

eBay & PayPal

eBay is:

- A multi-national “market” for people to sell their goods
- Has everything from Tennis Rackets to TVs, and from Car Parts to the Cars themselves
- Anyone can buy, and anyone can sell
- Free to list an item. You only pay selling fees if item sells
- A quick way to sell things online, and reach a broader audience

eBay FAQ

- You can add an item to your “Watch List” (in item Description) if you are not ready to buy it yet, but want to keep an eye on it
- Watch the number next to a seller’s name. If it is low, they may not be very reputable yet
- After you have received your item and are satisfied, leave feedback for the Seller to help other eBayers see how good they did. They will often reciprocate Feedback, too...
- You can share items you are interested in using Facebook, Twitter, Pinterest, or email, using the links next to “Add to watch list”
- If you search the eBay Item number (located at the top of each listing on the right), it will bring up that specific item listing

PayPal is:

- A multi-national way to pay people
- A secure way to pay people online
- A “middle-man” for transactions, so the other party never sees your financial details
- A way to convert to foreign currency and pay people overseas for free!
- A secure way to accept credit card payments for anything you want to sell online
- Owned by eBay, but usable anywhere online

PayPal FAQ

- You can send up to \$10,000 in a single transaction
- If you don't have a PayPal account, you can send a one-time payment of up to \$4,000
- It's free within the U.S. to send money to family and friends using your PayPal balance or bank account
- The fee to use a debit card or credit card in the U.S. is 2.9% plus \$0.30 USD of the amount you send. Example: if you send \$100 USD by credit card, the fee would be \$3.20 USD (\$2.90 + \$0.30)
- The sender chooses whether to pay the fee or pass it on to the receiver of the money
- You can withdraw money from your PayPal account to your bank account at no cost. If you prefer to receive a check, there is a \$1.50 fee
- Depending on your bank, moving money between your bank account and PayPal may take a day or two, but is often instant

Getting Started

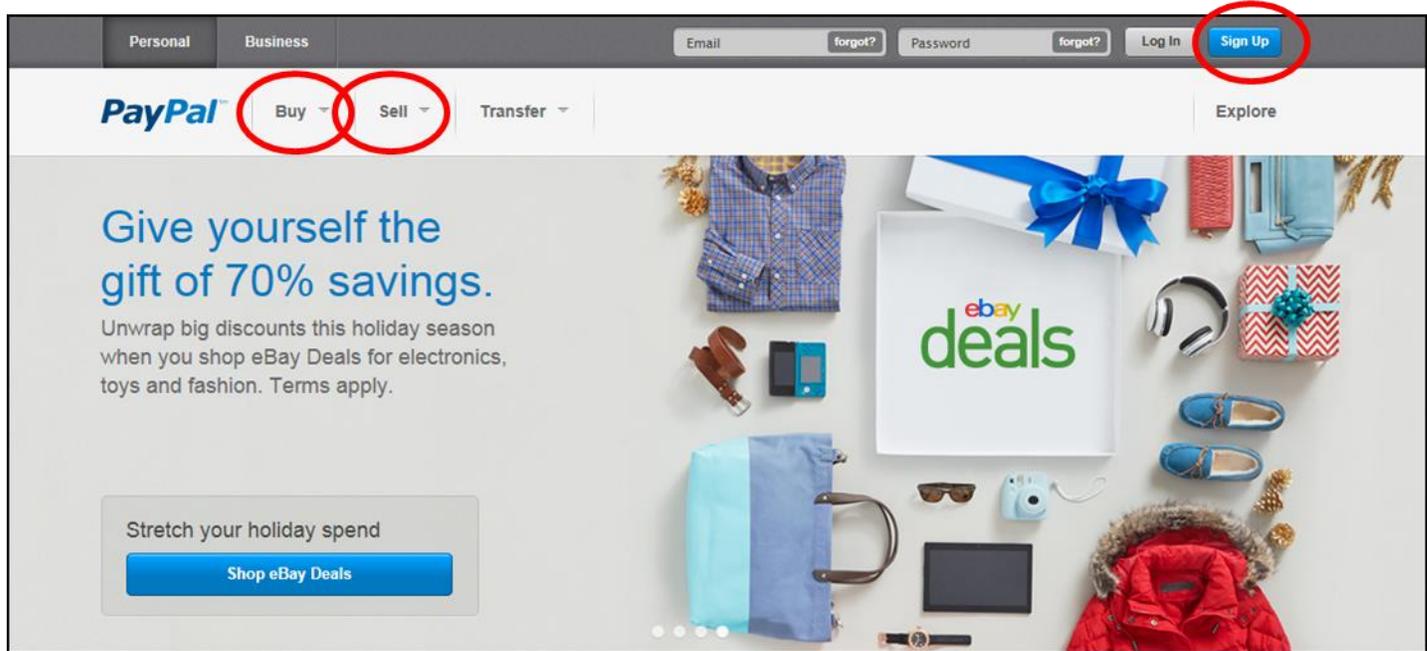
All you need is:

