

COSTS TO USE Ebay

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- **Where we are in our process.**
- **What we are going to cover today.**
 - **Review Ebay - source of info.**
 - **Setup scenarios.**
 - **go through and build costs.**
- **What did we conclude.**

Buying on Ebay

- Sniping charges.

Last-minute bidding

Placing a high bid in the closing seconds of an auction-style listing is called "sniping" within the eBay Community. Sniping is part of the eBay experience, and all bids placed before a listing ends are valid - even if they're placed one second before the listing ends.

- No other direct charges!

SELLING on Ebay

- Basic charges
- Many, Many, Many options

From: eBay Customer Support [cswebhelp@ebay.com]

Sent: Fri 3/2/2007 10:47 AM

To: gaskell@verizon.net

Cc:

Subject: RE: IS=C33003 eBay Picture Services [#US 701] (KMM70348804V53967L0KM)

Dear Al,

Thank you for writing eBay again in regard to Supersizing your pictures.

I can certainly understand your concern about this. My name is Karl, and I'd like to help you right now.

The Supersize option costs 75 cents per listing. This fee covers all of the listing's pictures.

When this option is chosen, the system automatically locates the pictures that qualify for Supersizing. Images that are under 440 pixels wide are left in their original size. This is not available as a manual selection.

We have some great resources that are filled with tips and information to help you sell successfully on eBay. To get started, I especially recommend the tutorial on selling in the eBay Learning Center.

To get to the Learning Center, follow these steps:

1. Click the "Help" tab at the top of most eBay pages.
2. Click the "Learning Center" link on the left-hand side of the page.
3. Click the "How to Sell" link.

To learn some fabulous tips about making the most of your eBay experience, I recommend our "Best Practices." Go to:

<http://pages.ebay.com/sellercentral/bestpractices.html>

You can learn a lot from other sellers on the Community boards. Many of our sellers are happy to share the knowledge and tips they've gained.

To reach these boards, go to:

<http://pages.ebay.com/community/boards/index.html>

If you have any additional questions regarding this email, please click on the Live Help link below. This link will put you in contact with a Live Help Representative to resolve your questions or concerns right now.

<http://pages.ebay.com/help/basics/n-livehelpemail.html>

Al, thank you for being a valuable member of the eBay community. Have a wonderful time shopping and selling on eBay!

Sincerely,
Karl

eBay Customer Support

(27445174)

<i>description</i>	<i>sold @ >>></i>	<i>fee, \$</i>
Insertion		
\$0.01-\$0.99		\$ 0.20
\$1.00-\$9.99		\$ 0.40
\$10.00-\$24.99		\$ 0.60
\$25.00-\$49.99		\$ 1.20
\$50.00-\$199.99		\$ 2.40
\$200.00-\$499.00		\$ 3.60
\$500->		\$ 4.80
Final value		
Item not sold		no fee
\$0.01-\$25.00		5.25%
\$25.01-\$1,000.00		5.25% x \$25.00 (\$1.31), + 3.25% x remaining balance
>=\$1,000.01		5.25% x \$25.00 (\$1.31), + 3.25% x (\$25.01 - \$1,000.00) (\$31.69), + 1.50% of remaining balance
Reserve (fully refunded if item sells)		
\$50.00-\$199.99		\$ 1.00
\$200.00-\$499.00		\$ 2.00
\$500->		1% of reserve price (up to \$50)
Buy It Now		price set >>>
\$25.00-\$49.99		\$ 0.05
\$50.00-\$199.99		\$ 0.10
\$200.00-\$499.00		\$ 0.20
\$500->		\$ 0.25
Listing Upgrade Fees		
Value pack		\$ 0.65
Gallery		\$ 0.35
Gallery plus		\$ 0.75
Listing designer		\$ 0.10
Subtitle		\$ 0.50
Bold		\$ 4.00
Scheduled listings		\$ 0.10
10 day duration		\$ 0.40
Gift services		\$ 0.25
Pro Pack		\$ 29.95
Highlight		\$ 5.00

<i>description</i>	<i>sold @ >>></i>	<i>fee, \$</i>
Listing Upgrade Fees continued		
Border		\$ 3.00
Featured Plus!		\$ 19.95
Gallery Featured		\$ 19.95
Pro Pack for Motors**		\$ 29.95
Home Page Featured		\$ 39.95
Quantity of 2 or more		\$ 79.95
List in Two categories***		x2
Pictures		
First picture		free
Each additional picture		\$ 0.15
Preview Picture		free
Picture Show		free
Supersize Picture		\$ 0.75
Picture Pack		\$1.00 for up to 6 or \$1.50 for 7-12
Seller Tool Fees		
TurboLister		free
Selling Manager		\$ 4.99
Selling Manager Pro		\$ 15.99
Blackthorne Basic		\$ 9.99
Blackthorne Pro		\$ 24.99
Sub Total		
Packing @ \$6/hr	not included	
Delivery to shipping		
Shipping & insurance if requested		
Sub Total		
PayPal		
Personal		4.9%+\$0.30 (limit 5/yr)
Premier/Business		1.9%+\$.030
x-borders		+1.0%

