. Preview a listing <ul> You can review your listing before submitting it to verify that it's correct. Scroll to the bottom of the form and select the Preview option. Pushing this button opens a preview of the listing in an overlay window Scroll through to view the listing Click on the X at the top right to close the overlay   Out of Stock on Good 'Till Canceled <ul> The Out of Stock Option allows sellers to better manage GTC inventory, while avoiding Search penalty and mitigating Standards risk (through Stockout defects). If an item is Out of Stock enabled, the listing will remain active (won't end) even if the quantity of that item becomes 0. The quantity can become 0 either through purchase or by revising the item and setting quantity to 0. In these cases, instead of the listing ending, it will simply be hidden from search results. When you increase the quantity of the listing, it will again reappear on search results. All of your Good 'Till Cancel Items will be Out of Stock enabled if you opt in to this feature. If you change the duration of your listing to anything other than GTC, it will no longer be Out of Stock enabled, and will end when the quantity becomes 0. As with all GTC listings, the listing (or insertion) fees are charged every 30-day period until all of the items sell, you end the listing, or we end your listing. If your listing has a quantity of 0 for the entire 30-day billing period for 6 consecutive 30-day billing periods, we end it. Fee amounts are based on the terms in effect when the listing goes live and when it renews. If your listing is out of stock (meaning it has 0 quantity) for the entire 30 day period, then at the end of that period you will qualify for an insertion fee credit. How to enable the Out of Stock option <ol> Go to My eBay > Account > Selling preferences. Click the toggle next to Listings stay

active when you're out of stock. Helpful hint: Once the Out of Stock option is enabled, search your active listings in My eBay by quantity number to quickly identify which listings are out of stock.   Listing bundles and lots <ol> Bundles: Check the bundle listing box in item specifics (applies in selected categories only). Lots: Check the lot listing box in item specifics. Then specify the number of items in the lot. </h2><h2>GUIDE.TIPS_FOR_MEMBERS </h2><h3>Writing effective titles</h3> When youre creating your title, ask yourself these questions: <ul> If I was a buyer, how would I be looking for this item? What keywords would I put into search to find it? How are other sellers listing this item? What keywords are they using? Am I including all the different names for this item that people know or would use to look for it?   Stay away from using special characters (e.g. W@W!!!! or L@@K!!!!!). If the buyer isnt going to be typing it into search, it doesnt belong in the title. If you have extra information you really think a buyer needs to see upfront, consider using the subtitle feature. If the condition is an important part of the item and people search for those descriptive words, then use them in your title (but dont oversell it). Saying your item is like new isnt appropriate because your item would then appear in search with actual new items and buyers will be confused.   Avoid comparisons like "as good as Nike" or "Nike style." Not only can this get you in trouble with eBay and Nike, it confuses buyers when these items come up in a search for Nike items.   <h3>Describing your item properly</h3> Condition <ul> If you select anything other than the highest condition level, you are given the opportunity to clarify in the Condition Description. Use this area to specify anything a buyer wants or needs to know about the item before buying. Using this section correctly not only helps you make a sale, it can protect you from claims. Item Specifics <ul> Using the item specifics can help buyers find your items, but can also quickly clarify what kind of item it is. For example, in

categories like computers, it can help you quickly specify things like hard drive space, RAM and other important factors that buyers need to be able to make their decision. Description <ul> Everything the buyer wants to know about the item should be covered by the title, pictures, condition, condition description, and item specifics. Everything they want to know about receiving the item should be covered by the shipping section. Consider using the description section for things like: <ul> Item reviews or anything special or unique about the item Your selling history Any special steps you take towards handling the item (e.g. gift wrapping or special packaging)   Write the description in short, concise paragraphs - using bulleted lists where possible. The quicker the buyer gets what they need, the sooner they make a decision. Images in your description do not display well on mobile devices. Instead, upload them to the picture section of your listing using eBay picture services. Dont use your description as a waiver. Using your description like a contract, with lots of language about what happens if something goes wrong, could make your buyers think that there are lots of potential problems coming their way. Dont speak negatively of eBay or other sellers. This behavior is unprofessional and thats how your buyers might see you - as unprofessional. <h2>GUIDE.RELATED_LINKS Related help pages <ul> Improve performance with better descriptions
 https://www.ebay.com/help/listings/creating-managing-listings/creating-managing-listings?id=4105
   Creating effective listings
 http://pages.ebay.com/help/sell/listings.html
   How to sell online with eBay
 http://pages.ebay.com/sellerinformation/learn-to-sell-online/how-to-sell/index.html
   Selecting a selling format
 <a

href="http://pages.ebay.com/help/sell/formats.html">http://pages.ebay.com/help/sell/formats.html
   Understanding immediate payment
 http://pages.ebay.com/help/pay/require-immediate-payment.html</li& gt; Related CSKB <ul> Improving search placement Relisting an item Creating a multi-variation listing </h2>