

## Selling on eBay

eBay is an online shopping site that is best known for its auctions however increasingly businesses are using eBay to sell directly to the customer. As a result, it is a mix of novice sellers and professional businesses. Some items allow you to bid on them whilst others have a set price.

Anyone can sell on eBay. There is a charge for selling on eBay. This may be a fixed fee or a percentage of the overall amount paid for an item depending on what offers are available, what you are selling and whether you have a personal or business account.

You can use eBay on a laptop but it is easier to download the app to your smart phone or a portable device. This will enable you to immediately upload photos of items for sale.

### To sell on eBay

Decide if you want a business or personal account. For most people this will be a personal account. You can upgrade from a personal to a business account later if you want. However, you cannot change from a business account to a personal account.

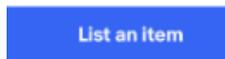
### To Register

- Enter your name and email address.
- Choose a password.
- Select **Register**. (Once you have registered you will have to verify your account by replying to an email.)

### To sell an item

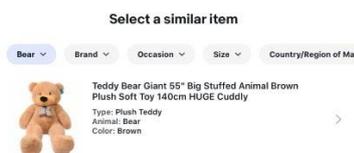
Take a photo of the item you wish to sell

If using the App tap on **List an item**



Describe your item – when you start typing key words will appear to help

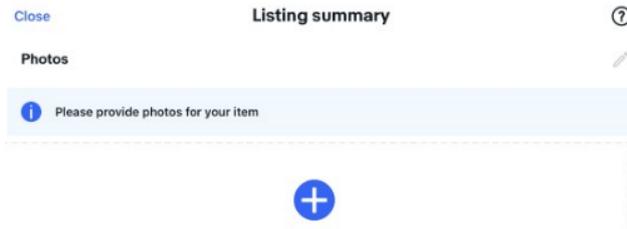
You will be guided through options to build up your description including, brand, occasion, size, country, new or used.



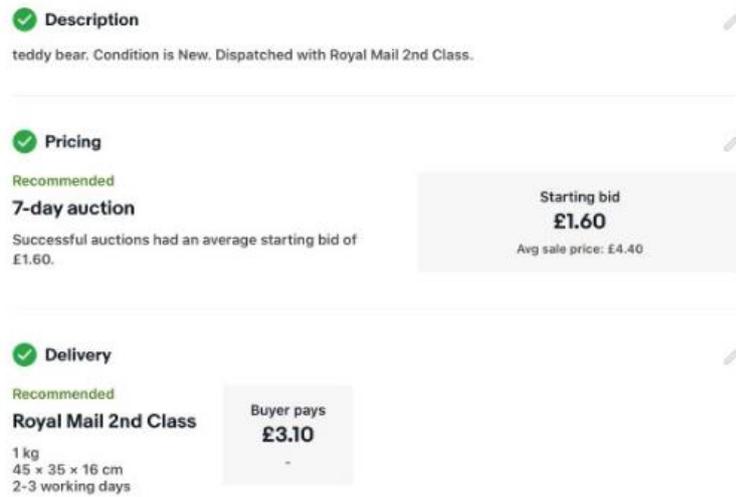
If the suggested description doesn't match you can create a new listing.

Can't find yours? [Create a new listing](#)

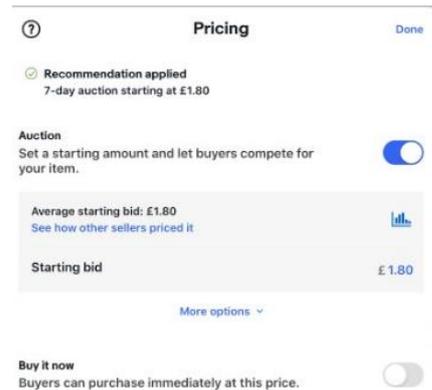
Once you have finished building up a description you will see a listing summary. Tap on the + at the top to add 1 or more photos of your item. (You can add up to 12).



The listing summary will also suggest pricing, how long your auction should last and suggested postage costs. Tap on the pencil icon to edit any of these.



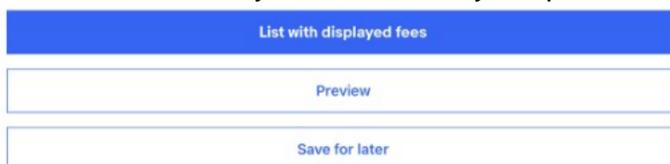
Tap on the pencil beside Pricing to change the starting bid or to set a “buy it now price”



Before you can confirm your listing you must set up a means to pay eBay. This will also be how you receive payment for your item once eBay have deducted their fees.

Most people use PayPal. Paypal may also charge fees for any transactions they handle.

You are now ready to sell on eBay. Tap on **List with displayed fees**.



The app will keep you up to date with how your item is selling. If it doesn't sell eBay will automatically relist the item up to 8 times.