description	sold @ >>>	vase		nb card		tools w/ box		fee, \$
		\$10		\$100		\$1,000		
Insertion								
\$0.01-\$0.99								\$ 0.20
\$1.00-\$9.99								\$ 0.40
\$10.00-\$24.99		\$ 0.60						\$ 0.60
\$25.00-\$49.99								\$ 1.20
\$50.00-\$199.99				\$ 2.40				\$ 2.40
\$200.00-\$499.00								\$ 3.60
\$500->						\$ 4.80		\$ 4.80
Final value								
Item not sold								no fee
\$0.01-\$25.00		\$ 0.53						5.25%
\$25.01-\$1,000.00				\$ 3.75		\$ 31.69		5.25% x \$25.00 (\$1.31), + 3.25% x remaining balance
>=\$1,000.01								5.25% x \$25.00 (\$1.31) + 3.25% x (\$25.01 - \$1,000.00) (\$31.69), + 1.50% of remaining balance
Reserve (fully refunded if item sells)								
\$50.00-\$199.99				\$ 1.00				\$ 1.00
\$200.00-\$499.00								\$ 2.00
\$500->						\$ 10.00		1% of reserve price (up to \$50)
Buy It Now		price set >>>	none	\$8		\$750		
\$25.00-\$49.99								\$ 0.05
\$50.00-\$199.99				\$ 0.10				\$ 0.10
\$200.00-\$499.00								\$ 0.20
\$500->						\$ 0.25		\$ 0.25
Listing Upgrade Fees								
Value pack				\$ 0.65		\$ 0.65		\$ 0.65
Gallery				\$ 0.35				\$ 0.35
Gallery plus						\$ 0.75		\$ 0.75
Listing designer				\$ 0.10		\$ 0.10		\$ 0.10
Subtitle				\$ 0.50		\$ 0.50		\$ 0.50
Bold						\$ 4.00		\$ 4.00
Scheduled listings				\$ 0.10		\$ 0.10		\$ 0.10
10 day duration						\$ 0.40		\$ 0.40
Gift services								\$ 0.25
Pro Pack								\$ 29.95
Highlight						\$ 5.00		\$ 5.00

description	sold @ >>>	vase		nb card		tools w/ box		fee, \$
			\$10		\$100		\$1,000	
Listing Upgrade Fees continued								
Border							\$ 3.00	\$ 3.00
Featured Plus!							\$ 19.95	\$ 19.95
Gallery Featured								\$ 19.95
Pro Pack for Motors**								\$ 29.95
Home Page Featured								\$ 39.95
Quantity of 2 or more								\$ 79.95
List in Two categories***								x 2
Pictures								
First picture			yes		yes		yes	free
Each additional picture								\$ 0.15
Preview Picture			yes		yes		yes	free
Picture Show			yes		yes		yes	free
Supersize Picture							\$ 0.75	\$ 0.75
Picture Pack				(6)	\$ 1.00	(12)	\$ 1.50	\$1.00 for up to 6 or \$1.50 for 7-12
Seller Tool Fees								
TurboLister			yes		yes		yes	free
Selling Manager								\$ 4.99
Selling Manager Pro								\$ 15.99
Blackthorne Basic								\$ 9.99
Blackthorne Pro								\$ 24.99
Sub Total			\$ 1.13		\$ 8.95		\$ 73.44	
Packing @ \$6/hr	not included	30 min	\$ 3.00	10 min	\$ 1.00	120 min	\$ 12.00	
Delivery to shipping		none		none		8 miles	\$ 4.00	
Shipping & insurance if requested		4 lbs	\$ 10.00	1/4 lb	\$ 2.00	100	\$ 60.00	
Sub Total			\$ 11.13		\$ 10.95		\$ 133.44	
PayPal								
Personal								4.9%+ \$0.30 (limit 5/yr)
Premier/Business			\$ 0.51		\$ 0.51		\$ 2.84	1.9%+ \$0.30
x-borders								+1.0%
Total payout			\$ 11.64		\$ 11.46		\$ 136.28	
Total cost			\$ 14.64		\$ 12.46		\$ 152.28	
My Cost, %			46%		10%		9%	
My Gain, actual	(sold @)	\$ 10.00	\$ 5.36	\$ 100.00	\$ 89.54	\$ 1,000.00	\$ 907.72	

Conclusions

- Studied all the “features” w/ cost aspects of selling on Ebay.
- Many choices needing evaluation while considering the benefit vs. the cost.
- ***DEAL OR NO DEAL?***

The End.

Q & A

The End.

Next meeting - same time, same place. First Wed. of month @ 10 am.

April 4th in ac rm 3&4