



How to sell on eBay

A guide for new business sellers

eBay.com.au



Prepare

Register on eBay

[Register as a business](#) on eBay and create a seller account by verifying your identity via a phone call and choosing how you'll pay your selling fees.

Consider a Store subscription for your business

Store subscriptions can help you reduce the cost of selling on eBay. You can choose the pricing structure that works best for the way you sell.

Consider some of the benefits of an eBay Store subscription:




In addition, an eBay store lets you create your very own home page where customers can see all of your listings in one place, and provides you with a unique web address URL to promote your business online and offline and attract repeat business. All stores provide unlimited product pages for your stock.

No Store	Store
10 day maximum listing duration	Listing duration up to 30 days or Good 'Til Cancelled
X	Email marketing
X	Customisable header & logo
X	Run sale campaigns
X	Cross-promotion tools
Optional sales reports at extra cost	Free sales reports
X	Free listing analytics
X	Free traffic reports
X	Included in eBay Store directory

Select from three [eBay Store subscription levels](#):

- Basic** Consider a Basic Store if you list more than 50 fixed price items a month. It's an easy-to-use and affordable solution for sellers who are just starting out.
- Featured** If you're a higher volume seller with more than 250 items per month, a Featured Store may be right for you.
- Anchor** If you're a higher volume seller with more than 5,000 items per month, who wants top savings and the lowest package rates on eBay, an Anchor Store may be right for you.

 You will need to record a verified Automatic Payment Method (APM) on your seller account before you can select or modify a store subscription. You can change your APM whenever you wish (Credit Card, PayPal or bank account).

[More information about eBay selling fees](#)



Select your customer payment methods

All sellers on eBay.com.au must offer at least one of eBay's designated [Safer Payment Methods](#). When it's time to pay for an item, buyers prefer a predictable online experience. For seamless transactions, accept fast, secure payments using one of these approved options:

- **PayPal** – PayPal lets customers pay quickly using either their own PayPal funds, a credit card or bank account, without sharing their financial information. PayPal automatically updates your seller dashboard to signal when items have been paid, so you'll always know when it's okay to dispatch orders.
[More about PayPal for sellers](#)
- **Paymate** – Deposits the customer's payment directly into your bank account without sharing their financial information.
[More about Paymate for sellers](#)
- **Merchant Credit Card** – Using a merchant facility from your own bank, you can accept credit card payments directly from your eBay customers. To use a Merchant Credit Card facility, you will need to select an eBay approved payment gateway.
[More about Merchant Credit Card for sellers](#)

You may offer other forms of payment if you wish, but think carefully about how different payment methods might impact how long a customer needs to wait for their order to be sent, and how much work it might take you to identify and apply individual customer payments.



You'll nominate the payment methods you want to offer your customers when you begin to create your first listing.

[More about selecting customer payment methods](#)

Explore

Before starting to sell, it's worth getting to know your way around eBay. The [Seller Centre](#) is a great place to start. Here you will find information about [getting started](#) and [selling best practices](#). All the latest [seller News and Updates can be found here](#) also.

Size up the competition

Do you know how much buyers are willing to pay for your items on eBay? What keywords should you use? Research items similar to yours to develop your pricing and selling strategies to get the best results.

- **Search.** Use the Search box to find items similar to those you plan to sell. What formats are being used? How many results do you see? Now try different key words. Were the results different? [Best Match](#), eBay's default sort order for search results, prioritises listings based numerous factors, including seller track record, competitive pricing (including postage and packaging costs), and the relevance of the listing to the buyer's search.
- **Completed Listings.** Look at listings that have recently ended to understand how other sellers market and price the same items you plan to sell. To search completed listings, log



into your eBay account, go to **Advanced search**, enter your keywords, tick the **Completed listings** box, and click **Search**.

