<u>Buying and Selling on eBay</u>

Keys to Buying:

- Research, Research, Research
    - Using appropriate resources to get a knowledge base for the items you are interested in is critical to a successful eBay experience.
    - Checking items that you are interested in with others of the same kind, both on and off eBay will provide you with the ability to zero in on exactly what you want.
    - Using tools such as CarFax.com to check on car titles and carpoint.com to check the description of a car will help you catch a lemon before you own it.

- Feel out the seller
    - Check the seller's ratings. Look for bad ratings and check the comments, numbers can tell you only so much.
    - Contact the seller and see how they respond to you. Are they cryptic? Do they wait until there's little time left in the auction? Or do they respond quickly and helpfully?
    - Check what payment method the seller uses. PayPal is safer and includes added buy protection. Checks and money orders only may be a sign that the seller isn't completely on the level.

- Don't bid until you're ready
    - When the auction ends, that's it! Whoever has the top bid at the end of the auction wins. It doesn't matter if the placed the bid 1 second or 1 day before the end of the auction they win.
    - Waiting until near the end of the auction to bid also keeps your name (username) from being posted. Therefore there is know way for other people to know what you are thinking.
    - Under certain circumstances you may retract a bid
        - If you accidentally enter a grossly large bid, i.e. $50 instead of $5
        - If the item description dramatically changes after you place your bid

- Be aware that there is no way to be 100% secure.
    - You may do everything right, and still end up disappointed. There are actions you can take if you feel you were ripped off.
    - If it looks too good to be true it probably is. If you don't feel good about a seller, you have no obligation to bid.
    - Taking precautions will greatly improve your odds of a good experience buying online.

Please take a minute over the next week to fill out my eBay survey online:
http://classes.atstechservices.com/ebay

*note: this is a brief overview, please refer to eBay's policies if you run into any problems

Selling Overview:

- **You** have control over how your item is sold. You determine:
    - Price
    - Auction format
    - Minimum bid
    - Reserve Price (minimum selling price)

- Make the item you're selling as attractive as possible
    - eBay has tools to help you promote you item.
        - Include pictures
        - Added promotion services
        - Links to your homepage
    - You provide all the information, so make sure you are as descriptive and helpful to the buyer(s) as possible. This will greatly improve your odds of a successful sale.

- Get your *Item's* worth. Don't sell your item short. Using a reserve price and a low starting bid will help attract buyers and make sure that you sell your item for what it's worth.

- If you're more concerned about selling the item than squeezing every last penny out, use a *"Buy It Now"* price. While buyers can still win the auction for less, there is the potential to sell the item without waiting the entire length of the auction.

- eBay provides help/protection to sellers incase a buyer doesn't pay, or accuses the seller of swindling them.

    - eBay can refund fees in the case the buyer does not pay.
    - there are mediation services available to help resolve any issues that arise between buyer and seller.
    - Using PayPal also includes fraud protection for both buyer and seller.

*note: this is a brief overview, please refer to eBay's policies if you run into any problems