

eBay & Craigslist: Get Value from the Treasure in Your Closet

Osher Lifelong Learning Institute

Instructor: Bill Couchman

1) Tucson Area via Zoom

Tuesdays, March 5 & 12, 2024; 1:00-2:30 PM

2) Central Tucson, Saguaro Room (in person)

Tuesdays, April 2 & 9, 2024; 1:00-2:30 PM



- **William Couchman**
- **20-year tax pro and Master Tax Advisor for Block Advisors (formerly H&R Block Premium)**
- **Now preparing taxes as my own LLC**
- **14-year Enrolled Agent (“CPA for taxes”)**
- **7-year Instructor for H&R Block**
- **Adjunct Instructor for Northwestern University**
- **B.E. Yale University, 1963; MBA Carnegie-Mellon University, 1965**
- **33 years in management: Ford Motor Company**
- **81 years old and not retired yet!**
- **Bill.Couchman@AYA.Yale.edu**
- **Cell phone: 773-896-7837**
- ***Tech Host: Laura Couchman***

Table of Contents: Session 1

[illegible]

Page #	Table of Contents: Session 2
5-8	Bidding
9-10	“My eBay”
11-17	Shipping
18-21	Changing Your Listing, Communications from eBay, After Bidding Closes
22-23	Sales and Income Tax Implications
24-30	Packing
31-33	Seller’s Fees; Profit Calculation
34-38	Seller & Buyer Problems & Resolution; Money-Back Guarantee; Performance Levels
39-40	Bill’s Tips
41-43	Rules; Prohibited Items
44-47	Craigslist: Overview & Fees; Creation of Posting
48-50	Comparison: eBay vs. Craigslist
51-66	Addenda: More Shipping Data; Other Types of eBay Selling; Donating to Charity; Materials Recyclers
	April 2, 2024 version
	4

Bidding (P.1)

- Buyer places bid above the current bid.
- The bidder will be aware that his bid does not meet the Reserve Price.
- Buyer can set his maximum preferred bid. eBay will raise his bid raised automatically to the minimum increment above a competitor's bid until the max of either of the bidders' bid is reached.
- The minimum increment increases with the current bid price level. For example, the increment is \$0.25 for a current bid under \$5; \$.50 for under \$25; \$1.00 for under \$100, etc.

Bidding (P.2)

- Buyer and seller can view the bidding history by clicking on the number of bids (to the right of the current bid). (The bidding history disappears after the auction closes.)
- If the seller has set a fixed price, buyer can “Make an Offer” less than the Fixed Price. Seller has 48 hours to accept, decline, or counter-offer.
- If either seller or buyer abuses the conditions, eBay will give him a lower rating, or, in the limit, suspend him from eBay.

Bidding (P.3)

The End Game

- If there have been no bids before 12 hours before the auction closes, you may wish to increase your minimum bid for the current auction to make sure that you don't sell the item for a song.
- There can be frantic activity at the very end of of an auction (last 2 minutes, or even last 1 second). Such practice is called "sniping" and is considered part of the game.
- Example: On March 31, 2024, the current bid on an Eston Press "Brothers Karamazov" leather bound book at 1 second before the end of the auction was \$18, but there was a final bid in the last second of \$51.

