

Over Peover Online How to....

Buy and sell on ebay

What is **ebay** ?

- eBay is an online marketplace; a place for buyers and sellers to come together and buy or sell almost anything! It operates in many countries and the UK version is at www.ebay.co.uk. Sellers can be major companies, high street shops, small traders or just individuals.
- **How eBay works:**
- A seller lists an item on eBay, from antiques to cars, books to sporting goods. The seller chooses to accept only bids for the item (an auction-type listing) or to offer the Buy It Now option, which allows buyers to purchase the item straight away at a fixed price.
- In an online auction, the bidding opens at a price the seller specifies and remains on eBay for a certain number of days. Buyers then place bids on the item. When the listing ends, the buyer with the highest bid wins.
- In a Buy It Now listing, the first buyer willing to pay the seller's price gets the item.

Getting started - Buying

- To start buying on eBay you need to:
 1. Register
 2. Find something to buy
 3. Understand the buying format
 4. Choose a payment and delivery method
 5. Track your purchase
 6. Leave feedback
- Let's look at these in more detail:

Register

- ❑ Navigate to the [registration page](#)
- ❑ Complete the basic details required and you're done.
- ❑ eBay will email you with a user ID. This will be visible to others when you bid, buy or sell on eBay but your email address isn't.
- ❑ You can change your user ID if you like by going to "My eBay" and clicking on "Personal information" on the "Account" tab.

Get started with eBay

Create your personal account or [start a business account](#).

First name

Surname

Email

Create your password

Confirm password

By selecting 'Submit' I agree that:

- I accept the [User Agreement](#).
- I give consent to the [processing of my data](#).
- I may receive communications from eBay and I understand that I can change my notification preferences at any time in My eBay.
- I am at least 18 years old.

Find something to buy



- There are two ways to find something:
- You can browse a particular category by clicking on the “Shop by category” dropdown next to the eBay logo or:
- You can search for something particular by entering a few keywords in the search box.
- If your search returns too many results you can refine your search with more specific keywords and / or use the filters in the left hand pane

Refining your search

- ❑ In this example a search was made for “iphone 6 screen protector” and this returned 22,438 listings !
- ❑ Applying the filters for:
 - ❑ Iphone 6, 9H hardness, New condition, Buy It Now format, UK only and Free P&P
- ❑ Reduces the number of listings to 502.
- ❑ You can then sort by Best match, Time ending soonest (for auctions), Price, Distance from your home location (if it is too large to be posted) or condition.

The screenshot shows an eBay search for "iphone 6 screen protector". The search bar at the top right contains the text "iphone 6 screen protector" and "All Categories". Below the search bar, the results are sorted by "Best Match", which is highlighted with a red box. The left sidebar contains various filters, including "Features" (9H Hardness, Anti-Scratch, Anti-Shatter, Glossy, Matte/Anti-Glare, Mirror, Tempered Glass), "Compatible Model" (For iPhone 6, For iPhone 6 Plus, For iPhone 6s), "Brand" (Apple, Unbranded/Generic), "Compatible Brand", "Condition" (New, New other, Used), "Price" (€ to €), "Format" (All listings, Auction, Buy it now), "Item location" (Default, Within, UK Only, European Union, Worldwide), and "Delivery options". The main content area displays several listings for screen protectors, including "100% Genuine Tempered Glass Screen Protector For Apple Iphone 6", "Jellibeau Apple iPhone 6 Tempered Glass Front Screen Protector Film", and "For iPhone 6 PLUS 100% Genuine Tempered Glass Screen Protector".

Understand the buying format

□ Auction style format

- You bid up from the seller's starting price along with other buyers to get the best deal. You can watch the item to see how the bidding is going. Normally the price increases rapidly for in-demand items in the last minute. As well as a bid you can enter a maximum bid so that eBay will automatically keep increasing your bid up to your maximum if someone bids more than you.
- When the listing ends, the highest bidder wins the item and completes the purchase.

□ Buy It Now style format

- You can buy the item immediately at a fixed price. This can also be an option in auction-style listings.
- If a seller offers this option, you'll see the Buy It Now icon next to the listing and in search results.
- A variation of this is the Make Offer format. The seller indicates they are willing to accept offers below the Buy It Now price. The buyer makes an offer and, if acceptable to the seller, the sale is agreed. The closer to the end of a listing the more likely a seller is going to be to accept a lower amount.

