

# The Basics of Selling on



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## Contents

### **1 Welcome Module**

- Introduction to eBay
- History of eBay
- eBay Safety

### **2 Getting Started**

- Setting Up an Account
- Adding a Seller's Account
- Select a Seller Fee Payment Option
- Researching the eBay Marketplace
- eBay Listing Policies

### **3 Creating Digital Pictures**

- Digital Cameras
- Examples of Bad Photography
- Taking Your Pictures with a Digital Camera
- Transfer Pictures
- Editing Photo Files

### **4 Pricing Strategies**

- Starting Bid
- Reserve Price
- Buy It Now
- Fixed Price – What Is It?
- Bid vs Fixed Price

## **5 PayPal**

- What Is PayPal?
- Why Use PayPal
- Signing Up with PayPal
- Welcome to PayPal
- PayPal Verification
- Other payment options

## **6 Putting It All Together**

- Descriptive Title
- A Good Description
- Good Picture
- Determining Postage and Packaging Charges
- Packaging
- Listing Designer and Photo Layout
- Listing Enhancements and Promotions
- Payment Options
- Post-to Locations
- Return Policy
- Review and Submit

## **7 Completing the Sale**

- Monitoring the Sale
- My Messages
- After the Listing Closes

- Unpaid Items – UPIs
- Contacting the Buyer
- Fees Overview
- How Do You Get Your Money?.
- Withdrawing Funds
- PayPal Fees
- Leave Feedback
- eBay Community

## **8 eBay Seller Tools**

- eBay & Paypal fees calculator
- eBay Research Tool
- eBay Auction Software – Turbo Lister

## 1 Welcome Module

### Introduction to eBay

- Two Methods: Auction, Buy Now (getting popular)
- Collectibles, unwanted gifts, sales channel for businesses
- 'Can I make a living on ebay?' -- you only get out what you put it.
- eBay is one tool but diversification, and using many tools, makes you succeed

### History of eBay

- Founded by Pierre Omidyar's - September 1995. It was from the start meant to be a marketplace for the sale of goods and services for individuals.
- Streamlined garage sales, collectibles shows, flea markets
- Easy exploration for buyers and enables the sellers to immediately list an item for sale within minutes of registering.
- Browsing and bidding on auctions is free of charge, but sellers are charged three kinds of charges:
  - eBay a non-refundable *Insertion Fee*
  - A fee is charged for additional *listing options* to promote the item,
  - A *Final Value* (final sale price) *fee* is charged at the end auction eBay notifies the buyer and seller via e-mail at the end of the

*History of eBay*

### eBay Safety

- Communications from eBay and eBay members always appear in your My eBay Messages
- Keep your account protected by being aware of the tricks fraudsters use
  - Try to make you go to a fake website and get your login information or financial details
  - Send fake emails suggesting that your account has been (or will be) suspended

- Send fake [Second Chance Offer](#) (SCO) emails or ask questions about items you are not selling or have not bought
- Send email stating you have not dispatched the item and they will leave negative feedback

In all cases you should log into your account to confirm whether an email is legitimate or not.

- Always access your account by typing the eBay URL (e.g. [www.ebay.co.uk](http://www.ebay.co.uk)) directly in a new browser window – never log into your eBay account using links in an email
- DO NOT mention your email address in listings
- Create your eBay user ID different to email address ( e.g. topcat not terry when your email address is [terry@live.co.uk](mailto:terry@live.co.uk))
- If an email [doesn't look](#) quite like the notifications you receive from eBay or PayPal, and particularly if the email contains grammatical or spelling errors, you should be highly suspicious – forward any suspicious emails to [spoof@ebay.co.uk](mailto:spoof@ebay.co.uk) for confirmation
- Always use [secure passwords](#) for both your eBay and email accounts. Here are some tips for creating a safe password:
  - Secure passwords are 6 or more characters long and contain a combination of numbers and letters
  - eBay passwords are case sensitive – so you can use a combination of capital and lower-case letters for increased security
  - Don't use the same password for your eBay and email account
  - Never write your password down where someone can easily access it
  - You should consider changing your passwords regularly (e.g. every 6 months)
- Never give out any sensitive details like bank information or passwords
- Install anti-virus and anti-malware software on all computers you use and ensure they're kept up to date