- **Marketplace Research by Terapeak.** What category should you list in? What are the average selling prices of the items you plan to sell? You can find the answers by taking out a paid subscription with [Marketplace Research by Terapeak](#). This tool looks at recent eBay marketplace data to help you:
 - Identify the most popular selling products
 - Determine true market value
 - Source the right products
 - Spot seasonal trends
 - Optimise your titles with appropriate keywords
 - Discover niche markets and new opportunities + much more

Choose the right selling format

Selecting the best [selling format](#) for your products will help you sell better. You can attract buyers who prefer to buy immediately with fixed price listings or encourage competition with auction listings.

Fixed price (Buy-It-Now)

You sell your items at a fixed price.

- Buyers can pay for their item immediately without having to wait.
- With this format you can list as many identical items as you want in a single listing for up to 30 days for one low insertion fee.
- If you're willing to negotiate with buyers, add the [Best Offer](#) feature to your fixed price format listing. It'll help you avoid low bids while letting buyers know you're willing to accept a little less money for an item.
- If you sell different versions of an item, for example clothing in various sizes and colours, you can list them all in a single fixed price listing. Find out more about [listing with variations](#).

Auction

Buyers bid on your item and the highest bidder wins.

- Most auction items appear at the top of search results close to their ending time. Make sure you plan your listing to end at a time when you think people will be shopping for your product.
- Add the Buy-It-Now feature to your auction listing so buyers can purchase your item immediately without bidding.

It may take some time for your listing to appear in search results, so please don't relist if your item isn't immediately visible.

Learn about eBay policies

We take your safety and the safety of our buyers very seriously. To promote a healthy trading environment, we require all members to follow the [policies](#) covered in our [User Agreement](#). Learning about eBay's selling policies before you list an item will help you to avoid unintentionally breaking rules:

- Get to know our general [listing rules](#), making sure the items you plan to sell aren't [restricted or prohibited](#).



- Respect the [intellectual property](#) of others. List only the brand name of the item you're selling (be prepared to prove authenticity), use your own photos, and report any violations of your own intellectual property through the [eBay Verified Rights Owner \(VeRO\) program](#).
- Charge actual postage and handling costs. Excessive postage charges lead to poor buying experiences and low detailed seller ratings. Price competitively in your category and adhere to the [maximum postage charge rules](#) in certain categories.
- Don't [keyword spam](#) in an effort to artificially boost your exposure as it could decrease your visibility in search results. When writing titles and descriptions, only use popular keywords that accurately describe your items.
- Respect the [Feedback system](#). Maintain a positive, professional tone and stick to the facts.

[Policy violations can be reported](#) to eBay's Trust & Safety department, who will review the report and take appropriate action. Their actions may include listing cancellation, limits on account privileges, account suspension, forfeit of eBay fees on cancelled listings.

Listing and selling allowances

eBay is committed to ensuring a safe and trusted marketplace, where new sellers have the support they need to complete a sale successfully, and both a new seller and their buyer enjoy a positive experience. As such, many sellers will have [listing or selling allowances](#) placed on their accounts, or in certain categories or items, until they confirm key personal information or establish a positive selling history.

We have 3 types of allowances and all may apply depending on the seller:

1. **Account-based selling allowances.** There are limits on the number of items a single account can sell over the course of a month. Information is usually available under **Sell** in My eBay.
2. **Category-based listing allowances.** There are limits on the number of items a single account can sell in certain categories, but we'll let you know what the limits are when you list in a relevant category.
3. **Item-based listing allowances.** With certain specific products, we may limit the number you can sell, but we'll always let you know when you list an affected item.

You may be able to [request a higher allowance on your account](#) by confirming your information, linking your new account to an established account, or contacting us. When you reach your selling allowance, you'll be given the option to request an increase. We may also evaluate your selling activity on a monthly basis and, if you qualify, increase your selling allowance.

Understand the Feedback system

eBay is a member-to-member marketplace guided by open communication and honesty. You'll build your reputation through our [Feedback system](#) which allows other buyers and sellers to leave one rating and comment per transaction.

- A **positive** rating increases your Feedback score by one point. Positive ratings from repeat customers count (up to one rating from the same buyer per week).
- A **neutral** rating leaves your Feedback score unchanged.
- A **negative** rating decreases your Feedback score by one point.