Choose payment and delivery

- All sellers on eBay.co.uk must offer to accept PayPal. There are limited exceptions to this. Other payment methods may be offered in addition to PayPal:
 - Credit card (including MasterCard, Visa, American Express) or debit card (Visa, Electron, Maestro) processed through the seller's merchant account
 - Bank-to-bank transfers (also known as bank wire transfers and bank cash transfers)
 - Payment on collection
 - Cheques
 - Postal orders
- To get a PayPal account go to www.paypal.co.uk and click on the “Sign up” tab at the top.
- Delivery is normally by post but you may be able to choose different postal options or collect the item in person (if offered) or have it delivered to a collection point such as Argos (if offered).

Track your purchase

- ❑ Go to “My eBay” at the top of any eBay page.
- ❑ You will see any purchased items or items you are selling.
- ❑ You can see the status of each purchase with order date, price paid and estimated delivery. There are icons to show whether an item has been dispatched and whether the seller has left feedback for you.

The screenshot displays the 'My eBay: Summary' page. At the top, there are navigation links for 'Activity', 'Messages (2)', and 'Account'. Below this, there are sections for 'Buying reminders' (showing 'Awaiting Feedback' with a count of 2), 'Summary', 'Purchase history', 'Lists', 'Searches you follow', and 'Sellers you follow'. The main content area is titled 'Orders' and shows three individual order entries. Each entry includes the order date, order total, item sold, item price, and estimated delivery date. The first order is for 'NIKWAX FABRIC AND LEATHER PROOF waterproofing care for walking boots shoes' with an order total of £6.45 and an estimated delivery of Friday, 23 Oct. The second order is for 'Full Front Ultra Clear 9H Tempered Glass Screen Protector For Samsung Galaxy S6' with an order total of £3.29 and an estimated delivery of Wednesday, 21 Oct - Thursday, 22 Oct. The third order is for '100% GENUINE TEMPERED GLASS SCREEN PROTECTOR FOR SAMSUNG GALAXY A3 SM-A300F' with an order total of £1.99 and an estimated delivery of Thursday, 15 Oct. Each order entry has a 'Leave Feedback' button and a 'View order details' link.

My eBay: Summary Tell us what you think

Activity Messages (2) Account Page options | Summary is your My eBay homepage

Buying reminders

Awaiting Feedback (2)

Summary

- Buy
 - Bids/Offers
 - Didn't win
 - Nectar
 - Deleted
- Purchase history
- Lists
 - All lists
 - Watch list
 - Wish list
 - Your lists
- Searches you follow
- Sellers you follow
- Sell
 - All selling
 - Scheduled
 - Active
 - Sold
 - Unsold
 - Postage labels
 - Returns
 - Deleted

Announcements

See all eBay announcements

Get mobile >

Orders

Not hidden Hidden See orders from **The last 60 days** Filter by **All**

ORDER DATE: 16 Oct, 2015 ORDER TOTAL: £6.45

Free P&P [Leave Feedback](#)

1 item sold by **happytailwaggers** [View order details](#)

 **NIKWAX FABRIC AND LEATHER PROOF waterproofing care for walking boots shoes** (360844964385) £

Size: 125ml spray ITEM PRICE: £6.45

Estimated delivery Fri, 23 Oct [More actions](#)

ORDER DATE: 16 Oct, 2015 ORDER TOTAL: £3.29

Free P&P [Leave Feedback](#)

1 item sold by **mrnnick** [View order details](#)

 **Full Front Ultra Clear 9H Tempered Glass Screen Protector For Samsung Galaxy S6** (231563755357) £

Estimated delivery Wed, 21 Oct - Thu, 22 Oct [More actions](#)

ORDER DATE: 13 Oct, 2015 ORDER TOTAL: £1.99

Free P&P [View order details](#)

1 item sold by **circuit_planet** [Contact seller](#)

 **100% GENUINE TEMPERED GLASS SCREEN PROTECTOR FOR SAMSUNG GALAXY A3 SM-A300F** (231628331985) £

Estimated delivery Thu, 15 Oct [More actions](#)

ITEM PRICE: £1.99

Leave feedback

- Each buyer or seller on eBay has a feedback rating comprising of the total number of feedback ratings and the percentage positive feedback. In this example 36368 ratings of which 99% are positive.
- Once you start buying, the sellers will give you a rating based on how promptly you paid them.
- You should leave feedback for sellers too by clicking on the “Leave Feedback” button seen on the previous page.
- Feedback ratings enable buyers and sellers understand how reliable the other party is.