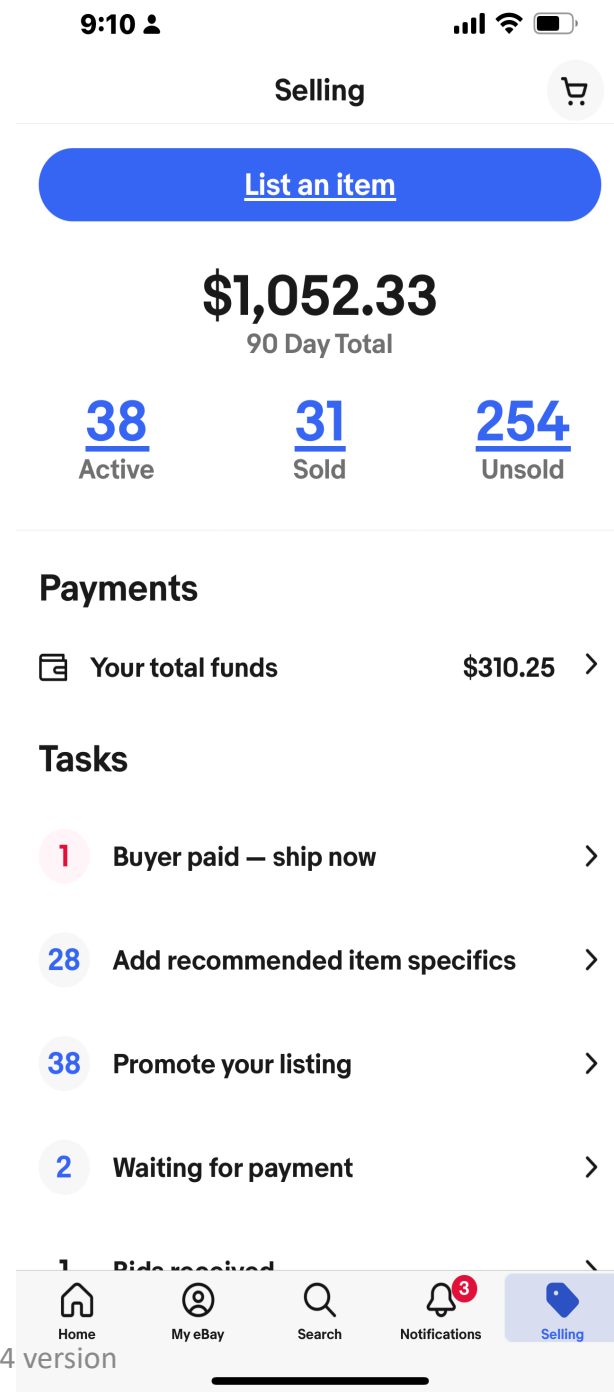
Bidding Stats on 10-day Auction of Yakima Bike Rack Pads 4/24/18; Final Price \$19.00

Views (in 10 days)	159
Watchers	7
Bidders	5
High bid after 8 days	\$2.00
Bids in last 2 days	18
Bids in last 5 minutes	10
Total Bids	20

“My eBay”

- This is an on-line summary of all your items: active ads, draft ads, scheduled ads, sold items, unsold items, status of payments, messages to/from you, problem resolution issues, status of your bids to buy, bought items, reminders to leave feedback, account info and preferences, etc.
- To find My eBay, look for the “My eBay” button in the top banner; scroll down and click on “Selling”. (You must click on “Selling” within several seconds or the view may default to the “Buying” screen.)
- Choose your communication preferences: which types of notation to be sent to you, e.g., each bid, reserve price met, auction ends, payment received, label printed, etc.)

Bill's Recent Status Page (on phone)



Shipping: General Comments

- Important to get tracking service (included with most shipping services).
- Insurance is included with most services (but not USPS Media Mail). If item is lost or damaged, buyer can file a claim for the selling price plus round-trip shipping cost.
- If shipping cost is small, consider using a flat rate shipping charge. This takes away the cost uncertainty to the buyer.
- Or you can charge nothing and simply add a large enough S&H (shipping and handling charge); this makes it possible to say “Shipping Included”, which is attractive to bidders.
- I usually add a S&H charge, such as \$3-5, in order to offset the Final Value Fee on shipping charges (i.e., so I don’t lose money on shipping).

Shipping Choices

- Shipping Cost Included
- Varies by Location (of buyer)
- Fixed Price.
- eBay's International Shipping Service
- Add a “shipping and handling charge”.
- Offer to deliver it within some reasonable distance (100 miles?) and charge for your round trip.
- Pick up at seller's location. (But don't meet in a dark parking lot!)

Shipping “Varies by Location”

- Measure and weigh the item. Be sure to include weight of box and packing materials and to use box’s actual dimensions. (Do not round down.)
- Three carriers are available: USPS, FedEx, and UPS. Which one is “best” varies based on speed desired by the buyer; size/weight; insurance desired.

Shipping: Choosing the Shipper

- Various shippers offer normal timing, 2nd day, or overnight services. Also, there may be flat fees for packaging provided by the shipper (Ex.: FedEx Envelope).
- Be careful to not select a priority service if not desired; or to not see “packaging provided by ...” if you don’t want this.
- The bidder will see the full retail shipping price and not know the eBay discounted price. He will be charged the full price (so the discount becomes extra “profit” for the seller).

Shipping: USPS Media Mail and Flat Rate boxes (P.1)

- USPS Media Mail is always the lowest cost compared to other classes of mail. Cost does not vary by distance. Does not include insurance; if you want it – and want to charge for it – add a S&H charge to offset it to maintain your profit.
- Media Mail is required to be primarily reading (or listening) material (not pictures) and cannot include advertising.
- It allows:
 - Books (but not coloring, comic, activity, or telephone).
 - CD's: Sound recordings (but not pictures or blank). DVD's: Sound, video, and computer readable (but not games or blank).
 - Maps: Atlases (but not individual maps).
- USPS offers **Flat Rate Boxes** Especially good for items with a high weight-to-size ratio.
- There are three sizes: Small, Medium, & Large, priced at \$7.90, 14.35, and 19.95, respectively.

