

Buying and Selling on eBay
Course#3401

eBay Quick Reference

Includes:

- eBay Fees
- Selling Formats
- Prohibited Items list
- PayPal overview
- PayPal Fees

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Insertion Fees

Insertion Fees for regular, reserve price online auctions, and multiple item listings

Starting Price, Opening Value or Reserve Price	Insertion Fee
\$0.01 - \$0.99	\$0.30
\$1.00 - \$9.99	\$0.35
\$10.00 - \$24.99	\$0.60
\$25.00 - \$49.99	\$1.20
\$50.00 - \$199.99	\$2.40
\$200.00 - \$499.99	\$3.60
\$500.00 and up	\$4.80

Insertion Prices for vehicles

Item Category	Insertion Fee
Passenger Vehicles or Other Vehicles	\$40.00
Motorcycles	\$30.00

Insertion fees for properties

Timeshares and Land	
Listing Type / Duration	Insertion Fee
Auction Format	
1-, 3-, 5-, 7-, or 10-day Listing	\$35
30-day Listing	\$50
Ad Format	
30-day Listing	\$150
90-day Listing	\$300

Residential, Commercial & Other Real Estate	
Listing Type / Duration	Insertion Fee
Auction Format	
1-, 3-, 5-, 7-, or 10-day Listing	\$100
30-day Listing	\$150
Ad Format	
30-day Listing	\$150
90-day Listing	\$300

Additional Reserve Price Auction fee (fully refunded if item sells):

Reserve Price	Reserve Price Auction Fee
\$0.01 - \$49.99	\$1.00
\$50.00 - \$199.99	\$2.00
\$200.00 and up	1% of Reserve Price (with a maximum of \$100.00)

*note: be sure to always check eBay or PayPal for the latest fees and policies

Vehicle Additional Reserve Price auction fee (fully refunded if item sells):

Reserve Price	Reserve Price Auction Fee
\$0.01 - \$24.99	\$0.50
\$25.00 - \$199.99	\$1.00
\$200.00 and up	\$2.00

(eBay Motors vehicle auctions are charged a flat reserve fee of \$2.00)

eBay Picture Services Fees

Feature	Fee
First picture	FREE!
Each additional Picture	\$0.15
Preview Picture	Free
Slide Show	\$0.75
Supersize Image	\$0.75
Picture Pack	\$1.00 (a \$1.75 value)

Closing Value	Final Value Fee
\$0 - \$25	5.25% of the closing value
\$25 - \$1,000	5.25% of the initial \$25 (\$1.31), plus 2.75% of the remaining closing value balance (\$25.01 to \$1,000)
Over \$1,000	5.25% of the initial \$25 (\$1.31), plus 2.75% of the initial \$25 - \$1000 (\$26.81), plus 1.50% of the remaining closing value balance (\$1000.01 - closing value)

(The Final Value Fee is calculated per item sold, based on the final sale price of the item)

Final Value Fee for Vehicles

eBay does not charge a Final Value Fee at the close of Vehicle listings on eBay. Instead, eBay charges a Transaction Services Fee at the time of the first bid on your listing (or if you set a reserve price, at the time of the first bid over that reserve). For Passenger Vehicles and Other Vehicles, the Transaction Services Fee is \$40.00. For Motorcycles, the Transaction Services Fee is \$30.00.

You will not be charged a Transaction Services Fee if:

*there were no bids on your item

*there were no bids that met the reserve price on your reserve price auction

But otherwise you **will be charged** a Transaction Services Fee whether or not you carry out the sale with the buyer.

*note: be sure to always check eBay or PayPal for the latest fees and policies

Real Estate

The following fees apply only when there is a successful high bid on the item

Item Category	Final Value Fee
Real Estate (only if auction is binding)	
• Timeshares and Land	\$35.00
• Residential, Commercial and Other	\$0.00

You will not be charged a Final Value Fee if:

- *There were no bids on your item
- *If there were no bids that met your reserve price for your Reserve Price Auction
- *Your posting is a non-binding auction
- *Your auction was in the Residential, Commercial or Other Real Estate Category
- *Your item was listed using the Ad Format

But otherwise you **will be charged** a Final Value Fee whether or not you carry out the sale with the buyer.

