

Lesson Plan - Selling on eBay a rough guide.

Introduction to eBay and PayPal. Why you should use PayPal.

Decisions to make – how much are you going to buy or sell? Working out costs.

There are financial and legal reasons for setting up a private or business account – please see “Resources” below for full details.

Fees.

Private.

Listing + 10% + PayPal fees for private listings. 20 free +35p per item. Fee for ending an auction early is same as final value fee unless cancelled in first 24 hours.

Basic shop 19.99 per month, 100 free then 35p +8%. Max £250 per item.

Classified are different as are motors. Pay insertion fee only for classified per month.

Different fees potentially for International sales and discounts for selling charitably.

Business.

Please note you need to check all website for full and up to date details – see the Table in “Resources” below.

Please note there are discounts for top rated sellers.

Charities also get reductions.

There are fees for selling internationally and PayPal also charge more if you get money from abroad.

There are different rates if you are selling Motors or want to use Classified ads.

PayPal Fees

< **£1500** into your PayPal account per month, you will be charged 3.4% and **20p** on every payment made into your PayPal account.

> **£1500** into your PayPal account, you will pay 2.9% and **20p** for every transaction received.

How to Set up an ebay account. Personal or business?

Go to www.ebay.co.uk and register. You will need an email address.

When you have a PayPal account you should think about Linking Accounts as this changes your limits for selling because they have verified you via PayPal.

You can add or remove this link in the Account settings page which is accessed from you name at the top left of the screen if you are logged in.

How to set up PayPal account and link to your bank account.

Go to www.paypal.com/uk and register. You will need to add a credit card or bank account. You can become an unverified user and this will allow you only a certain limit of money you can receive.

To verify your account and lift the unverified limit go to the My PayPal section add a bank account and then it will ask for a confirmation code which is a 4 digit number in the description of one or more 1p transactions on your bank account. Check this in online banking, it is instantaneous.

Limits are placed on your account which you can see in your settings. If you are verified by just your Bank Account you get one limit (£1900 pa) if you want to increase this you need to click on the "Lift your limit" button and follow the instructions, this will confirm your address and lift your limit further.

Selling items - Tips

To sell an item, go to Sell> Sell an item at the top of the screen and follow the instructions.

<http://csr.ebay.co.uk/cse/start.jsf>

Enter details and upload photos.

Choose between Buy it now, Auction or Classified ad, these may run for different times.

EBay has a product catalogue, search by ISBN or part number for instance.

List an item with variations, saves multiple entries if you are selling multiple items such as t-shirts. When you select your category there is a variations drop down.

Tips

Provide plenty of detail

Provide good photos

Know your market. Know how to name things. Research prices and whether items are only supplied from UK.

Select a category and format.

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Things to consider

Have you decided how you are going to deliver your goods.

Delivery costs, this includes packaging costs and postage or courier fees.

You need to know weights and sizes.

Resource list

<http://pages.ebay.co.uk/help/sell/selling-basics.html>

<http://sellercentre.ebay.co.uk/fees-business-sellers-0>

<http://sellercentre.ebay.co.uk/selling-allowances>

<http://sellercentre.ebay.co.uk/registering-business>

Business Fees Table extracts from EBay

3 Shop subscriptions to make selling easier and more cost efficient for your business.

Based on how many monthly listings you create, you can get an idea of which subscription is right for you. Our [fee illustrator](#) can also help you decide. You can change your subscription each month.

Your approx. listings per month	Shop level	Monthly subscription	Insertion fees			
			Free fixed price listings	Price per additional fixed price listing	Price per auction starting under £1	Price per auction starting at £1 or more
Up to 65	None	Free	0	£0.30	£0.10	£0.30
65-600	Basic	£19.99	200	£0.10	£0.05	£0.15
600-5000	Featured	£59.99	1200	£0.05	£0.05	£0.15
Over 5000	Anchor	£249.99	Unlimited	Free	£0.05	£0.15

NOTE: You may be subject to [selling limits](#) if, for example, you've fallen below standard or you're a new seller.

