

eBay for Beginners



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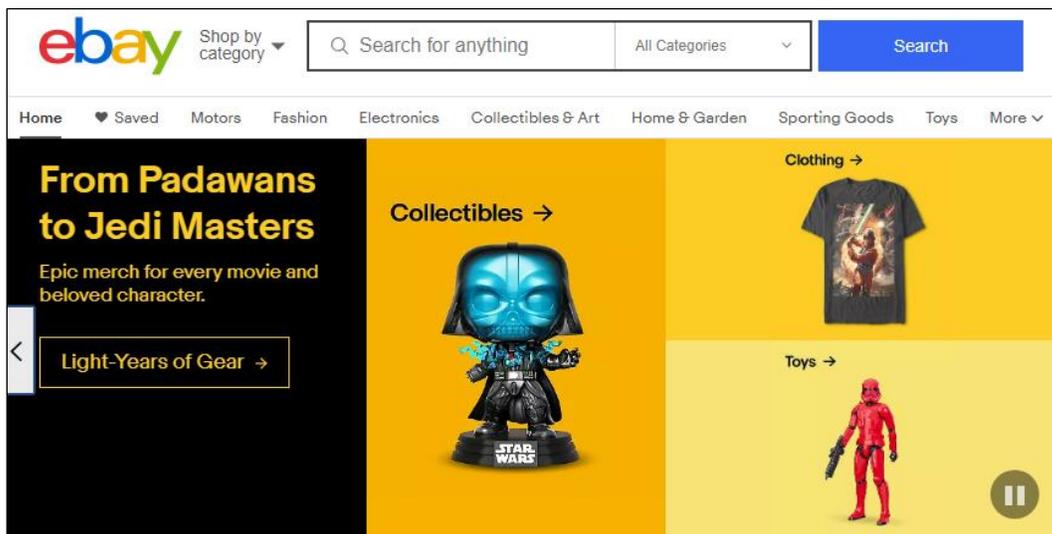
eBay for Beginners

Class Objectives

- Describing what eBay is
- Creating an account on eBay
- Searching for items on eBay
- Bidding on items on eBay
- Selling items on eBay

What is eBay?

Established in 1995, eBay is an online marketplace where you can buy and sell items. Just about anything can be sold or bought on eBay from collector plates to action figures to cars. Items can be sold on eBay through an auction-style sale or with a fixed price (called “Buy It Now”).



Creating an eBay Account

Before you can buy or sell on eBay you will need an account. To register for an account, go to www.ebay.com and click on the **Register** link in the upper left hand corner of the screen.

Enter your First Name, Last Name, Email address, and Password, then click **Create Account**. Alternatively, you can create an eBay account by signing in with your Facebook or Google account.

Buying on eBay

When browsing for an item on eBay remember the difference between an auction-style sale and a fixed-price sale. In an auction, the seller sets a starting price and buyers bid on the item until the auction ends. The item goes to the buyer with the highest bid at the end of the auction. In a fixed-price sale or “Buy It Now” sale, the item has a set price and the buyer can purchase it without having to wait for an auction to end.

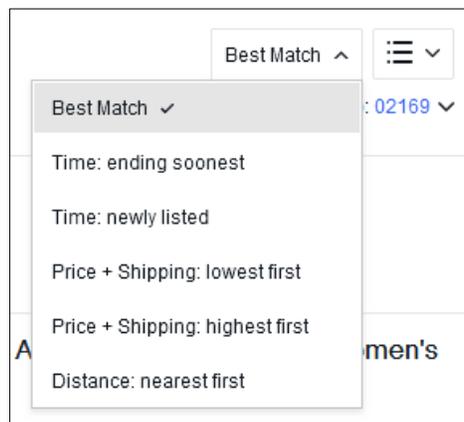
To search for an item, enter a keyword in the search box. You can narrow your search to a specific category, if desired, by choosing one from the drop-down menu next to the **Search** button.



On the results page, you can further narrow down the search results by using the tools available:

Auction or Buy It Now: You can choose to view only a particular type of listing or all listings by choosing one of the options at the top of the search results.

Sort Results: You can also sort results by choosing an option from the drop-down menu to the upper right side of the search results. By default this is set to Best Match.



View Options: The appearance of the results can be toggled between **List View** and **Gallery View**.

Filters: You can narrow results by parameters including condition, price, format, item location, and shipping options using the sidebar on the left-hand side.

To view an item, click on it in the search results list.

This will bring up the listing where you can learn more about the item. This list will show images of the item, shipping and payment information, time left in the auction and a link to seller information and reviews.

Scroll down further on the page for a description of the item. The description may include details such as the item's size, condition, or features. Text below the bid field will indicate the minimum bid you can enter. If you aren't quite ready to bid or buy, but want to keep track of the item for later, you can add it to your **Watchlist** by clicking the "Add to watchlist" button directly below the "Place Bid" or "Buy It Now" button. You can save up to 300 items to your watch list. This does not prevent someone else from bidding on or purchasing the item, it just makes it easy for you to find an item again if you decide that you want to bid on or purchase it.

Bidding on an item

Once you decide you want to bid on an item you can do this by entering an amount in the bid field and clicking **Place Bid**. The following window will appear where you can choose a bid amount or enter your own.

Remember that when you bid on an item, you are making a commitment to buy the item if you win. When the auction ends, if your bid is highest, then you will win the item.

"Buy It Now"

As mentioned before, items can also be sold in a fixed-price sale using the **Buy It Now** option. Remember that you can narrow your search results based on the type of sale. This can help narrow your results to **Buy It Now** only sales. After reviewing a listing, if you want to buy an item in a fixed-price sale, simply click on the **Buy It Now** button.

This will take you to a checkout page where you can choose a payment method and shipping address.