## What to do if you think you've been scammed

If you think [someone has gained access to your account](#), change your eBay and PayPal passwords immediately

- Contact your bank/credit card issuer to cancel unauthorised transactions
- Contact eBay (T: 0800 358 6552 - 24/7) and inform Customer Services about what has happened – they can provide further useful information and initiate actions against any fraudulent accounts
- Make a police report

## Setting Up an eBay Account

- Enter your contact and personal information which includes your name, address, and phone number. Personal information includes your date of birth to verify that you are at least 18 years of age.
- Enter your email address
- Enter email address that you can check immediately, because instructions are sent to complete your registration.
- Choose a user ID, password, and secret question.
- Your secret question helps us identify you in case you forget your password and ask us to help you reset it.
- Check your email
- You'll receive a registration email. Follow the instructions in the email to confirm your registration and complete the registration process.

*You can register two different accounts. Some members find that having two accounts is a convenient way to organize a large number of items, or to sell different kinds of items. However, keep in mind that:*

- *Both accounts must have different user IDs and different email addresses.*
- *The two accounts can never be used in the same listing.*

## Setting up Paypal Account

- You'll need your e-mail address and your checkbook.
- PayPal needs to confirm your bank account. It may take upto 2-3 working days
- Go to [www.paypal.co.uk](http://www.paypal.co.uk) , Sign Up, Click Personal Account and choose your country, then click Continue , Fill in the fields, then click Sign up
- This will take you to a screen that says "Account Sign Up". This screen will explain the next steps to you.

- You'll receive an e-mail at the address you provided when you filled in your personal information. That email will contain a link back to PayPal. You'll need to verify your e-mail address and password by clicking on this link
- After entering your password, your e-mail will be confirmed and you can now set up your bank account with your bank name and your bank sort code and account number.
- Paypal will make small deposit ( few pence) to your account. In 2-3 business days, check your account and note the amounts of the deposits from "Paypal". Log in to your PayPal account and click the Confirm Bank Account link on your Account Overview page.
- Enter the exact amounts and your bank account will become confirmed and click Continue. This takes you

### **Why ? Paypal Account**

- Stores and safeguards your bank, credit or debit card details, which allows you to pay or get paid easily without sharing any of your financial information.
- Allows you to accept payments from all types of credit or debit cards from 190 countries and regions around the world.
- You pay 1.4% to up to 3.4% plus 20p per transaction – and the more you sell, the less it costs.
- Buyers feel that they are protected when you shop

### **Adding a Seller's Account**

To sell on eBay you need to [register](#) to become an eBay member and become a seller. Becoming a seller is a free one-off process.

- **Select your payment method**

When becoming a seller, you'll need to select how you pay your [seller fees](#).

You won't be charged anything to register as a seller.

You can pay your [seller fees](#) using any of the following payment methods:

- PayPal (monthly and one-time payments)
- Credit or debit card
- Direct bank transfer
- **Confirm your identity**

Need to provide a credit or debit card to create a seller's account or verify your identity by phone. In some cases, you'll also need to provide your bank account information. Your personal information is protected.

- **Verify your identity by phone**

This option allows you to sell immediately on eBay. Enter your telephone number as indicated (land lines only) and select whether you want to receive the call now (you'll receive the call within 20 seconds) or in 2 minutes. You will get an automated call with a 4-digit verification number at the telephone number you specified. Enter the 4-digit verification number on eBay and continue your registration.

