



The **eBay** Way
The Basics of Buying

History

Founded in 1995, eBay is The World's Online Marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, the eBay community includes tens of millions of registered members from around the world. People spend more time on eBay than any other online site, making it the most popular shopping destination on the Internet.

The eBay Mission

eBay's mission is to provide a global trading platform where practically anyone can trade practically anything. The process works according to the premise that people are good, and want fair, honest dealings online. It works!

The eBay Marketplace

On any given day, there are more than 19 million items listed on eBay across 35,000 categories, including fashion, antiques, sports memorabilia, computers, toys, coins, books, magazines, music, pottery, glass, photography, electronics, jewelry, gemstones, and much more. Through a wide variety of features and services, eBay enables its members to buy and sell on the site quickly and conveniently. Buyers have the option to purchase items in auction-style format or items can be purchased at fixed price through a feature called Buy-It-Now.

Safety & Security

eBay has taken careful steps to ensure that transactions on their site are secure. Here are some of the ways they look out for the interests of their members, buyers and sellers alike:

The Feedback Forum is a place where users leave comments about each other's buying and selling experiences at eBay. If you're a bidder, you can check your seller's Feedback Profile before you place a bid to learn about the seller's reputation with previous buyers. If you're a seller, you can do the same with your bidders.

Security Center. This area offer tips and suggestions, as well as safety guidelines for trading online – from spotting fake emails to protecting your eBay account.

The eBay Buyer Protection Program. Buyers will receive coverage for the full purchase price of the item, plus original shipping. eBay Buyer Protection also introduces a new, streamlined process for customer service, so you can get help quickly either on the phone or online.

Security & Resolution Center is eBay's comprehensive safety resource. It doesn't happen often, but, when there is misuse on eBay, eBay tries to resolve issues in areas such as fraud, trading offenses and illegally listed items. For additional security when purchasing expensive items, please check to see if the site offers additional protection such as **Buyer Services & Protection** located in the eBay Motors site.

eBay's dispute resolution service and works with buyers and sellers to help resolve quickly and fairly disputes that may arise.

eBay Webpage

eBay's webpage is user friendly. One can browse by using the tabs for: categories, fashion, motors, daily deals, and classified. Also on the site are Daily Deals, Pick of the Day, and other announcements. At the top of the site is:

My eBay



My eBay is like your eBay homepage, and the content is unique to every user. After you have registered, or for returning users, signed in, you can go to My eBay and monitor items that you are keeping an eye on (watching), bidding on, or items you have won. You can also see your account information and feedback from previous transactions, as well as track recently viewed items.

eBay Community *eBay Community*

eBay Community is a way to stay updated on eBay news and announcements. Join in live online discussions or post notices for other members on community notice boards. eBay groups connect you to members who share your common interests. Create your own eBay community here!

Contact Us

Have a question? Click on *Contact us* to receive help. You will be connected with an agent who can answer your questions. eBay offers chat or phone support for most issues. You may wish to search or browse your issue first before connecting with the right agent to answer your questions more quickly.

Interesting Links – Companies

eBay Classified – Free online ads in a format similar to craigslist. Place up to 25 ads per day in one locale for free. These ads remain on the site for 60 days and can be relisted. Unsold items from eBay are commonly listed here. Please see the Help site for additional information.

Half.com – Good site to purchase books, textbooks, music, movies and games at unbelievable prices.

Micro Place – Invest in home or abroad micro businesses. Invest to alleviate poverty and earn a return.

Motors – Cars, trucks, boats, other vehicles and accessories.

PayPal – Shop and pay quickly online or send money to anyone with an email address. Shop security and privately. This service is free for eBay buyers. Read additional features on their site.

Rent.com – Find apartments and homes in seconds. Great for vacation rentals.

