

TOP TIPS FOR BUYING AND SELLING

Get the eBay advantage for buying and selling when you use these top tips.

Buying Tips

Use smart features and tools, and get what you want at a great price in less time. eBay makes buying easy!

Find It:

- **Search**—Search by title, browse through categories, or use pull-down menus to find exactly what you're looking for.
- **Favorites**—Find what you want faster! Save frequently run searches and let eBay automatically email you the results.
- **Want It Now**—Can't find what you're looking for? Create a post and tell millions of sellers what you want.

Choose It:

- **Comparison Shopping**—Get a side-by-side comparison of the items you are interested in, and compare prices, pictures, and more!
- **Search Completed Listings**—Find out how much similar items sell for and enhance your chances of being the successful bidder.
- **Read All About It**—Read the item description carefully. Be sure you know the condition of the item and the seller's terms and conditions *before you bid or buy*.

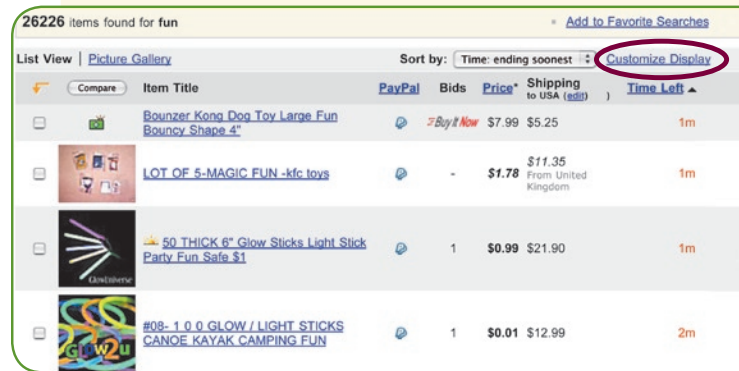
Track It:

- **Watch Items**—Watch items of interest and receive listing reminders from eBay so you don't miss them. Be sure to check watched listings near their ending times.
- **eBay Toolbar**—Access eBay from your desktop! Get watch notices or bidding reminders on items you like. Plus, protect yourself from spoof emails and Web sites.
- **My eBay**—Track all of your eBay activities from one central location. Access feedback, payment status, and more.

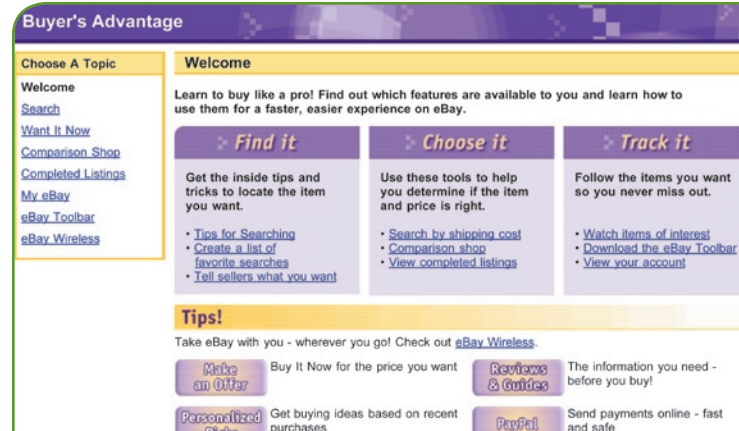
If you decide to buy an item being sold in an auction-style format, eBay has special automatic features to help you place a bid.

Did you know?

You can customize your search results so you can view shipping costs, distance, PayPal, and more. Look for the "Customize Display" link.



Learn to buy like a pro. Use these great features for your Buyer's Advantage!



LET EBAY DO THE WORK FOR YOU!
Save your favorite searches or sellers, and eBay will email you when new listings are added.



Selling Tips

Get the Seller's Advantage with effective listing strategies, upgrades, and features.

Differentiate and Stand Apart!

- **Pricing**
Use Completed Item Search to find out how much similar items sell for, and then price yours competitively to attract buyers.
- **PayPal**
Offer PayPal to buyers. You'll be able to accept credit cards and receive payment instantly. It's fast, easy, and secure. See paypal.com
- **Terms & Conditions**
Build customer trust by clearly stating your shipping costs and return policy. You can offer customers exact shipping rates using the free eBay Shipping Calculator.

Promote Your Items!

- **Get It Fast**
Especially useful around the holidays, Get It Fast lets you offer buyers expedited shipping. See ebay.com/getitfast
- **Gallery Featured**
Get your listing to the top and submit a larger image when potential buyers shop using the Picture Gallery view. See ebay.com/help/sell/gallery_featured.html
- **List in Two Categories**
Double your item's exposure to potential buyers by listing in two categories.

Enhance Your Listings!

- **Picture Show**
Showcase items using a multipicture slide show right at the top of the View Item page!
- **Listing Designer**
Add a professional look to your listings with fun, eye-catching design templates in a variety of themes and multipurpose styles.
- **Best Offer**
Best Offer is a great new way for buyers and sellers to connect on a fixed price listing and close the sale fast. See ebay.com/bestoffer

Differentiate and stand apart: listing upgrades boost sales

- **Gallery** listings have been shown to increase final price by 12% and improve the chances of selling by 10%*
- **Subtitle** listings have been shown to increase final price by 24% and boost bids by 22%*
- **Featured Plus!** listings have been shown to increase final price by 76% and improve the chances of selling by 23%*

*These figures represent an average based on data from 2004 transactions. No representation is made that a seller's final price or conversion rate of a specific item will increase by the average percentages noted above.

Plain Listing				
<input type="checkbox"/>		Sassy Cairn Terrier Dog Pin Wheaten Coat ~ Crystals		\$49.99 -
Listing With Gallery and Subtitle				
<input type="checkbox"/>		Bull Terrier Dog Pic. Bonded In Mahogany. Superb Finish Other dogs in my ebay shop		\$10.36 1
Listing With Featured Plus!				
Featured Items				
<input type="checkbox"/>		Artist Little Cairn Terrier Puppy Dog by Debbie Pirnie Adorable little Petey ready for adoption. No Reserve!		\$91.00 32

Listing Upgrades

Give sales a boost by upgrading your listings!

- Differentiate – Stand apart on search & results pages
- Promote – Increase listings exposure
- Enhance – Showcase items and turn browsers into buyers
- Sell – Offer items for sale when and how you want

Use these enhancements to give your listings the extra edge.

1 Differentiate!			2 Promote!	
Listing Upgrade	Description	Fees	Listing Upgrade	Description
Value Pack	The Value Pack option gives you the essential listing upgrades for less. Value Pack combines Gallery, Subtitle, and Listing Designer to dress up your listing from prospective buyers.	\$0.65	Homepage Featured	For maximum exposure, Home Page featured will list your item in eBay's special "Featured Items" page. Your listing will also rotate on eBay's Home Page in the special "Featured Section".
Gallery	Attract attention with a photo next to your listings in search results. In addition, your item is on display with a photo in the "Gallery View".	\$0.35	Pro Pack	The Pro Pack option saves you money while helping your listing really stand out. Pro Pack combines Bold, Border, Highlight, Gallery Featured* and Featured Plus! and you pay less compared to purchasing each upgrade
Subtitle	Give buyers more information about your listing as they browse	\$0.50		