***If you are having trouble putting your bank account on file, try the following:***

- *Make sure that your sort code is correct. You will find your sort code on the bottom of your cheques. Routing numbers are 6 digits long. bank account number is correct. You will find your bank account number on the bottom of your cheques.*
- *If you are still having trouble, contact your bank for assistance.*

## **Select a Seller Fee Payment Option**

When you create a seller account, you link your seller account to your preferred selling fees payment method. eBay can automatically debit or credit your seller account as you list, make a sale, or need to be reimbursed.

1. Go to My eBay.
2. Place your pointer over the Account tab, and then click Seller Account.
3. Follow Instructions In the Payment methods for Seller Fees section

## Researching the eBay Marketplace

Pricing is a key factor in most buying and selling decisions.

Buyers:	Sellers:
What price am I willing to pay for the item?	How much is my item or inventory worth?
Am I willing to pay the fair value for the product, or am I only looking for a deal?	At what price should I list my item(s)?
Is there better day or time to buy when prices are lower?	Which listing features will help me command the highest price?
	When should I list, and when should my auction close?
	What is the listing fees for the item ?

- eBay Research Tools like [Terapeak's](#) shows average price and sell-through rate, how and when to list your product, sales performance of a search over a period of up to 90 days, generate clickable keyword suggestions for your listing.
- Manual Research in eBay
- For Details Research use Google Products & Amazon

### eBay Listing Policies

You are responsible for understanding and adhering to eBay's selling policies, as well as all applicable laws and regulations.

- Help provide a better and safer experience on eBay.
- Honest mistake - need to edit your listing so that it meets guidelines.

- [Prohibited and restricted items](#) — based on country, including those dealing with copyright or trademark, controversial or sensitive items and are not necessarily prohibited by law.
- Listing practices -- restricting the use of profanity, HTML and JavaScript, and links. Using brand names or other words inappropriately for the purpose of attracting buyers to a listing (called keyword spamming) is not allowed.
- Completing the sale -- Sending an item that is significantly different from the item described in the listing is not allowed.
- Provide helpful and friendly service throughout the transaction
- Be professional in your communication, including being timely when responding to inquiries
- Charge reasonable postage & packaging fees which are clearly described in your listing
- Clearly describe timelines on when delivery can be expected
- Follow up with after-sales support, including honouring any return policies described in your listing

Breaches of eBay policies can result in a range of actions, including:

- Listing cancellation
- Forfeit of eBay fees on cancelled listings
- Limits on account privileges
- Loss of PowerSeller status
- Account suspension

## 2 Creating Digital Pictures

### Digital Cameras

Higher pixels = Better Image

### Examples of Bad Photography

Here are examples of a good picture (left) and a bad picture:



### Taking Your Pictures with a Digital Camera

- Use diffuse natural or artificial lighting to light the entire item thoroughly, without shadows or harsh reflections
- Try to use a background that contrasts with the item. Ideally, you should use a plain, white backdrop to make your item stand out. For items that are white, it's OK to use a neutral-coloured backdrop to provide some contrast
- Avoid background clutter that can distract buyers or confuse them about what you're selling
- Photograph items at close range
- Photos should be big enough to show details clearly and fill the whole frame when appropriate

- Take multiple pictures of your item so buyers can see as much detail as possible, eg take pictures of labels, original packaging and accessories
- Show any flaws, stains, wear and tear, or any other damage
- Consider using a tripod to produce sharper pictures using indoor lighting without flash
- Set the camera to a medium or higher resolution (for example 1024x768 pixels or larger) to produce good quality photos. This allows you to show bigger pictures in your listing and provides better support for photo editing, if needed, before you upload the photos to eBay

## **Transfer Pictures**

- USB Cable provided with Camera
- Create a folder to store all of your eBay Items Images

## **Editing Photo Files**

- Improve pictures with minor adjustments, eg you can crop out background
- The standard uploader provides commonly-used photo-editing features such as crop, rotate and adjustment of contrast and brightness before you upload. You also can make such adjustments before you list on eBay by using photo-editing software that is usually included with digital cameras and scanners.
- If you edit your pictures with separate photo-editing software, it's best to save the results as a JPEG (.jpg) or PNG (.png) file
- When saving an edited picture for upload to eBay, use the software's normal 'Save' command, and not any 'Save for web' command that might

also be available. This maintains the quality of your pictures for uploading to eBay.

