

Selling safely online

Selling items online has many advantages, especially when you want to declutter, downsize or earn some money from your arts and craft projects. This guide will take you through the benefits of selling online, how to write an effective advertisement and tips for keeping safe when selling.



Benefits of selling online

- Reduce clutter
- Minimise waste and reduce landfill
- Earn extra income

Most popular online selling sites

eBay is the most popular online selling site in Australia, followed by Gumtree and Facebook Marketplace. There are many similarities between these platforms, but each offers a slightly different experience. We recommend you familiarise yourself with each of the platforms before you begin.

eBay has the advantage of international buyers being able to purchase your items, whereas Gumtree and Facebook Marketplace are for buying and selling in your local community area.

Buying and selling worldwide



➖ Fees to sell

Buying and selling in your local community



➕ Free to sell

How to sell your items online

Once you have set up an account on one of the online selling platforms, you are ready to post your first advertisement.

Follow these simple steps to make your ad stand out from the rest:

1. Make a list of the items you want to sell.
2. Take photos of your item(s).
3. Do your research to check what amount similar items are being sold for, then price yours accordingly.
4. Write a clear description.
5. Try to respond to queries about your item as soon as you receive them.

Tip: Start by selling low value items first, while you get used to how the online marketplace works. Save your more expensive items for when you feel more confident.

It's important to make sure your ad attracts potential buyers. Try the following tips, to make them as effective as possible:

- Write a detailed description – you can include information such as the colour, materials used, brand, model and size or measurements. You could also include where you bought it from, and how much it cost originally.
- Be clear about what you are selling. Is it the dining table only? Or the dining table and chairs? Would you consider selling them separately?
- Be honest – include details of the condition of the item, especially marks or stains.
- Write a meaningful title – make sure it tells buyers exactly what the item is. For example, 'IKEA white single timber bed' works better than just, 'bed for sale'.
- Make note of any additional items you are including in the sale. For example, cushions with your couch, or cables with your power tool.

Good pictures help to sell items. Here are a few tips on how to make them look good:

- Try to take pictures in natural lighting. Avoid shadows.
- Focus on the item you are selling in the picture – avoid any excess clutter around it. For example, if you are selling a couch, remove any cushions or throws that are not for sale and clear surrounding items (or people or pets!) that may get in the way of seeing what is for sale.
- Take close-up pictures of any marks or damage to the item.
- If possible and relevant, take a picture of the label, including the make and model if you think it may be of interest to potential buyers.



How to accept payment

There are a few ways to receive payment from a buyer, with some more secure than others. PayPal is the safest way to pay for things or accept payment.

- All transactions take place on web pages that use secure encryption to protect the personal information supplied by your customer and yourself, so it's safe from prying eyes and identity thieves.
- You don't need to share your bank details with people you don't know.

- It's widely used and accepted.
- It's easy to set up — you will need to provide your name, address, date of birth, telephone number, email and password.

Tip: If a buyer lodges a complaint claiming they did not receive your item, the money they paid will be put on hold and PayPal will ask you to provide proof of shipment. Once you have provided proof that the transaction was legitimate, PayPal will release the funds to you.



Note! For more information on how to set up a secure password, visit the Safety First page in the [Be Connected Topic Library](#)

eSafety tips for selling online

Selling items can be a fun experience, but it pays to be safe. Here are some tips to minimise the risk and protect yourself while selling online.

Don't share too much personal information

Any information you post publicly could potentially be used by scammers for other purposes. The less strangers know about you, the safer you will be. Make sure photos of your items don't contain any personal details about you. Look carefully for street names, house numbers, personal mail, family photos or number plate details and blur them or crop them from the photo.

Meet buyers in safe places

If you need to meet a buyer in person, choose a safe public place and always take someone else with you. If you are selling a large item the buyer may need to come to your home. If you can, move the item onto the verandah or into the garage or front yard. Ideally a buyer should not need to come into your house.

Don't hand an item over until you receive payment

Never give a potential buyer your item until you have received payment in full. Before you hand over an item or send it to the buyer, always check that the right amount of money has been given to you or deposited in your Pay Pal account or bank account. Be suspicious of emails that claim the money is in your account. These emails can be fake, even though they look legitimate, so you need to check your account before you believe them.

Don't be tempted to settle the transaction outside the selling platform

Beware of scammers trying to tempt you into a quick sale. They may offer to buy your item straight away if you discount it heavily or remove your listing and settle the transaction outside of the sales platform where you advertised it (such as eBay, Gumtree or Facebook Marketplace).

Tip: If someone puts pressure on you to do something quickly, this should be a warning for you to slow things down and make sure you are not being scammed.

It is best to ensure that all communication between you and the buyer happens through the sales platform (such as eBay, Gumtree or Facebook Marketplace). This way, if something goes wrong with the sale or there is a dispute, the platform has all the evidence and can help find a solution.

To keep up to date with the latest scams to avoid, subscribe to Scamwatch email alerts www.scamwatch.gov.au/news/subscribe-to-scam-alert-emails

Quick links

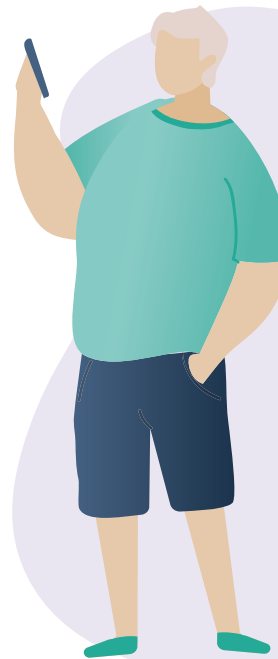
eBay www.eBay.com.au

Gumtree www.Gumtree.com.au

Facebook Marketplace
www.facebook.com/marketplace

PayPal www.PayPal.com

BeConnected www.BeConnected.esafety.gov.au



Take the time to discover Be Connected

Be Connected is a comprehensive website with free resources specifically designed to support older Australians to connect online safely and navigate the digital world confidently. The site is also useful for families and community organisations who want to help older community members access all the benefits of the internet.

beconnected.esafety.gov.au