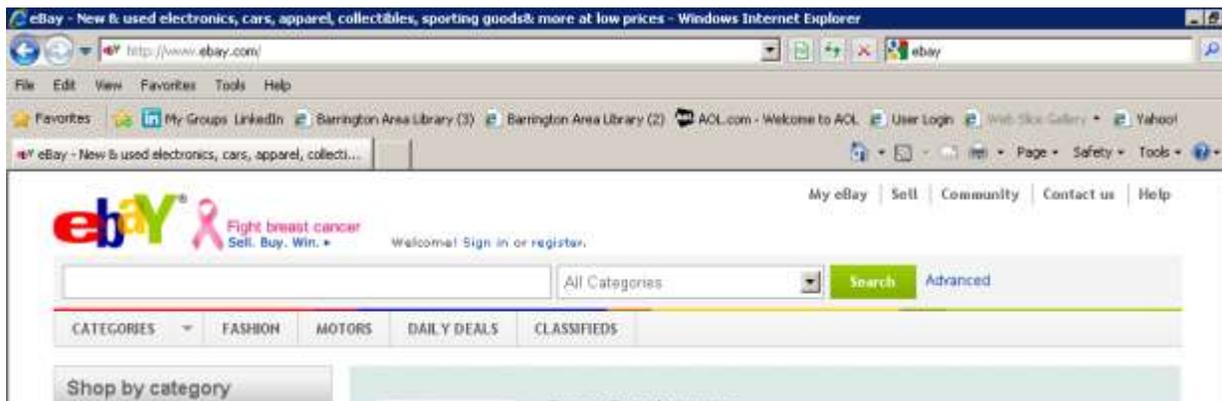
Shopping.com. – Shop and compare prices at different venues.

Skype – Interactive site to see and talk to person via computer. Must have video camera.

StubHub – Place to purchase tickets at numerous events from Broadway hits music to sports.

Help for New Users eBay Website

Try using some of the online tutorials that are available on the website. The [help](#) menu offers useful assistance on all eBay topics.



eBay university offers classes across the country or in your own home. Whether in person, or over the Internet, eBay experts teach you the ins and outs of buying and selling. There is a cost attached to this service.



eBay Trading Assistants

eBay users who can sell/buy your items on eBay for a fee. Trading Assistants are experienced eBay sellers who have indicated their willingness to sell or buy items for others. People who want to hire a Trading Assistant can search the Trading Assistant Directory to find someone to sell for them. All terms of how the services work are negotiated between Trading Assistants and their clients. You can even become a Trading Assistant yourself if you meet some basic criteria. The service will be free for qualified sellers.

First Steps...

Registration

Registration is required in order to buy or sell on eBay. You MUST have an email account to register and use eBay. Email is the only source of communication between eBay, buyers and sellers.



Supply User Information

eBay asks you for basic contact information. This is to verify your identity so others can be confident in dealing with you just as you can be confident in the other person's identity. Your personal information always remains private and secure on eBay's secure servers. eBay will sometimes ask you to put in credit/debit card information for their files. When asked to indicate a user email address, setup and insert your email address from an internet service provider such as Gmail, Yahoo, or AOL to protect your privacy.

2. Agree to Terms

You will need to accept the terms outlined in the User Agreement and Privacy Policy in order to

buy and sell on eBay. The User Agreement spells out the relationship between you and eBay and the Privacy Policy is our assurance to you that your information will remain private. In addition to this, you must be 18 years of age to register on eBay.

3. Email Confirmation Message

After supplying your basic contact information, eBay will send you an email confirmation message to make sure that you correctly entered your email address in Step 1. Simply follow the instructions within the email message to confirm your eBay registration.

**Your registration is confirmed and is effective immediately.
You can start using eBay right away!**

Buying on eBay

Browsing

1) Click the Browse button near the top of the home page to search the entire listing of eBay items by category, by featured items, or by titles and descriptions. The number of items in each category appears in parentheses.

2) Click a category that interests you.

The category page opens showing the items that are available. You will have the opportunity to narrow your search further by selecting other criteria (e.g. shoe size or clothing sizes).

Specific search

If you know exactly what you are looking for, type the item in the Search box and click the Search button. The results usually tell you how many items match your interest along with the price, the number of bids to date and when the bidding ends. Auctions usually run for 3, 5, 7 or 10 days. Most items for sale include a picture.

Practice both browsing and searching for random items (you don't need to be registered to just look around.)

For example: autographed pictures of Frank Sinatra, Vintage Suit from the 1950's, Musical Instruments for less than \$50, Auctions for train sets ending soonest.

Use "Advanced Search" to narrow your search categories further.

Search for newly listed Barbie items priced between \$1 and \$25, and request that only the items with pictures be displayed.



Next to the name of every seller "Seller Information" you will find a link to all of the comments/feedback from other eBay members who have purchased from that seller. You can also send the seller an email message with questions you might have. It's wise to do this before buying.