- When editing, minimise the number of intermediate saves in JPEG format as each successive 'save' reduces the quality of the picture. Also, don't change the default JPEG quality to anything less than 90 on the commonly used 0-99 JPEG quality scale (supported in most photo-editing software).

*[Video Tutorial](#)*

*[Picture Editing Software: Office Picture Manager, Open Source GIMP, Photoshop](#)*

## 2 Pricing Strategies

### Starting Bid (Auction-style)

- Low price - fundamental pricing strategies
- Saves you money on the listing fees & encourages buyers to start bidding since the initial price will seem so low.
- Higher number of bids is more appealing, it will appear to potential buyers because it will seem to be in high demand.

### Reserve Price (Auction-style)

- For expensive items that are not popular or are specialized
- You might not get enough bids to even reach your cost and you may lose money.
- A Reserve Price is the minimum price you are willing to accept for the item.
- You set a reserve and then start the auction at a low price. Bids will be posted, but if the bid is below the reserve price, they will be notified in their bid confirmation and if the bid automatically accepted if bid is in reserve price range. New bidders will not see a notice about a reserve price unless they bid under the reserve price.

*Avoid setting a "reserve," or minimum, price on your items. Setting reserve prices is not considered to be one of the more effective pricing strategies for an eBay business because many buyers find them discouraging, knowing that the auction will need to rise to this predetermined price before it is even official. It is much more useful to use the starting price as a minimum amount than to set a reserve price, as both allow you to establish a specific price as the lowest possible offer.*

## Buy It Now (Auction-style format with Buy It Now option)

- Buyers can purchase your item immediately or place a bid.
- The Buy It Now price is available only for a limited time, in most cases until someone bids on the item or the reserve price is met. When the Buy It Now option disappears, the auction proceeds normally.
- Listing appears when buyers search for items clicking the Auctions only or Buy It Now only tabs.
- You can sell only one item per listing
- The Buy It Now price must be at least 10% higher than the auction starting price.
- 

## Fixed Price – What Is It?

- Buyers can purchase your item immediately at the price you set, but cannot bid on your item.
- The Buy It Now price is always available.
- Your item appears when buyers browse and search for items and when they click the Buy It Now tab.
- You can sell more than one item per listing.
- You can let buyers suggest a price they are willing to pay for an item by selling with Best Offer.

## Bid vs Fixed Price

Very interesting post from Nick Carr re. eBay's auctions vs. fixed price selling. In a nutshell, Carr, and Business Week, state:

*“...eBay's auctions are “a dying breed.” Buyers and sellers are reverting to the traditional retailing model of fixed prices...”*

Business Week goes on to state:

*“Sales at Amazon.com (AMZN), the leader in online sales of fixed-price goods, rose 37% in the first quarter of 2008. At eBay, where auctions make up 58% of the site’s sales, revenue rose 14%.”*

- Economic theory suggests that auction pricing results in the most efficient prices for a given product.
- I just want to buy the widget and move on.
- Both forms of selling have their place

### *Fees*

*Depending on the selling options you select, additional fees may apply:*

- *Fixed price listing: Insertion fee based on the Buy It Now price*
- *Fixed price listing with a Best Offer option: Insertion fee based on the Buy It Now price. Final Value Fee is based on the offer you accept.*
- *Auction-style listing with a Buy It Now option: Insertion fee based on the starting price, plus an additional fee for the Buy It Now option. If you've specified a reserve price, the insertion fee is based on the amount you specify.*

## What Is PayPal?

- Most preferred way to pay online in the UK - safer and faster.
- Stores and safeguards your card and bank details, enabling you to pay online without entering your sensitive financial information
- Checkout in just a few clicks
- Takes the payment from your card or bank directly

## Why Use PayPal

- It's safer: Without sharing your financial details
- It's faster: No need to type in your card details, check out in a few clicks
- It's easier: Only email address and password to pay online