Premium Tempered Glass Film Screen Protector for iPhone 6 , iPhone 6 4.7" UK

Condition: **New**
Quantity: More than 10 available

£1.60

[Buy it now](#)
[Add to basket](#)
[Add to Watch list](#) [Add to collection](#)

Free Click & Collect | New condition | 30-day returns

Collection: **FREE Click & Collect** from your local Argos
Est. collection date **Fri, 23 Oct.**
[Select a store](#)

or

Postage: **Free Economy Delivery** | [See details](#)
Item location: **Ilford, United Kingdom**
Posts to: **Worldwide** | [See exclusions](#)

Delivery: **Dispatched within 1 day** @
Estimated between **Thu, 22 Oct. and Fri, 23 Oct.**
Why not use **Express Delivery?** Expected arrival date **21 Oct.**

Payments: **PayPal** **Processed by PayPal** | [See payment information](#)

Returns: **30 days refund, buyer pays return postage** | [See details](#)

Protection: **ebay MONEY BACK GUARANTEE** | [See details](#)

Seller information
emmasbargain (36368)

99% Positive Feedback
[Follow this seller](#)

Visit Shop: **Prizmtec**
[See other items](#)

Registered as a business seller

giffgaff
For only **£18** get:

- 2000 minutes
- 6GB 4G data
- Unlimited texts
- Free calls & texts to giffgaff numbers

[Order a Free SIM](#)

AdChoice

Getting started - Selling

- To start selling on eBay you need to:
 1. Research your item and the rules of selling
 2. Set up your Q&A
 3. Create your listing
 4. Create a seller account, if you don't have one already
 5. Manage your listing
 6. Wrap up with your buyer
- Let's look at these in more detail:

Research your item and selling rules

- Before you start selling do some research, especially about setting a starting price, listing format, and category. This will help you create a good listing and get the best price for your item.
- Compare your item with active and completed listings on eBay based on category, format, and selling price.
- Buyers feel more compelled to bid and buy when they know the postage costs beforehand. Package, weigh, and measure your item so you can work out postage. You may find others such as MyHermes cheaper than Royal Mail.
- Learn about eBay policies on prohibited and restricted items, as well as what items are accepted or prohibited when listing and completing the sale at [Knowing the rules for sellers](#).

Set up your Q&A

- Buyers often have questions before, during, and after a sale. When they do, they click the **Ask a question** link in your listing. As a seller, it's important to respond quickly and thoroughly. This keeps the buyer interested in your listing, saves you time, and you'll be more likely to get positive Feedback when the transaction is complete.
- Your Q&A can be made up of answers generated automatically from your listing, answers you create yourself, and stock answers about eBay policies. Up until the end of the listing, you also have the option of whether buyers can contact you directly via the eBay message centre.

Create your listing

- ❑ Click **Sell** at the top of most eBay pages to start creating your listing. Depending on your item category and which listing form you use, you'll have a variety of listing options.
- ❑ If you're selling an item associated with a product that's in the eBay catalogue, you can [add product details from the catalogue](#) to your listing. An alternative is to find one similar for sale and underneath the photo click on “Sell it yourself”.
- ❑ If it is used, be totally honest about its condition and any marks or damage.
- ❑ You can create an auction-style or a fixed price listing and listing upgrades such as highlighting, font, and picture enhancements make your item stand out but may cost extra.
- ❑ Insertion and final value fees apply to most listings although there are sometimes deals on free listings.

Create a seller account

- To become a seller, you just need to:
 - ▣ Confirm your phone number (on eBay.co.uk).
 - ▣ Specify an automatic payment method for paying your seller fees and eBay Money Back Guarantee reimbursements.
 - ▣ Make sure your Feedback Profile is public.
- Also recommended is:
 - ▣ Select the payment methods you'll accept from buyers. This must include a PayPal account for most items.
 - ▣ Get PayPal Verified.

Manage your listing

- Once you've got your listing up and running, you can check it to see how bidding is going. You do this from the **Sell** section of My eBay, which comes up when you sign into your eBay account. You can also:
 - ▣ Set communication preferences to let eBay know how and when you want to receive alerts or notifications.
 - ▣ Set seller preferences about picture hosting, receiving payments, postage, and more.
 - ▣ Set member-to-member communication preferences to say how buyers can contact you.
 - ▣ Set general preferences for searches, My eBay preferences, and more.
- If you want to change anything in your listing, see [Changing your listing](#).
- Make sure you answer any questions you receive about your listing. This will help you sell your item by establishing good rapport with potential buyers. When buyers give you positive Feedback, you become a stronger seller on eBay.