Your general Feedback score is a percentage based on your 12-month transaction history, and it appears in all of your listings. Buyers can click into your Feedback Profile to see specific transaction comments and ratings.



Strive for Defect-free service

When buyers leave Feedback, they can also rate their experience in four areas:

1. Item As Described
2. Communication
3. Postage Time
4. Postage Cost

These [Detailed Seller Ratings](#) (DSRs) are based on a 1-5 star scale. 5-star ratings are the best, and 1 star is the lowest rating. Good ratings can help earn you Top-rated Seller status, which will help you achieve better rankings in Best Match search results.

Be sure to set clear expectations, then surprise and delight your buyers by meeting or exceeding them every time. For example, communicate with your buyers when you receive payment, leave feedback, and dispatch items quickly. Sellers must maintain standards by minimising the number of Transaction Defects they receive.

You can also achieve automatic 5-star ratings for both Communication and Postage Cost when you meet certain criteria. Find out more about [automatic detailed seller ratings](#).

Network with other sellers

Our [discussion boards](#) are some of the best places to get tips from other sellers. With topics ranging from art to clothing to bidding to seller tools, you can start threads with your questions or ideas and reply to postings with your own answers and advice.

Bookmark and keep an eye on [News & Updates](#) in our Seller Centre. It will keep you up to date about eBay policies, changes, special offers and announcements, and any site issues.

Start selling

Create listings that sell

From descriptive titles to listing upgrades, there are a number of ways to make your listing stand out from the crowd.

Take some time to read through our [Selling Best Practices](#) in the Seller Centre and learn what makes an effective eBay listing.



Don't forget that many buyers now shop on mobile devices. Make sure you keep the formatting of your description simple to give your item the best chance of selling.

Other recommendations when creating your listings include:

[List using the eBay catalogue](#). When you list in some categories, you'll be prompted to search for the product in the catalogue using a Universal Product Code (UPC) or a European Article Number (EAN). If your item matches a product in the catalogue, we'll add catalogue-based product details and a stock photo to your listing automatically. Product details from the catalogue can help you create listings that are more visible and appealing to buyers.

Set clear policies. It's important to clearly state your postage, payment and returns policies and you can use eBay [Business Policies](#) to manage your own custom settings for postage, returns and



payment information from one central location in My eBay. Business policies can be assigned to multiple listings so, for example, if you choose to change your postage details for certain listings, you can simply update the relevant postage policy and all listings using that policy will automatically update. Follow these guidelines to make your policies clear:

- Postage** Specify fair and reasonable Postage and Handling charges. Quote a flat rate for postage (sticking to [maximum limits in certain categories](#)). Let buyers know that you dispatch within 1 business day of receiving payment (and if you don't, explain when you will dispatch). A great way to encourage multiple purchases is to offer [discounts on combined Postage and Handling charges](#). If you post internationally, explain potential customs delays and charges that the customer may need to bear.
- Payments** Include your preferred payment methods in the item description, Payment Instructions and Returns Policy field. Be positive and focus on the payment methods you accept rather than those you don't. Make sure you offer at least one of eBay's mandatory [Safer Payment Methods](#).
- Returns** Businesses selling on eBay.com.au are legally required to accept returns in some circumstances. Whilst change-of-mind returns are not required by law, this is considered best practice for online shopping, and eBay recognises sellers who offer a 30 day money-back return policy for change of mind. As a seller, you should clearly outline the conditions of how the buyer can return the item in your returns policy (for example, who pays for the return postage cost). Find out more about [returns](#).

Take great pictures. Adding pictures to your listing helps you increase sales, gives your buyers a more accurate idea of exactly what you are selling and makes your listing stand out. A picture is worth a thousand words!

