

## TECHNOLOGY/ELECTRONICS

### BEFORE SELLING (PERSONAL PROPERTY) ON-LINE CHECKLIST

#### Sign Up

- Register as a member on the on-line selling website you wish to use.
- Register for an instant payment method if you wish to offer this payment option

#### Research to Educate Yourself

- Research the most recent selling price of your item (search *solds* on an on-line selling website)
- Research the current competition (search *current listings* on an on-line selling website)
- Research the most popular listing category for your item
- Research the fees for listing and selling
- Research the rules and regulations of the on-line selling website you plan to use

#### Select a Category

- Select a popular listing category for your item
- Decide if a second category is important for your item

#### Create a Title

- Determine the title of your item for sale (make sure to use key words so your item will show on a search)

#### Description and Pictures

- Type your description in a word processing program (cut and paste this language when listing)
- Take digital photos of your item
- Review digital photos and retake if necessary (good photos are a plus!)
- Decide which photos best describe your item
- Decide if you want a picture to appear with your listing on a general search (gallery photo)

#### Set a Price

- Decide on a starting price
- Decide if you want to have a reserve price

#### Length of Auction

- Decide on the duration of your auction (most sites will have a standard number of days)

#### Select Payment Options

- Decide if you will require shipping insurance or offer it as an option
- Decide if you will offer a flat shipping cost or by zip code (if this option is available)
- Decide which areas outside the US you will agree to ship
- Temporarily box or package your item (to obtain shipping costs)
- Obtain the shipping cost of your item (USPS.com or UPS.com or bring to a shipping carrier)

#### Payments and Returns

- Decide what forms of payment you will accept
- Decide on your return policy
- Decide how soon you expect payment
- Determine if you will accept a return and under what conditions and payments

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