

1. Why sell on eBay

Here are just a few reasons to get started:

Millions of buyers. Trusted, easy and convenient. Great way to make money
Don't take it from us, hear what some of our members have to say about eBay:



“eBay has opened a whole new world
of selling my unwanted items around the house.”

eBay User ID: **patracat**



“Trading on eBay has been ideal
- you can set your own hours and be your own boss”

eBay User ID: **jilly*p**

Here are just a few reasons to get started:

eBay's a place where you can sell almost anything. Think about the things you no longer need and sell them on eBay to make some money!



A piece of clothing
sells every 17 seconds



A DVD sells
every 60 seconds



A household item sells
every 40 seconds



Cars parts sells
every 60 seconds

2. Getting started

How do I register to sell on eBay?

The 3 simple steps to registering as a seller on eBay:

1. Go to eBay.com.au and click on 'Sell' at the top of any page.
2. Choose your verification method: credit / debit card or have a confirmation code posted to you.
3. If you have your confirmation code posted, go to www.ebay.com.au/registration and enter your code.

What do I need to start selling?

1. Take a digital photo or scan your item
2. **Search** or browse through similar items for sale on eBay to see:
 - what price people start their items at
 - what format they use: auction or fixed price
 - how they describe their items what category they list their item in
3. Decide what **payment methods** you'd like to accept for your items
4. Use the **Australia Post calculator** on eBay to determine the cost of postage for your buyers.



Now you're ready to sell your item

Go to eBay.com.au and click on the 'Sell' tab on the top of any eBay page.

3. Get the best result

How do I get the best price for my item?

- a. Attract more buyers by writing a **title** that is descriptive and uses keywords that are relevant to the item you are selling.
- b. Your start price should aim to attract as many potential buyers as possible. Many sellers start their item at \$0.99 and experience great results.
- c. Your **description** needs to provide buyers with all the information they need. Include information such as:
 - Brand
 - Age
 - Condition
 - Features etc
- d. On eBay you choose the payment methods you accept and the buyer pays the postage. Include the payment methods you accept, postage costs and any other charges so that buyers are aware of all costs prior to bidding.
- e. **Pictures** tell a thousand words, so take clear photos of your items from several angles. Using eBay's Gallery Feature will ensure that your listing grabs their attention.



4. Payments & Postage

How can buyers pay me?

As a seller on eBay, you should promptly deliver your item once you have received payment from your buyer. It's your choice on how you'd like to accept payments from your buyers, for example:

- Online payments, such as PayPal
- Cheque
- Money order
- Bank deposit



Buyers want a safe and easy way to pay for your item so consider accepting online payments such as PayPal to speed up payment of your item.

How do I deliver my item?

Australia Post is the most common way people send their items to buyers.

- If your item is bulky or fragile, consider offering local pick up or using a courier.

Here are some tips to decrease the time you spend on postage:

- State your postage and packaging costs up front, e.g. \$4 to anywhere in Australia
- Consider using Australia Post prepaid satchels
- Use the Australia Post calculator on eBay to determine the cost of postage for your buyers
- Refer to eBay's [Postage Centre](#)

Finally, be sure to pack your item carefully and send it off to your buyer promptly.

Who pays for delivery of the item?

It's your choice who pays for the delivery of your item, however most sellers on eBay choose to charge the buyer for any postage and packaging costs. This should be stated in your listing description.