

lesson 1: getting registered

Topics

- How the sales process works
- How much it costs
- What formats can be used
- How to register as a seller

Key highlights

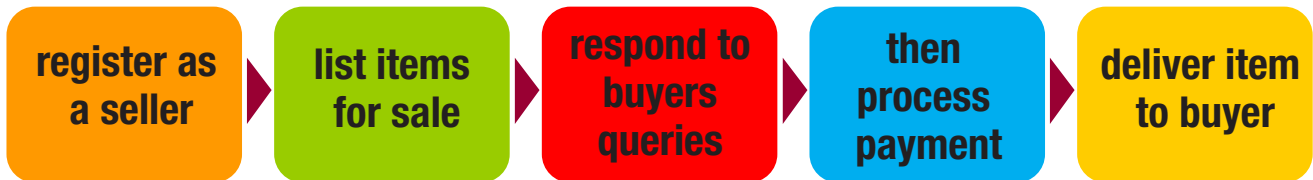
- The seller should always receive payment before they post the item
- The fees to sell an item for \$250 can be as little as \$10 or less
- Sellers can list an item via auction format (recommended initially) or Buy It Now (must have a feedback of 5)
- In order to register as a seller, you must first register as a buyer.
- To complete seller registration, you have 3 options:
 - To sell today, you will require a credit card or land line phone
 - To sell in 7 days, you may verify your identity through the post
- Your user ID is the identity by which you are known on eBay. It should be memorable and reflective of your brand or product offering(s). If you so choose, you can select an anonymous user ID and change it later.

Next steps

- Complete seller registration
- Bid on an item. Understanding how buyers use eBay is invaluable

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How does the sales process work?



The seller should always receive their money before they post the item

How much does it cost?

- There are three components to the fees which are charged to sellers:
 - Insertion fee (charged whether item sells or not)
 - Listing upgrades (optional features that allow you to increase the visibility of your item)
 - Final Value fee (only charged if item sells)
- The final value fee charged is dependant on the final value of the item – the higher the price, the lower the percentage (see below)
- To successfully sell an item for \$250 may cost as little as \$9.63 – only 3.9% of the price of the item!

insertion fees	
starting price	insertion fees
AU\$0.01 – AU\$0.99	AU\$0.30
AU\$1.00 – AU\$19.99	AU\$0.50
AU\$20.00 – AU\$49.99	AU\$0.75
AU\$50.00 – AU\$99.99	AU\$1.50
AU\$100.00 – AU\$399.99	AU\$2.50
AU\$400.00 and above	AU\$3.50
Cars, Motorcycles, Boats & Other Vehicles	AU\$5.00

final value fees	
closing price	insertion fees
AU\$0.01 – AU\$75.00	5.25%
AU\$75.00 – AU\$1,000.00	5.25% of the initial AU\$75 2.75% of the remaining
Over AU\$1,000.00	5.25% of the initial AU\$75 2.75% of the next AU\$925 Plus 1.5% of the remaining
Motorcycles	AU\$30.00
Cars, Boats & Other Vehicles	AU\$40.00

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What format can I use?

- **Auction format** is the most common and the way we recommend new sellers list their first few items.
 - You set the starting price for your item and set the length of the auction.
 - The person with the highest bid wins the item
- **Buy It Now (BIN)** allows buyers to set a fixed price that they would sell the item for. Please note that members must have a feedback of over 5 to use this format.
- **Store format.** Once you have opened a store, you will be able to list items in a fixed price format within your store. We do not recommend you do this until you have a feedback of 10+

How do I register?

Step One - register as a Buyer

The screenshot shows the 'Register: Enter Information' page on eBay.com.au. It includes fields for 'First name' (John), 'Last name' (Smith), 'Street address' (c/- Smith Enterprises, 17 Short Street, Manly), 'City' (Sydney), 'State / Territory' (New South Wales), 'Postcode' (2095), 'Country' (Australia), 'Primary telephone' (02 9996666), 'Secondary telephone (Optional)' (0422 543543), and 'Date of Birth' (05 April 1971). A 'Continue' button is at the bottom.

1. Enter information in the required fields
 - Ensure you enter your name in the first name & last name fields, rather than your business name

The screenshot shows the 'Register: Choose User ID & Password' page. It offers options to 'Choose an eBay User ID' (e.g., @5151smith, jsmith5151, 5151jsmith) or 'Create your own ID'. It also has fields for 'Create password' (6 character minimum), 'Re-enter password', and 'Secret question' (What is your mother's maiden name? with answer 'Pyles'). A 'Continue' button is at the bottom.

2. Choose your user ID

The screenshot shows the 'Register: Confirm Identity' page. It asks to 'Confirm identity via credit or debit card' or 'Enter a different email address'. It includes fields for 'Credit card number' (456453384), 'Expiration date' (May 2007), and 'Cardholder information' (John Smith, c/- Smith Enterprises, 17 Short Street, Manly, Sydney, New South Wales 2095). A 'Continue' button is at the bottom.

3. Confirm your identity – if you are using a free web-based email account (eg Yahoo or Hotmail), you will need to use a credit card for confirmation

4. Confirm email. You must open this email to confirm your registration in order to be registered on eBay

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How do I register?

Step Two - register as a Seller

1. Go to eBay.com.au and click on 'sell' at the top of the page
Sign-in with the user ID you received after completing buyer registration

2. Enter information in the required fields
- Ensure you enter your name in the first name & last name fields, rather than your business name

Create Your Seller's Account

[Live help](#)

To ensure marketplace safety, eBay confirms the identity of all sellers. Creating a seller's account is a **free**, one-time process.

Credit or debit card verification (sell today)

Visa or Mastercard only. Your card won't be charged. eBay uses [Secure Sockets Layer](#) technology to ensure the safety of your credit or debit card information.

Phone verification (sell today)

Land line numbers only, no cell phones. eBay will call you with a verification number.

Postal mail verification (sell in up to 7 days)

eBay will send you a letter through standard postal mail containing a security verification number and instructions. Only recommended if you don't have a phone number, or credit or debit card.

3a. Register to sell today

Choose your verification method

- Credit card (Visa or Mastercard only). Please note that this information is not used for billing purposes

OR

Phone verification. Provide a landline phone number and you will be called immediately with the confirmation code (a 2 minute delay can be requested to enable you to disconnect if you are using dial-up).

3b. Register to sell in up to 7 days

- Regular mail. This can take 5-7 working days. Once the confirmation code arrives, go to eBay.com.au & enter your code