*PayPal Demo*

## Signing Up with PayPal

- Personal: For individuals who shop online
- Premier: For individuals who buy and sell online
- Business: For merchants who use a company or group name

<i>Account Benefits</i>	<i>Personal</i>	<i>Premier</i>	<i>Business</i>
Send money	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
24-hour fraud surveillance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Service availability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

eBay Tools  <i>Accept PayPal directly from your auction listings. Automatically invoice your buyers. Automatically remind bidders about your auctions.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Merchant Services  <i>Create PayPal buttons and accept instant payments from your website.  Download your account history into a spreadsheet</i>	Limited	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Accept credit or debit cards		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PayPal Debit Card	Limited	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Multi-user access			<input checked="" type="checkbox"/>

## Welcome to PayPal

- You'll need your e-mail address and your checkbook.
- PayPal needs to confirm your bank account. It may take upto 2-3 working days

- Go to [www.paypal.co.uk](http://www.paypal.co.uk) , Sign Up, Click Personal Account and choose your country, then click Continue , Fill in the fields, then click Sign up
- This will take you to a screen that says “Account Sign Up”. This screen will explain the next steps to you.
- You’ll receive an e-mail at the address you provided when you filled in your personal information. That email will contain a link back to PayPal. You’ll need to verify your e-mail address and password by clicking on this link
- After entering your password, your e-mail will be confirmed and you can now set up your bank account with your bank name and your bank sort code and account number.
- Paypal will make small deposit ( few pence) to your account. In 2-3 business days, check your account and note the amounts of the deposits from “Paypal”. Log in to your PayPal account and click the Confirm Bank Account link on your Account Overview page.
- Enter the exact amounts and your bank account will become confirmed and click Continue. This takes you

### **PayPal Verification benefit?**

- More spending power: The sending limit on your account is removed
- Higher withdrawal limits: The withdrawal limit on your account is removed
- Increased security and credibility: Offers greater security and lets others know you're an authenticated PayPal member
- More buyer and seller confidence: Buyers and sellers value your 'Verified' status. It shows you have successfully passed PayPal's checks which help to increase network security

### Verification Process

- Log into your PayPal account
- Click the Get Verified link under the heading Activate Account
- Enter your bank details and review the PayPal direct debit agreement
- Within 5 working days, PayPal will deposit 2 small amounts into your bank account
- To complete verification, log into your PayPal account and tell PayPal what these 2 amounts are
- Finally, ensure that your eBay account and PayPal accounts are linked. Find out how to link your eBay and PayPal accounts

*In some rare cases, we may also need to confirm your location, which can be done via a telephone call to your landline or a letter to your address.*

*Once you're fully verified you can:*

*Send and receive much higher amounts*

*Easily withdraw more money from your PayPal account to your bank account*

*Be eligible for our seller protection programme (other eligibility criteria also apply)*

### **Other payment options**

- Cash
- Cheque
- Postal Order

## 2 Putting It All Together

### Descriptive Title

- Title and description - advertisement, an opportunity to inform and appeal
- Good title and description increases chances of listing being found and sold.
- Use descriptive keywords that clearly convey what you are selling
- Include your item's brand name, artist, or designer
- State exactly what your item is, even if your title repeats the category name
- Try not to include "wow" or "look". Buyers don't search for words like these

The following types of titles are inappropriate for inclusion on eBay.

- That fail to state what the nature of the item
- That contains Web site addresses, email addresses or phone numbers. Titles that contain profane or obscene language.
- That use the following words in an attempt to market or advertise their item: "prohibited", "banned", "illegal", "outlawed" or any other descriptive word which may bring into question the legality of an item by either governmental or eBay standards.
- Titles that include brand names other than the specific brand name used by the company that manufactured or produced the item you are listing. This is called keyword spamming and is not allowed on eBay

*These types of listings are not permitted and will be ended. The insertion fee will be automatically credited for that listing.*

## A Good Description

- What is the item?
- What material is it made of?
- When was it made?
- What company/artist/designer/author made it?
- What condition is it in?
- Is the item new, used, or still under warranty? Mention any flaws or repairs
- What are its dimensions?
- What country/location is it from?
- Does it have any notable features or markings?
- Does it have a special background or history?