Payment Methods

Depending on the seller, you may have different options for paying for an item purchased on eBay. These include credit or debit card and PayPal. To pay with a credit or debit card on eBay, you will need to enter the number and information on the website when prompted.

PayPal is a service that allows you to make online purchases without providing your credit or debit card number each time. You can set up PayPal to work with a bank account or with a credit or debit card. To sign up for PayPal, visit www.PayPal.com. Click **Sign Up** to create a new account



The first step is to choose whether you want a personal PayPal account, or a business account. Choose the personal account option, and click Next.

A form will load where you can enter your legal name (no nicknames!), email address and choose a **secure** password. Click **Next**.

The next form will ask for your name, address, and phone number. When ready, click **Agree and Create Account**.

The next form will prompt you to link a payment method to PayPal, either a debit/credit card or a bank account number. Once this is configured in PayPal, you will only need to provide your PayPal username and password to purchase items on eBay. If you choose not to link payment information at this point, you can click **I'll do it later**.

After completing the forms, you will be ready to buy and sell on eBay! Some important tips to remember:

- Always check a seller's feedback before you buy! A good feedback score is your best way of making sure that you're going to get what you paid for. The seller's feedback score is right next to their name; you can click on it to see the specific feedback buyers have left for them. If the



seller has a lot of negative feedback, buyer beware!

- The same applies to selling an item: check the buyer's feedback score. If it is low, and there are a lot of negative comments from other sellers, you might not get paid for the item you sell.
- Always read the fine print! Make sure you carefully read the description and condition of an item before you buy, and make a note of shipping costs and the seller's return policy. You don't want any unpleasant surprises, so shop carefully!
- Beware of sellers or buyers who want to handle payment without using PayPal. PayPal has tools to help you if you don't get what you paid for, and to protect you from being scammed. **Never send cash or a personal check!**
- If a deal seems too good to be true, it probably is. Sometimes you'll find a bargain, but beware of any fantastic finds with a very low price. That high-end designer handbag you found for just a few dollars is likely a fake.

Selling on eBay

To sell items on eBay, click the **Sell** link in the upper right-hand corner of the website.

The next page will ask what you want to sell. If you have a barcode UPC or an ISBN number (for books) you can enter that. Otherwise, enter keywords and eBay will try to find an item like yours in its database to make it easier to create a listing.

For example, the result below appeared when searching for a Fitbit activity monitor. To continue, you would choose an item from the list that matches what you want to sell. If none of the listings are appropriate, scroll all the way to the bottom of the page and click on “Continue Without Selecting a Product.”

To work with one of the pre-populated listings provided, click on it. This will bring up a window with a summary of what eBay will copy to your listing and you will also be asked to choose the condition of your item.

If you are starting from scratch with a new listing you will be asked to fill out a form with the following information about your item:

Title: Name your listing. Think about keywords you might use when searching for the item. Include details such as brand, color, size, specs, condition, etc. eBay will suggest titles and categories as you type; you can select the one that best fits your item.

Photos: Import photos from your computer or phone. Try to provide photos from the suggested angles.

Details: List the condition of your item and other details like country of origin, modifications, etc.

Description: Tell buyers about unique features, flaws, etc.

Pricing: Choose between an auction and a “Buy it Now” sale, and specify your shipping and payment methods.

Condition: eBay has specific guidelines regarding the “condition” of the item you’re selling, depending on what the item is. For example, collectibles and baby gear have different standards for “New,” “Like New,” and “Used” than books or industrial products. Take time to familiarize yourself with the guidelines before you choose a condition for the item you are selling; they are described in detail on eBay’s Help page: <https://www.ebay.com/help/selling/listings/creating-managing-listings/item-conditions-category?id=4765>

If you choose to sell an item in an **auction**, you will be asked to set a starting price. eBay will recommend one based on how other sales have done. You can also choose when to start the auction and how long it will last. You can also set a **reserve price** for your item. This is a minimum amount that must be met in order for the item to sell. Please note that there is an extra fee for setting a reserve price. For a “**Buy it**

Now” sale, simply list the price of the item. You will also need to choose a payment method. If you want to sell your item using the Buy It Now method, you will need to choose a firm price for the item. In a Buy It Now sale, buyers will not try to outbid one another. Your item will sell only for the price you set.

You will also be prompted to enter shipping information,

After your listing is set up, you can preview it before posting it. This is a good chance to proofread the listing and make sure everything looks correct.

Fees

eBay charges two different types of fees for selling items on their website.

- **Insertion fee:** This fee is charged for listing your item. It is non-refundable if your item doesn't sell and charged per listing and per category. If you list your item in two categories, you'll pay an insertion fee for the second category too.
 - **Important note:** Every month eBay will waive the insertion fee on your first 250 listings.
- **Final value fee:** This fee is calculated as a percentage of the total amount of the sale. The total amount of the sale is the amount the buyer pays, including any shipping and handling charges. Sales tax isn't included in the calculation.

Additional Resources

- 20 Tips for Selling on eBay: <https://moneyinc.com/tips-for-beginners-selling-on-ebay/>
- eBay's tips to create the perfect listing: <http://pages.ebay.com/seller-center/listing/create-effective-listings.html>
- 10 Most Common eBay Scams to Look Out For: <https://www.rd.com/list/most-common-ebay-scams-to-look-out-for/>
- The library owns materials on how to use eBay safely and effectively! Check out the print books “eBay for Dummies” (381.177 COL), “Starting an eBay Business for Dummies” (658.11 COL), or search Hoopla for ebooks on how to use eBay. Our Universal Class service also includes a more in-depth course on using eBay, “How to eBay.” You can access this course and over 500 others through our website, under the Explore → eLearning → Universal Class.