- An email address
- A bank account or credit card
- A physical address (to prove your identity)

If you have all of these, you are ready to set up an eBay or PayPal account!

Setting Up A PayPal Account

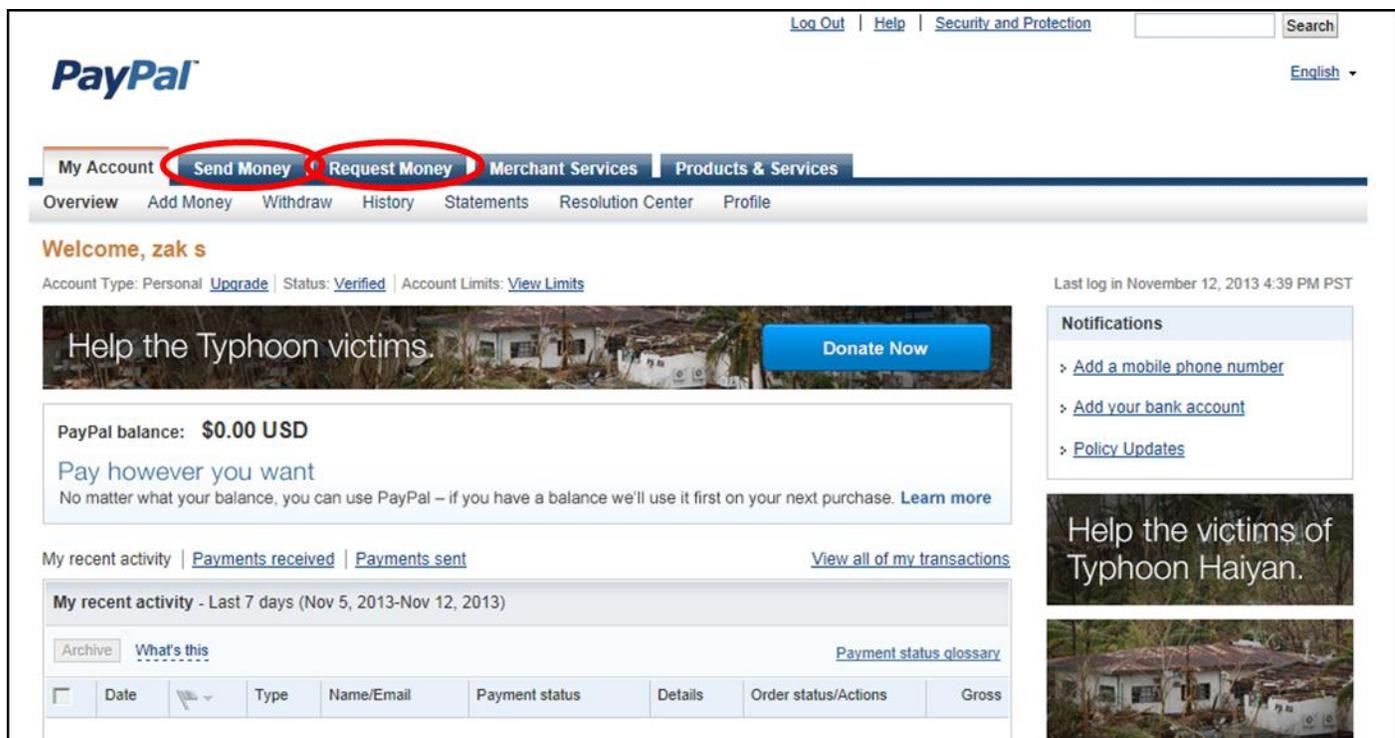
- Simply click **"Sign Up"**, and choose Personal or Business
- If you don't want to set up a PayPal account, you can do a one-time transaction by clicking **"Buy"** or **"Sell"** and following the prompts