- Upload at least one picture to every listing. You can upload up to 12 images for free.
- Use top-quality photos to showcase your item. Make sure your images are at least 500 pixels on the shortest edge. To make the most out of our zoom and enlarge features, 1600 x 1600 pixels is ideal. Square images work best on eBay.
- Don't add any text, including logos, borders or overlaid images onto your pictures. You can use watermarks for copyright purposes.
- Take photos from different angles and close-ups of the item.
- Make sure any flaws in your item are clearly shown.
- Use natural light if possible and consider a plain background for your item to make it stand out.

Choose listing upgrades. Our listing upgrades can help customise the appearance of your listings and attract more buyers to your items. When choosing upgrades, consider:

- The flat fee of the upgrade in relation to the value of your item. For example, you might promote your item differently if you list a CD version of the Beatle's album Revolver, than if you list the original vinyl record in excellent condition.
- Fees vary depending on the upgrade, the selling format that you choose, and which eBay site you list on. See [eBay listing fees](#)
- As with listing fees, optional feature fees are charged at the time of listing and are non-refundable.
- You may need to qualify for some upgrades.



Dispatch your item as quickly as possible

You should find everything you need to know about managing your Postage and Handling in the [Postage Centre](#).

Top tips:

- Pack the item well as there is nothing more disappointing to a buyer than receiving an item that's been damaged in the post. It's great to use recycled materials, but if you do, let your buyer know with a note on your packing slip.
- Make sure you pay the correct postage. Buyers don't enjoy paying extra charges when their delivery arrives.
- You can [Print Postage Labels](#) direct from My eBay, preview your labels before you print and reprint a label at no extra charge. The postage charges will be conveniently added to your monthly eBay invoice.
- Consider using a courier service (such as www.jedcart.com, www.readytoship.com.au or www.temando.com) as pricing may be more competitive for some items.
- Include an invoice or packing slip in each delivery to give your buyer a record of the purchase. It's an opportunity to include your returns policy, dates of sale, payment and dispatch. You can also let the buyer know that you're available to address any concerns they might have.
- Use tracked postage or courier services to minimise the risk of loss in transit.
- If you're selling a high-priced item, consider postal insurance to minimise your risk.

Deliver good customer service

When you sign up to sell on eBay, you promise to deliver good service to your buyers. This is extremely important, as buyers will rate your performance as a seller. Follow these simple rules and your buyer is likely to leave you positive Feedback:

- Describe your item accurately.
- Charge reasonable Postage and Handling costs.
- Respond promptly to buyer questions both before and after the sale – you'll receive an email every time you get a question.
- Be polite.
- Pack your item securely and post it as soon as your buyer pays.
- Leave honest and fair Feedback for your buyers. Leaving timely feedback for your buyers will encourage them to do the same for you.

In the unlikely event that you or your buyer experiences problems with a transaction, keep communicating. This is often the quickest and easiest way to resolve disputes, particularly those that arise from misunderstandings.

If you still need support, you can use the [Resolution Centre](#).

Track your success with selling tools

Keep tabs on your sales and progress to see what is working and where you have opportunities for improvement.

- **[Selling Manager \(FREE\)](#)**: Monitor your active listings, leave Feedback, print invoices and postage labels, and automatically relist items in bulk. Selling Manager is conveniently placed in My eBay. For all of these features plus automatic listing and relisting of items, automated payment, postage status and Feedback to buyers, consider taking out a paid subscription to [Selling Manager Pro](#). Subscribers to an eBay Store can get Selling Manager Pro free.



- **[Seller Dashboard \(FREE\)](#)**: Each seller with at least 10 detailed seller ratings has access to their own Seller Dashboard through My eBay. This important feature allows you to evaluate your eBay performance with regards to customer satisfaction, policy compliance and qualification criteria for eBay Top-rated seller status.
- **[Sales Reports \(FREE\)](#)** gives you the detailed information you need by category and format to find out which factors contribute to sales. For a more in-depth view, consider taking out a paid subscription to **[Sales Reports Plus](#)**. eBay Store subscribers also receive Sales Reports Plus free.
- **[Listing Analytics \(FREE\)](#)** helps you become a more effective seller. You can review key performance data from your listings and see how they're performing. Go to **Applications** in My eBay to find Listing Analytics.
- **[Traffic reports \(available only to Store subscribers - FREE\)](#)** Optimise your listing titles and store design, see what keywords buyers are using to find your listings, and which pages they view in your Store. Featured and Anchor Store subscribers get advanced reporting features including path reports and bidding and buying information.