Wrap up with your buyer

- Communicate with your buyer
 - ▣ When the buyer completes checkout, you'll be notified by email. **Important:** Contact your buyer directly if you haven't heard from your buyer within 3 days of your listing's end.
- Receive payment
 - ▣ Be sure you receive payment before you post your item. Make sure that the credit card or electronic payment has been accepted and credited to your account before sending the item.
- Post the item to the buyer
 - ▣ Pack it well to protect the item from transit damage. Ensure it is posted within the timescales on the listing. Mark the item as dispatched to let the buyer know it's on its way.
- Leave the buyer Feedback
 - ▣ Your Feedback about the buyer is important information for other sellers.

Feedback

- Feedback is an important part of eBay.
- You can find more detail of a members feedback ratings by clicking on the feedback ratings total.
- You will then see how long they have been a member for and their detailed seller ratings.
- Avoid buying or selling expensive items from new members with less than half a dozen feedback ratings.

Feedback profile

[Back to item details](#)

emmasbargain (36368 ★)

Positive Feedback (last 12 months): 99%
[\[How is Feedback percentage calculated?\]](#)
Member since: 28-Mar-07 in United Kingdom
Registered as a business seller

Member quick links

- [Contact member](#)
- [View items for sale](#)
- [View seller's shop](#)
- [View ID history](#)
- [View eBay My World](#)
- [View reviews & guides](#)

Recent Feedback ratings (last 12 months) ?

	1 month	6 months	12 months
Positive	152	980	1617
Neutral	1	6	16
Negative	1	8	19

Detailed Seller Ratings (last 12 months) ?

Criteria	Average rating	Number of ratings
Item as described	★★★★★	1401
Communication	★★★★★	1491
Dispatch time	★★★★★	1392
Postage and packaging charges	★★★★★	1554

Feedback as a seller | **Feedback as a buyer** | All Feedback | Feedback left for others

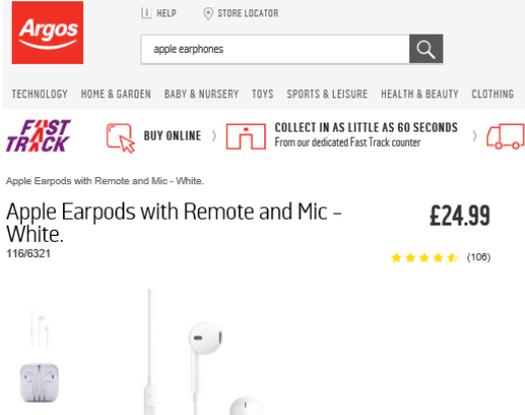
38,260 Feedback received (viewing 1-25) Revised Feedback: 8 ?

Period: All

Feedback	From Buyer/price	When
Great item	e***t (497 ★)	During past month
—	—	Private
Great seller	s***n (1228 ★)	During past month
IPAD 4 3 2 1 iPad Mini & ALL TABLET GOOSENECK TABLE/BED/CAR MULTI PURPOSE HOLDER (#271747120759)	£13.99	View Item

Fakes and forgeries

- Not everything on eBay is fully genuine. If it seems too good a bargain it probably isn't genuine.
- In the example shown Apple brand earpods are on sale at Argos for £24.99 and on eBay for just £4.99 still described as "genuine". Do you think they are?
- Ebay can be a great place to buy and sell but as ever there are rogue traders about which is why the feedback system is so important.
- When buying – caveat emptor !



The screenshot shows the Argos website interface. At the top, there is a search bar with the text "apple earphones" and a magnifying glass icon. Below the search bar, there are navigation links for "TECHNOLOGY", "HOME & GARDEN", "BABY & NURSERY", "TOYS", "SPORTS & LEISURE", "HEALTH & BEAUTY", and "CLOTHING". A "FAST TRACK" logo is visible, along with a "BUY ONLINE" button and a "COLLECT IN AS LITTLE AS 60 SECONDS" banner. The product listing for "Apple Earpods with Remote and Mic - White" is shown with a price of £24.99 and a 5-star rating from 108 reviews. Below the product name, there is a small image of the earpods.



The screenshot shows the eBay website interface. The product title is "Genuine Apple iPhone 5 5S 6 compatible Headphone Earpods Earbuds" with a subtitle "Buy with confidence... Quality product at cheap Price". The condition is listed as "New" and the quantity is "1". There is a note that "More than 10 available" and "52 sold". The price is £4.95. Below the price, there is a "Buy it now" button, an "Add to basket" button, and a checkbox for "SquareTrade 3 yr warranty £8.49". There is also an "Add to Watch List" button and a "Add to collection" button. At the bottom, there is a note that "21 watching".