

Selling on eBay: case study

You can use eBay to dispose of your unwanted goods and make money at the same time. Let's follow Antonio to see how to do that.

Using eBay to help downsize

Antonio is moving into a smaller home and wants to get rid of some of the items he no longer needs. How should he go about it?

- He thinks the things have value and he doesn't like waste, so he doesn't want to dump them.
- Antonio could call a second-hand dealer to buy all his items, but he doubts that he will get a good price for them.
- Antonio has a computer, a camera in his mobile phone and an internet connection, which is all he needs to sell his items online. He decides that eBay will be the best way to help dispose of his unwanted items.

Selling household items on eBay

eBay makes it quite easy to sell things:

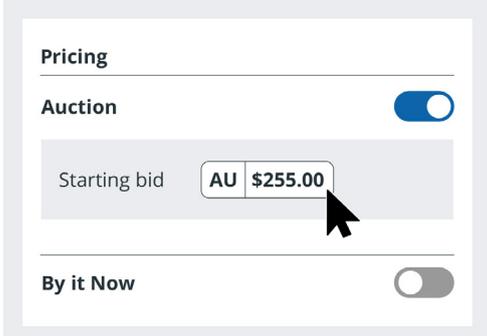
1. Antonio logs onto his eBay account by going to **ebay.com.au** and logging in with his username and password.
2. He chooses an item he wants to sell and uses his phone to photograph it, providing an accurate view from all angles, including showing any damage. He emails the photos to his computer so that he can download them and add them to his eBay listing.
3. Antonio searches eBay for similar items to that which he wants to sell. He checks their prices to help him work out what he should charge.



Photograph your sale items from all angles to accurately show their condition

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4. He clicks **Sell** near the top right of the eBay home page and follows the instructions for listing the item for sale.
5. He decides to sell his item by auction rather than using the **Buy It Now** option. He looks at each of the choices carefully before making his decision.
6. He sets a **Starting bid** price for the auction that is realistic, but that he will be prepared to accept.
7. On the listing page, he uses the tool to work out postage charges so that buyers can see how much delivery will add to the final price of the item they want to buy.
8. Antonio set up PayPal as his preferred payment option when he created his eBay account, and he leaves this as it is. It means funds from the sale will be deposited into his PayPal account.
9. When he's satisfied with everything, Antonio clicks the **List it** button to publish the item he's selling on eBay.



The screenshot shows the 'Pricing' section of an eBay listing. Under the 'Auction' heading, there is a blue toggle switch that is turned on. Below this, the 'Starting bid' is set to 'AU \$255.00', with a mouse cursor pointing at the text. Under the 'By it Now' heading, there is a grey toggle switch that is turned off.

A Starting bid should be realistic, and an amount you're prepared to accept

What happens when a listing ends?

If Antonio's item hasn't sold at the end of the auction period, he can list it again for sale. If he chooses a lower **Starting bid**, his item might receive more interest than the first time and have a better chance at selling.

If Antonio's item has sold, he has to get ready to send it to the buyer:

1. If he is successful, Antonio will receive an email from eBay telling him that his item sold and that he should get ready to send it. The email has the buyer's contact details, including the delivery address recorded on their eBay account. He won't send the item, however, until he receives payment. The buyer has four days to pay.
2. eBay will send Antonio another email when he has been paid. He will also receive an email from PayPal, confirming that it has received the payment for him.

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3. Antonio checks his PayPal account to confirm that he has received the money. He notices that the amount is a little less than he charged because both eBay and PayPal have deducted their fees.
4. Antonio then packs the item up carefully. He can print out a postage label from eBay, and it will charge his PayPal account within the month for the postage.
5. He attaches the label onto the parcel and lodges it at the post office, making sure to get a receipt.
6. Antonio makes sure to leave positive feedback on eBay for the buyer because he paid promptly.



PayPal	
Payment received	...
Fees deducted	...
Total	\$456

PayPal and eBay charge fees for items you sell