Increase efficiency with bulk listing and management tools

If you plan to list more than 10 items each month, consider using one of these tools to save time.

- **[Turbo Lister \(FREE\)](#)** is an easy-to-use tool that enables you to create multiple listings on your computer and upload them to eBay in one go. With it, you can:
 - Upload thousands of listings to eBay with a single click.
 - Duplicate and save existing listings to use as templates.
 - Change or add item specifics, photos, payment terms, postage information and messages for multiple listings at a time.
 - Import active completed listings and quickly reference previous listings. They're all saved in item inventory.
 - Use the design editor to create your own templates (no HTML knowledge required).
- **[Bulk Edit \(FREE\)](#)**: You can revise multiple listings or templates at the same time (in bulk) in My eBay. You can also send fixed price listings to online auctions, relist items or sell similar items in bulk. What you can revise in a listing depends on the type of the listing, the time left before it ends, and whether you have received any bids or sales.
- **[File Exchange \(FREE\)](#)**: Think about using this tool if you use Microsoft Excel, Access, or other inventory software. It's a platform-independent tool designed for high-volume sellers that lets you create and list items in bulk by uploading a single flat file (Excel or CSV).
- **Third-party solutions**: Many providers offer bulk listing and sales management tools to help you grow your business on eBay. Have a look at our **[Seller Solutions Directory](#)**.

Earn the eBay Premium Service badge

Buyers expect great service. When they're happy, it builds confidence in the eBay marketplace and keeps them coming back for more. That's why we reward and recognise sellers delivering the best experiences with **[eBay Top Rated seller status](#)** and on qualifying listings, a prominent **[eBay Premium Service](#)** badge.



To become an eBay **Top Rated Seller**, you need to meet these requirements:

- [Become a member of the PowerSeller programme](#) by selling a significant volume of items and consistently offering excellent service and professionalism
- Have at least 100 transactions and USD \$1,000 in sales with Australian buyers during the previous 12 months
- Transaction Defect Rate no higher than 2% and no more than 0.3% lost claims

As a reward for maintaining that level of service, you get:

- **Improved search standing** for fixed price listings in [Best Match](#) search results
- **A grace period** to protect eBay Top Rated Seller status, subject to meeting certain criteria

To have the **eBay Premium Service** badge appear on any of your listings, that listing must offer the following:

- Free postage to Australian buyers
- 0-1 business day handling
- Express postage option
- 30+ day money back returns
- Seller must be a Top Rated Seller

Understanding eBay Seller Protection

eBay is committed to providing a fair and safe marketplace so you can focus on selling. While the majority of people buying and selling on eBay are trustworthy and reliable, [eBay Seller Protection](#) provides several safeguards just in case you have a problem:

- Automatic 5-star Detailed Seller Ratings awarded for **Postage Cost** and **Communication**
- We'll identify and block buyers who consistently break buying policies and don't pay for items
- Removal of unwarranted negative feedback with our [Feedback Removal policy](#)
- A dedicated Seller Protection team working to prevent problems from occurring
- Tools and technology including [Unpaid Item Assistant](#) and [Seller Dashboard](#) to help you keep track
- [PayPal Seller Protection](#) for eligible items.

Other resources

Seller Tips & Tricks

Follow www.twitter.com/eBay_Academy for a continuous stream of helpful selling tips and news.

eBay Seller Centre

The [eBay Seller Centre](#) is your one-stop resource for information and guidance about maximising your selling success on eBay.

eBay Online Customer Support

With loads of information, [eBay Online Customer Support](#) is sure to have the information you need about all facets of buying or selling on eBay.

eBay Buying Guides

Create some [eBay Buying Guides](#) to help eBay customers learn what to look for when buying online.

Welcome to the eBay community. We wish you every success with your business on eBay!