Listing Upgrade fees

Listing Upgrade	Listing Upgrade Fee
Home Page Featured	\$39.95 (single quantity) or \$79.95 (quantity of 2 or more)
Featured Plus!	\$19.95
Highlight	\$5.00
Item Subtitle	\$0.50
Bold	\$1.00
Listing Designer	\$0.10
Gallery	\$0.25
Gallery Featured	\$19.95
List in Two Categories	Double the insertion and listing upgrades fees (excluding Scheduled Listings and Home Page Featured).
10-Day Duration <i>The longest listing duration available</i>	\$0.20
Scheduled Listings	\$0.10
Buy It Now	\$0.05
Gift Services	\$0.25

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Listing Upgrade fees for eBay Motors

eBay Motors Listing Upgrade	Fee
Motors Gallery Featured	\$99.95 for vehicles \$24.95 for non-vehicles
Highlight	\$5.00
Bold	\$4.00 for vehicles \$1.00 for non-vehicles
Listing Designer	Not available for vehicles \$0.10 for non-vehicles
Gallery	FREE for vehicles \$0.25 non-vehicles
Category Featured	\$19.95
List in Two Categories	Not Available for Motors
Listing Icon	\$2.00 for vehicles \$1.00 for non-vehicles
10-Day Duration <i>The longest listing duration available</i>	\$5.00 for Passenger Vehicles, Other vehicles, motorcycles
Buy It Now	\$1.00 for Passenger Vehicles and Other Vehicles \$1.00 for Motorcycles \$0.05 for non-vehicles

*note: be sure to always check eBay or PayPal for the latest fees and policies

Selling Formats

Selling Format	How It Works	Length of Listing	Fees
Online Auction	This is classic eBay. Collect bids on your item and sell to the highest bidder in a fixed length of time. You may also include a Buy It Now price in your auction, which disappears after the first bid. Quantity: Offer bidding on one or multiple items. Where: Your listing appears in the eBay category (or categories) you choose and in search results.	1, 3, 5, 7, or 10 days. Real estate auctions may also run for 30 days.	Insertion fee to list Final Value Fee charged (see Fees for more info).
Fixed Price	You set the price for your item or items, so buyers can <i>purchase immediately</i> (no bidding). Quantity: Offer one or multiple items for sale at the Buy It Now price <i>anytime</i> during the listing. Where: Your listing appears in the eBay category (or categories) you choose and in search results.	3, 5, 7, or 10 days. Real estate auctions may also run for 30 days.	Insertion fee to list Final Value Fee charged (see Fees for more info.)
eBay Stores Inventory	Buyers can purchase the item immediately from your eBay Store at a set price (no bidding or waiting!). Quantity: Offer one or multiple items for one Buy It Now price. You must establish an eBay Store to use this format. Where: Your Store Inventory items appear only within your eBay Store, but your eBay Store is promoted from your other listings.	30,60,90 and 120 days. Also available in the Good 'Til Cancelled duration--the listing will automatically renew every 30-days until you end it or the inventory is all sold.	Insertion fee of 5 cents per listing, whether you list one or 1,000 of the same item
Advertise your Real Estate	Lets real estate sellers make contact with many interested buyers, not just the highest bidder. There's no obligation for buyers who contact a seller. Where: Ad appears in the appropriate category of the eBay Real Estate section.	30 days or 90 days	\$150 and \$300

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Prohibited Items

Prohibited

[Airline and Transit Related Items](#)

[Animals and Wildlife Products](#)

[Alcohol](#) (also see [Wine](#))

[Animals and Wildlife Products](#)

[Catalog and URL Sales](#)