Final value fees by category

Category	Final value fee	Exceptions
Antiques	10%	None
Art	10%	None
Baby	10%	None
Books, Comics & Magazines	9%	None
Business, Office & Industrial	11%	None
Cameras & Photography	8%	5% final value fee (max. £10) for: - Lenses & Filters - Camcorders - Digital Cameras
Clothes, Shoes & Accessories	11%	None

Category	Final value fee	Exceptions
Coins	10%	None
Collectables	9%	None
Computers, Tablets & Networking	8%	5% final value fee (max. £10) for: <ul style="list-style-type: none"> - Desktops & All-in-Ones - Drives, Storage & Blank Media - iPads/Tablets & eBook Readers - Laptops & Netbooks - Printers, Scanners & Suppliers - Software - Wireless Routers
Crafts	11%	None
Dolls & Bears	11%	None
DVDs, Films & TV	9%	None
Event Tickets	11%	10% final value fee for: <ul style="list-style-type: none"> - Gift Vouchers & Coupons
Garden & Patio	10%	None
Health & Beauty	10%	None
Holidays & Travel	10% (max £40)	None
Home, Furniture & DIY	11%	5% final value fee (max.£10) for: <ul style="list-style-type: none"> - Appliances - Power Tools 10% final value fee (max. £40) for: <ul style="list-style-type: none"> - Furniture - Bath
Jewellery & Watches	11%	11% final value fee (max. £50) for: <ul style="list-style-type: none"> - Watches
Mobile Phones & Communication	8%	5% final value fee (max. £10) for: <ul style="list-style-type: none"> - Home Phones & Accessories - Mobile & Smart Phones
Music	9%	None
Musical Instruments	10%	None
Pet Supplies	11%	None
Pottery, Porcelain & Glass	11%	None

Category	Final value fee	Exceptions
Sound & Vision	8%	5% final value fee to a max. of £10 for: - DVD, Blu-ray & Home Cinema - Headphones - Home Audio & HiFi Separates - iPods & MP3 Players - Televisions - TV Reception & Set-Top Boxes
Sporting Goods	10% (max £50)	None
Sports Memorabilia	10%	None
Stamps	10%	None
Toys & Games	10%	None
Vehicle Parts & Accessories	8%	6% final value fee (max. £15) for: - Tyres - Tyres & Tubes 5% final value fee (max. £10) for: - GPS & Sat NAV - Power Tools & Equipment
Video Games & Consoles	9%	5% final value fee (max. £10) for: - Consoles
Wholesale & Job Lots	11%	9% final value fee for: - PC & Video Gaming
Everything Else	11%	None

Optional listing upgrades

You can add [optional upgrades](#) to enhance your listings. You'll pay the following fees per listing:

Gallery Plus* Larger images in search results	£2.50
Add a Buy it now price You can add a Buy it now price to auction-style listings. If someone bids on your auction, this disappears.	£0.50
Subtitle	£1.00

Add subtitles to your listings	
Listing designer Add a design template to your listings	£0.30
Scheduler Choose when listings go live	£0.06
Listing in 2 categories Item appears in 2 categories	<ul style="list-style-type: none"> • No shop: you pay a second insertion fee. • Basic or Featured Shop: first insertion fee included in your monthly allowance. Second fee charged at your standard additional rate. • Anchor Shop: list in 2 categories for free.

*Gallery Plus is free if you sell in Clothes, Shoes & Accessories, Cars, Motorcycles & Vehicles, Home, Furniture & DIY or Pet Supplies.

Adding a Buy it now price to your auction

	Buy it now price	Fee to add a Buy it now option
Add a Buy it now price You can add a Buy it now price to auctions. If someone bids on your auction, this disappears.	£0.99 - £4.99	£0.10
	£5.00 - £14.99	£0.20
	£15.00 - £24.99	£0.30
	£25.00	£0.50

Setting a reserve price for your auctions

You can choose the minimum you're willing to sell your item for. If you set a reserve price of £50 or more, you'll pay 4% of that price as a fee. You'll never pay a reserve fee more than £150 per item.