Additionally, many sellers have found that adding a creative, human approach to their descriptions boosts bids and sales.

- What you especially like about the item
- Who you think it would appeal to and why
- An interesting story about the item (for example, how you acquired it)
- How the item might be used
- Payment and shipping: Clear payment method & specific about your shipping costs.

When you are finished, spell check your description for accuracy. Do not include:

- Anything that is not true.
- Keywords that are unrelated to your item to try to lure buyers searching for these words. (For example, do not say, "If you like Ralph Lauren, you'll like

these towels.") This is known as "keyword spamming" and it is against eBay's listing policies.

## **Good Picture**

- No shadows or harsh reflections
- Use a background that contrasts with the item.
- Photograph items at close range
- Big enough to show details clearly
- Take multiple pictures if necessary
- Show any flaws, stains, wear and tear, or any other damage
- Higher resolution for good quality photos

## **Determining Postage and Packaging Charges**

- Offer free or discounted postage
- Make sure your postage rates are reasonable
- Check the actual cost of shipping from the Post Office website
- Always have postage supplies on hand
- Print postage labels at home via Post Office website
- Provide tracking or Delivery Confirmation information when available
- Offer express postage
- [Postage Estimator](#)
- Postage Options: [Royal Mail](#), [Inter Parcel](#)

*Specific information about your postage services and estimated delivery times also appear in your listings.*

## **Packaging**

- Appropriate packaging ( Jiffy / Bubble Wraps / Boxes )
- Buy from eBay
- Sender Labels – Professional, Return if not delivered
- Obtain Proof of Posting from Post Office (Printed or DIY in case of multiple items & get signed)
- You are responsible for the safe delivery

## **Listing Designer and Photo Layout**

- Choosing Theme
- Use Turbo Lister

## **Listing Enhancements and Promotions**

- Multiple Pictures
- Gallery Pictures

## **Payment Options**

- Paypal
- Cash, Cheque , Postal Order
- Cards

## **Post-to Locations**

- Widens your audience
- Customise where you want to post
- Offer appropriate shipping cost ( Recorded )
- *Options: Royal Mail, Interparcel*

## **Return Policy**

- Eliminates most common shopping barrier talked about by buyers giving edge on the competition.
- eBay's research also shows that only a very small percentage of sold items are actually returned
- Refund (for example, returns accepted for full money back or store credit)
- 100% Satisfaction Guaranteed (for example, returns accepted, no questions asked)
- Time Limit (for example, returns accepted within 30 days after the item is delivered)

### Include details like

- Restocking fee: Mention if you will charge a restocking fee, and if so, what it would be.
- Postage and packaging charges: Clearly state who would pay for return postage and packaging, you or the buyer and if you will refund the original postage charges.
- Item condition: Clearly state the condition of the returned item that would be acceptable to you, for example, "unopened box" or "opened box with all original materials".

## **Review and Submit**

- Fees
- Listing details
- Listing Revision

## 7 Completing the Sale

### Monitoring the Sale

- Regular check

### My Messages

- Regularly check messages
- Reply any queries ASAP

### After the Listing Closes

- Send Invoice if necessary
- Wait for payment to clear
- Take note of delivery address

### Unpaid Items – UPIs

- Talk to buyer
- If you can't work things out directly with the buyer, you can open an unpaid item case in the Resolution Centre.
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*Resolution Centre as early as 4 days or up until 32 days after the listing ended.*

- eBay contacts the buyer to request payment

*The buyer has 4 days from the time you opened the case to pay*

- The case closes automatically if the buyer pays using one of eBay's approved electronic payment methods
- If the buyer doesn't pay, you should close the case in the Resolution Centre and request a final value fee credit