[Counterfeit Currency and Stamps](#)

[Counterfeit Items](#)

[Credit Cards](#)

[Drugs & Drug Paraphernalia](#)

[Embargoed Goods and Prohibited Countries](#)

[Firearms](#)

[Fireworks](#)

[Government IDs and Licenses](#)

[Human Parts and Remains](#)

[Links](#)

[Lockpicking Devices](#)

[Lottery Tickets](#)

[Mailing Lists and Personal Information](#)

[Plants and Seeds](#)

[Postage Meters](#)

[Prescription Drugs and Devices](#)

[Recalled Items](#)

[Satellite and Cable TV Descramblers](#)

[Stocks and Other Securities](#)

[Stolen Property](#)

[Surveillance Equipment](#)

[Tobacco](#)

[Travel](#)

Questionable

[Artifacts](#)

[Autographed Items](#)

[Batteries](#)

[Catalytic Converters and Test Pipes](#)

[Charity or Fundraising Listings](#)

[Contracts and Tickets](#)

[Electronics Equipment](#)

[Event Tickets](#)

[Food](#)

[Freon](#)

[Hazardous Materials](#)

[Imported & Emission Non-Compliant Vehicles](#)

[International Trading - Buyers](#)

[International Trading - Sellers](#)

[Mature Audiences](#)

[Offensive Material](#)

[Pesticides](#)

[Police-Related Items](#)

[Pre-Sale Listings](#)

[Slot Machines](#)

[Used Airbags](#)

[Used Clothing](#)

[Used Medical Devices](#)

[Weapons & Knives](#)

[Wine](#) (also see [Alcohol](#))

Potentially Infringing
(copyright & trademark)

[Academic Software](#)

[Anti-circumvention Policy](#)

[Authenticity Disclaimers](#)

[Beta Software](#)

[Bootleg Recordings](#)

[Brand Name Misuse](#)

[Comparison Policy](#)

[Contracts and Tickets](#)

[Downloadable Media](#)

[Encouraging Infringement Policy](#)

[Faces, Names and Signatures](#)

[Importation of Goods into the United States](#)

[Misleading Titles](#)

[Mod Chips, Game Enhancers, and Boot Discs](#)

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Special

Real Estate

Important Note:

Even if you offer to give away for "free" (rather than sell) a prohibited, questionable, or infringing item, this will not relieve you of potential liability. This applies to both seller and buyer.

PayPal

PayPal is a third-party electronic payment service. You are able to electronically send and receive money with others using PayPal. Your PayPal account can be linked to a credit card, bank account, or money market. You can transfer funds to and from any accounts that you have linked to PayPal.

When using eBay, PayPal gives you an extra layer of protection. If you use PayPal to pay for an eligible item on eBay, you are get up to \$500 of fraud protection. PayPal also provides protection for sellers against fraudulent buyers. This is conditional upon both type of PayPal account, Premier or Business, and that the seller has exhausted other avenues to obtain legitimate payment, as well as other provisions. This protect gives the seller for up to \$5000 per year.

PayPal Fees

Sellers have the option of listing with PayPal -- the fast, easy and secure way for buyers to pay on eBay. PayPal charges Premier and Business accounts to receive payments. Personal accounts are free, but may not receive credit card payments.

Fees are assessed at the time of the transaction. When you receive a payment, we will deduct the fee from your PayPal account.

	Personal Account	Premier/Business Account
Open an Account Send Money	Free	Free
Withdraw Funds	Free for U.S. bank accounts Fees for international banks	Free for U.S. bank accounts Fees for international banks
Add funds	Free for U.S. bank accounts Fees for international banks	Free for U.S. bank accounts Fees for international banks
Receive Funds	Free	Standard Rate: 2.9% + 30¢* Merchant Rate: 2.2% + 30¢*

*There is an additional 1% fee for receiving payments from a user in another country. This fee is currently waived for Canadian sellers receiving payments from U.S. buyers