Standard Member Profile

Username and feedback

Member Profile: scottiewench (46 ★)

Feedback Score: 46	Recent Ratings:	Member since: Jul-15-04																
Positive Feedback: 100%	<table border="1" style="font-size: small;"> <thead> <tr> <th></th> <th>Past Month</th> <th>Past 6 Months</th> <th>Past 12 Months</th> </tr> </thead> <tbody> <tr> <td>positive</td> <td>17</td> <td>40</td> <td>47</td> </tr> <tr> <td>neutral</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>negative</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>		Past Month	Past 6 Months	Past 12 Months	positive	17	40	47	neutral	0	0	0	negative	0	0	0	Location: United States
	Past Month	Past 6 Months	Past 12 Months															
positive	17	40	47															
neutral	0	0	0															
negative	0	0	0															
Members who left a positive: 46																		
Members who left a negative: 0																		
All positive feedback received: 47																		

[Learn about](#) what these numbers mean. Bid Retractions (Past 6 months): 0

[ID History](#)
[Items for Sale](#)
[Add to Favorite Sellers](#)

Feedback comments

Feedback Received [From Buyers](#) [From Sellers](#) [Left for Others](#)

47 feedback received by scottiewench (0 mutually withdrawn) Page 1 of 2

Comment	From	Date / Time	Item #
Quick payment. Thanks!!!	Seller mcfooster (297 ★)	Jul-09-05 08:37	8313566273
Great communication. A pleasure to do business with.	Seller ggmercydvd (3758 ★)	Jul-05-05 10:00	6403816968
Instant payment! Great transaction!	Seller blackindianwears (42)	Jun-29-05 16:31	8312776519

More Research

After you have researched the seller – you can begin to ask yourself these questions – does the item description offer you enough details to allow you to bid with confidence? Many items are often under- represented so if you have any additional questions regarding ANY aspect of the transaction, from item description to payment methods to shipping costs, ASK THE SELLER YOUR QUESTIONS BEFORE YOU BID!! Returns on eBay are RARE. Be sure of what you are getting into before bidding. For example: -

If you have allergies, does the item come from a pet free/smoke free home? Is the item real leather or synthetic? If the item is listed as new, does it still have its tags? Does the seller offer returns? Sometimes these questions are already answered, but not always!

Current bid: **US \$2.25**
 Place Bid >

Time left: **36 secs**
 7-day listing, Ends Jul-11-05 13:35:32 PDT

Start time: Jul-04-05 13:35:32 PDT

Quantity: 1 lot available (8 items each)

Cost per item: US \$0.28 each
 (Not sold individually)

History: [6 bids](#) (US \$0.99 starting bid)

High bidder: [perawmond](#) (40 ★)

Seller information
[sweetprincess_0](#) (330 ★)
 Feedback Score: 330
Positive Feedback: 99.1%
 Member since Nov-06-04 in United States
[Read feedback comments](#)
[Add to Favorite Sellers](#)
[Ask seller a question](#)
[View seller's other items](#)
[Safe Buying Tips](#)

[Larger Picture](#)

Click here to ask the seller a question – eBay sends it to the seller on your behalf

Not all sellers accept every form of payment. PayPal is the preferred means of payment for most sellers. Read the sellers conditions thoroughly before you bid. For example:-

- Some sellers won't sell to anyone with less than 5 feedback comments.
- Some sellers will cancel a winning bid if the buyer has ANY negative feedback.
- Some sellers cancel bids if the buyer doesn't contact them within 48 hours.
- Check shipping costs CAREFULLY! Watch out for high shipping charges. Some sellers use high shipping as a means of getting more money.



Always read the sellers conditions before you decide to bid. A bid is a binding contract and failure to see the process through will result in negative feedback left by a seller which will affect all of your future transactions! Positive feedback is like a stamp of approval. It tells other community members what it's like to do business with you, which builds trust across all aspects of your trading on eBay.

“Watching” an Item before you buy

eBay is huge! If you are browsing around, and find something that interests you, but you don't want to commit to it yet through bidding, you can put the item on “watch”. This places a tag on the item and lists it for you in “My eBay” for you to go back to later and bid on if you decide to do so.

Just select “*watch this item in my eBay*” on any item listing.