## Contacting the Buyer

- Via eBay

## Fees Overview

Total cost of selling item = Insertion fee + Final value fee + Feature fees (if any)

[Latest Fees Chart](#)

## How Do You Get Your Money?

- Instant payment with PayPal
- Cash on Collection
- Cheque (wait for it to clear), Postal Order
- Card

## Withdrawing Funds

Click [Account Overview](#) > **Withdraw** > **Withdraw GBP faster to your bank account** or **Withdraw funds to your bank account** > Complete the form > **Continue** > Review the confirmation page (enter the Sort Code if faster withdrawal) > **Submit**.

It generally takes 2-3 working days for a regular withdrawal to appear in your bank account.

- There is a **minimum withdrawal amount** of £6.
- PayPal does not charge for withdrawing funds from your PayPal account to your UK bank account
- When you open a PayPal account, you will have a monthly withdrawal limit

## PayPal Fees

The standard rate for receiving payments for goods and services is 3.4%.

If you receive more than £1,500.00 GBP per month, you're eligible to apply for [PayPal's Merchant Rate](#) - which lowers your fees as your sales volume increases. Your fees can be as low as 1.4%, based on your previous month's sales volume.

Purchase payments received (monthly)	
£0.00 GBP - £1,500.00 GBP	3.4% + £0.20 GBP
£1,500.01 GBP - £6,000.00 GBP	2.9% + £0.20 GBP
£6,000.01 GBP - £15,000.00 GBP	2.4% + £0.20 GBP
£15,000.01 GBP - £55,000.00 GBP	1.9% + £0.20 GBP
above £55,000.00 GBP*	1.4% + £0.20 GBP

## Leave Feedback

Can leave feedback when transaction is complete

- In addition to leaving an overall Feedback rating for a seller, buyers also can leave [Detailed Seller Ratings](#) in four areas: item as described, communication, dispatch time, and postage and packaging charges.

## eBay Community

- If you need a quick answer, the [eBay Answer Centre](#) is good place to start, especially for new eBay members. You can get answers from experienced

eBay members, sometimes the same day. You can also search the postings in the Answer Centre to see if others have had the same question.

- If you want to see how other members buy and sell or ask about techniques, look at Bay's Community discussion boards. These discussion boards are areas where eBay members and staff moderators discuss issues and express opinions, and solve problems together. There are help discussion boards for bidding, My eBay, searching, and technical issues. You can browse help board topics, post a message and reply to a message.

### **Getting Help from eBay**

- Email
- Chat
- Phone Support

## eBay & Paypal fees calculator

- [Ecal Link](#)
- Get4it provides free **eBay shopping** services to all eBay buyers and sellers to help you find the best deals possible on eBay and eBay Motors. Get4it makes **eBay shopping** super easy by finding you the best deals available at the time of your **online shopping deals** search -- [researchit.get4it.com](http://researchit.get4it.com)

## eBay Auction Software - Turbo Lister

- Free, easy-to-use software that helps you create multiple item listings all at once on your computer and upload them to eBay. You can download the software from the Turbo Lister homepage
- Create professional looking listings easily using a design editor and templates (no HTML knowledge needed)
- List multiple items all at once and save listings to re-use again and again
- Upload thousands of listings to eBay with a single click
- Add photos and preview your listings without being connected to the Internet
- Insert payment terms, P&P and any messages you want to include
- Change, delete, and schedule many item listings at once
- List faster by creating a template
- Import active or completed item listings from eBay to Turbo Lister
- Save listing information for future listings

To get started using Turbo Lister, you need to:

- If you have not yet done so, you need to register with eBay and create a seller's account.
- To use Turbo Lister's scheduling feature, you will need to place a credit card on file with eBay.

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We will help to make the very most from eBay marketplace whether you want to learn basics of how to buy and sell safely and make a little money on the side or a sole trader or small start up and new to selling on eBay or a experienced business seller looking to optimise your eBay business.

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