Making a Payment

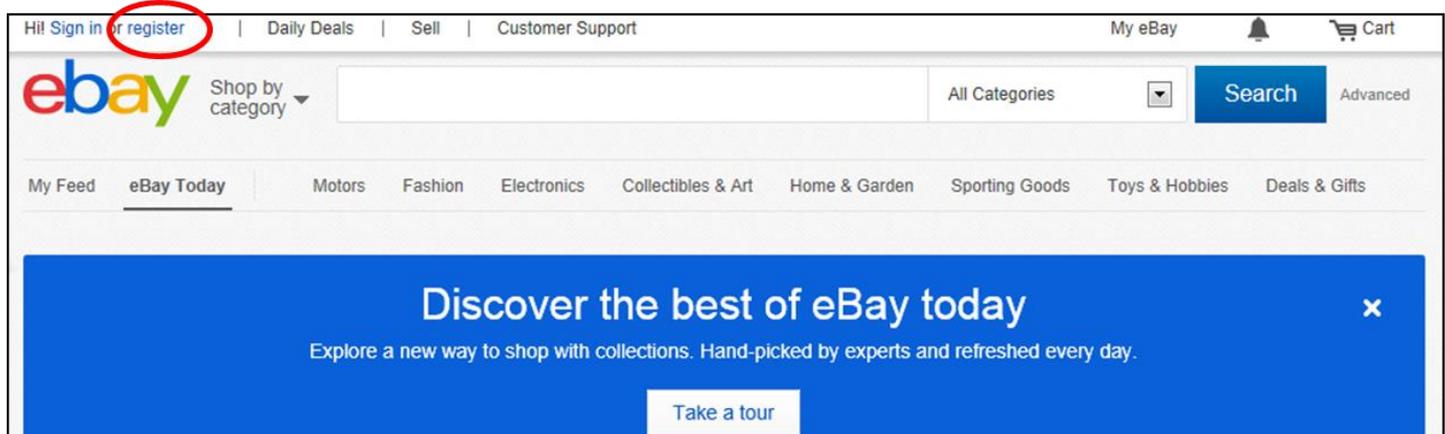
Once you have set up an account and are logged in, you can make a payment at any time by clicking "Send Money" or "Request Money", and following the prompts. All you really need is the other party's email address.

When using eBay, making a payment is automated, and you are automatically forwarded to PayPal.



Setting Up An eBay Account

- Click "Register", and fill out the form
- You can log in to eBay using either your eBay ID (which is seen by everyone you interact with on eBay), or your email address (which is hidden and replaced by your eBay ID)



Searching on eBay

Once you have an account on eBay, you can search for items available on its site. This is not just important for BUYERS, but for SELLERS as well, as it gives you a good idea of what is available, and what they are selling for.

- Click the search field, and type what you want to look for
- You can check the box under the search button to search within the item description as well as the title of the item
- You can choose to search for JUST Auctions, or JUST Buy It Now items, in addition to searching both, which is the default
- After you hit the search button, the column on the left helps you to narrow down your search, and to get more specific
- You can also choose the Sort By field, and sort the list of items by Lowest Price first, Highest Price first, Nearest first, or Newest first
- You can customize how the item list looks by clicking the View button next to the Sort By button

Item Description Page

- When you see an item you are interested in, click the item's title, and it will show you its description, pictures, and shipping costs
- The seller's name is on the right. If you click it, you can learn more about them, and see what other people who have bought from them have to say
- If the seller has a Store on eBay, it will be listed under their username
- Watch for if the item has multiple models/colors/sizes, and whether or not it has free shipping
- All eBay sellers are required to accept PayPal, but some offer other options
- The buyer may or may not accept returns, however, if the item was received damaged, or not the right item, the seller MUST accept a return
- There is a tab below to view shipping details. Some sellers ship via UPS, and some may even disallow shipping to P.O. Boxes. Be sure to read!
- There are NEW and USED (and even BROKEN) items on eBay, so be sure you know what you're buying before you decide you want it!
- The Ask Seller a Question button at the bottom of each listing can help when there is not enough detail in the listing