[Back to list of items](#)

Listed in category: [Cameras & Photo](#) > [Film Cameras](#) > [35mm SLR](#) > [Canon](#) > [Other](#)

Click here and the item will be placed on a watch list on your "My eBay" page.

CAMERA WITH 35-80MM LENS

Item number: 7530363548

[Watch this item](#) in My eBay | [Email to a friend](#)



Buy It Now price: US \$154.95

Buy It Now >

Time left: **9 days 20 hours**
10-day listing,
Ends Jul-21-

Seller information

[nyagent](#) (16876)

Feedback Score: 16876

Positive Feedback: 98.5%

Member since Feb-16-00 in United States

[Read feedback comments](#)

Tell someone else about an item!

You can email an item description page to a friend – let them know if you see something they might like – or let someone know what’s on your Christmas list. Spread the good news – simply click in “*email to a friend*” and fill in the information and the page will be sent to the email account that you specify.

Bidding on eBay

Place Bid >



Once you have decided to bid, establish the maximum you’re willing to pay and type this amount. eBay will now bid in increments up to your maximum amount, but not beyond. In this way, you won’t have to keep an eye on your auction as it unfolds. Each time you are outbid, you are notified via email. If your maximum offer is outbid, you don’t get the item. In some cases the final price may be less than the maximum you had been willing to spend. If you are the only bidder on an item, and are not bidding against anyone else when the auction closes, then you’ll probably get it for the starting price alone!

eBay will use only as much of your maximum bid as is necessary to maintain your position as high bidder. Every time you get outbid by someone else, you will receive an email to let you know you still have a chance to re-bid. You *do* get an opportunity to re-bid at this point. The results of the auction are all monitored on your “My eBay” page.

When the auction ends, eBay sends you an email - either to let you know that you have won the item and includes contact information for the seller, or to say that you have been outbid.

When the auction ends, the high bidder and the seller each receive emails. They should contact each other within three business days and the seller fulfills the order once payment terms are met. An eBay auction is a legal commitment to sell your item to the highest bidder. Payment options include: cash, check, money order, cashier’s check, credit card, or PayPal, (eBay’s special payment service.)

Act fast! Buyers MUST contact sellers swiftly after an auction ends. Send the buyer a courtesy email to introduce yourself as the winner and make initial contact. Enjoy your item!

Beware of the Snipers!



One technique many bidders employ is called *sniping*. Auction sniping is waiting to place a bid until seconds before the auction closes. In most cases, the last-minute bid precludes competing bids and assures the sniping bidder the winning bid at the lowest price. This technique is unpopular and controversial – but it is perfectly legal - permitted on most online auction sites including eBay. Don't be reticent when placing bids! Never assume that if there are no other bids that the item is "yours". Snipers wait till the very last minute, even second. Be alert and mindful of other potential bidders at all times!



What is PayPal? www.paypal.com An online payment company that allows for secure transactions when paying for goods or services. A basic PayPal account is free for BUYERS, with no hidden surcharges or monthly fees. Registered users can send and receive money via email with this service. The basic concept is this; PayPal offers a secure service through which funds can be transferred from one PayPal account to another. Owned by eBay. PayPal is accepted on almost all eBay listings. Over 90% of items listed for sale on eBay.com accept PayPal as a payment method.

Different Accounts:-

- Personal Allows sending of payments only.
- *Premier* 1.9 - 2.9% + 30 cents Send & Receive Payments
- *Business* 1.9 - 2.9% + 30 cents Send & Receive Payments

PayPal is easy to use, safe, and it's instant! Sellers will get your payment instantly and you'll receive your item much quicker!



Wherever you see the "Buy It Now" button this means you can bypass the bidding process entirely and just buy the item outright. Many buyers prefer to do this rather than enter into a tense bidding war for an item they really want. The trade off is that you get the item, but more often at a higher price than it is under auction for. Some items are even listed as Buy-It-Now items, without the bidding process.

What Next?

Enjoy your shopping experience and continue to browse on eBay for more exciting deals. Try selling some of your items on eBay!

Other Internet Auction/Buy Now Sites

www.ubid.com

www.AuctionFire.com

www.onsale.com

www.ePier.com

www.bidz.com

www.Overstock.com

www.ubidfast.com

www.WeBidz.com

<http://www.auction-warehouse.com/>

www.Amazon.com

www.Bid-a lot.com

www. OnlineAuction.com

www.Auction.com

www.Craigslist.com