Buying on eBay

There are 2 ways to buy things on eBay:

- Auctions
- Buy It Now Listings

Using Place Bid

- If you see Place Bid, it means the item is an Auction
- Type your MAXIMUM BID in the field, and eBay will AutoBid the next lowest amount, until it reaches your maximum bid.
For Example: If the current bid is \$1, and you type in \$20, eBay will likely bid \$2, and as long as nobody else has a higher bid as their maximum bid, you will be the highest bidder. If somebody else has a higher bid, eBay will AutoBid for them, until the person with the highest maximum bid wins.
Of course, you can always bid again, until the time is up for the auction. Whoever has the highest bid when the auction ends wins the item.
- The current highest bid is automatically updated onscreen, and the remaining time will countdown when it is near the auction's end
- If you click the bid count (above Place Bid) you can see how many different people have bid, so you can see how many other people are interested
- "Sniping" (waiting til the last few seconds to bid) is the most effective way to win an auction, but remember that you must validate your bid on a second screen, which can take time...

Using Buy It Now

- Buy It Now means that the item is not an auction, and can be bought on demand
- There may be more than 1 of the item available. Be sure you type in the quantity before Buying
- After you click Buy It Now, you will confirm your purchase on the next page. Then you will be redirected to PayPal to make the payment
- Once your payment goes through, you will be sent back to eBay, and a Congratulations message will be onscreen to show you have completed your purchase

Selling an item

To sell something on eBay, you must first set up a Seller's account, which is free

- Just Click "Sell" at the top of the screen, and it will walk you through setting up the account
- You will be able to choose if you want to set up an "eBay Store" (which is not free), so that people can see all you have to offer
- Selling something is free for your first 50 listings each month, but when the item sells, there is a 10% surcharge that must be paid, based on the sale price of the item, plus the shipping charged
- You can edit an item's details, as long as no one has bid on it, or no one has bought an item, if it is a multiple item listing. Otherwise, you will need to make a new listing, and close the original (if necessary).
- Give as much detail as possible to help your item sell
- The first picture is free. Additional pictures are extra fees.
- Be sure to contact the buyer if you have any concerns before shipping!

Half.com

- a subsidiary of eBay
- you can use your eBay account to login
- accepts PayPal
- similar to Amazon.com: offers items at fixed prices (no auctions)
- not all items are new (just like eBay). Quality is posted in the item listing
- only offers media items, such as books, textbooks, music, movies, video games, and video game consoles
- shipping prices are the same for all Sellers

Buying

Almost the exact opposite of eBay, SELLERS competitively "bid" against one another, based on the item's UPC. The seller can see the average sale price and most recent sale price for any particular item to determine the selling price they want to set. A potential buyer sees the available inventory for any particular item and can choose which seller to buy from.

All items are shown whether they are available or not. A buyer can then set a "Pre-order" price, which is the maximum they are willing to pay. Sellers can see this, and set their prices accordingly. Buyers are then notified when an item becomes available, regardless of price.

The "Match my price" button lets you specify how much you are willing to pay, and sellers may or may not agree to sell you their item for that price.

Selling

You MUST have the item's barcode or UPC from the back of the item to sell it. If you aren't sure, you can search for the item, and click the "Sell my copy" button in the listing.

There are no fees for listing items, but the site will take commissions on anything that sells:

Item Price	Commission
<\$50	15%
\$50-\$100	12.50%
\$100-\$250	10%
\$250-\$500	7.50%
\$500+	5%

So if you sell something for \$10, they will take \$1.50 if somebody buys it.

Sell an item for \$100, and they will take \$12.50. A \$1,000 sale will have a \$50 commission.

Renting

Because textbooks are so popular an item on Half.com, they've recently added a Rental system to it. The process is the same as buying, and when you are done with your rental, simply return it for free using a printed shipping label.

Half.com Instant Sale

1. Choose the items you want to sell
2. Get an offer price
3. Print the free label
4. Mail your items to Elovations, the Half.com Instant Sale buyer agent
5. Get paid via PayPal or Half.com Gift Certificate

If you choose to be paid with a Half.com gift certificate, you'll get a bonus of 15% added to your payment amount. The Instant Sale offer price to purchase your items is based on your stated condition of the items. If the item doesn't meet minimum condition requirements or is damaged beyond repair, it will be shipped back to you for free.