Shipping: Other USPS Services

- If not “letter” or “flat”, First Class “Package” starts at \$3.80.
- USPS First Class:
 - Letter (and Card): Mail costs \$0.68/oz., and \$0.24/added oz. Item must be **rectangular, flat, of uniform thickness, thinner than 1/4”, and must be flexible**. Max weight is 15 oz.
 - Large Flat Envelope (“Flat”): large envelope, newspaper, or magazine. Must be rectangular; length is between 11-1/2” and 15”; width is greater than 6-1/8” and 12”; and thickness is between 1/4” and 3/4”; weight 13 oz. or less. The fee is \$1.39 for 1st oz. plus \$0.20/added oz.
- USPS considers Saturday to be a business day; therefore, Priority Express (“Overnight”) and Priority Mail are delivered on Saturday at no extra charge.
- Priority Express is delivered on Sunday at no extra charge.
- On 7/10/23 USPS substantially simplified its package services by creating a new single service, Ground Advantage, to replace Retail Ground, Parcel; Select Ground, and First Class Package Service. Ground Advantage is delivered in 2-5 business days; provides free pick-up at the sender’s address; and includes \$100 insurance for no charge. (Up to \$5000 insurance is available for extra charge.)

Shipping: FedEx, UPS, & eBay International Service

- FedEx:
 - The lowest price (not overnight or 2-day) is FedEx “Ground” or “Home Delivery”.
 - Rates are based on 8 zones; to/from Alaska and Hawaii; same day, overnight, and 2nd day; to/from Canada; and international.
 - There are fewer FedEx offices than USPS stations. But, you may drop off at Walgreens or Safeway stores. They will give you, email, or text a receipt to the seller.
- UPS: I seldom find UPS to be the lowest cost. Generally, choose it only if desired by the buyer.
- International: If you select “Use eBay International Shipping”, you will ship to one of several eBay shipping hubs in the US where eBay will take care of customs documentation complications. eBay calculates the total charge and informs the buyer.

Changing Your Listing

- Before the listing starts, or after it starts if there have been no bids, you can change anything in your ad.
- After there has been a bid, there is little that you can change. But you can add an additional description box, which appears below the original. (Note: Some bidders may not see this box if they don't scroll to the bottom of the listing.) You can include more pictures (if you were not already at the 24 max).
- Within 12 hours of auction closing time, you cannot make any changes.
- If a bidder sends you a question, you can choose to have his question and your answer posted for all viewers to read, until 12 hours before the auction closes. Within 12 hours, you should still reply, but it will not be posted for all viewers to see.

Communications from eBay

- On the eBay site, the seller can see the number of “views”, “watchers”, bids/amounts, and timing data.
- A mobile phone app is available. You can elect to have audible notifications, if desired. (Example: “ka-ching” sound of cash register when buyer pays.)
- eBay sends seller an email when:
 - Auction closes (amount of winning bid; or, if no-sale, asks whether you want to re-list).
 - Seller purchases a shipping label.
 - If buyer opens a dispute case.

After Bidding Closes (P.1)

- If there is no winner (i.e., no bids at or above the starting price selected by the seller, or the Reserve Price is not met), seller may “re-list” to start a new auction. (When you create your ad, you may elect to automatically re-list up to 10 times.)
- If there is a winner, the seller is notified of the sale by email and also when the item has been paid. (Do not ship before it is paid!)
- Shipping labels can be paid for and printed from the eBay site to your printer – on either plain paper or self-adhesive stock. The buyer’s address is automatically entered. The seller’s previously entered package weight and size are also entered. (This is your opportunity to revise the package specs and to choose the shipping service.)

After Bidding Closes (P.2)

- When the label is created, the buyer receives a tracking number and is advised the item is on the way.
- eBay emails notice of purchased postage to the Seller.
- Seller is asked to comment about the sale/seller (but will not be reflected in bidder's rating).
- Seller charges are deducted from seller's eBay account. The account can be set up to make automatic withdrawals from a bank account or from PayPal. Seller can request a check for the accumulated revenue (net of charges), or it can be deposited weekly or monthly into a bank account.

Sales Tax Implications of eBay Sales

- Five states don't have a sales tax: Alaska, Delaware, Montana, New Hampshire, and Oregon.
- A seller generally is liable for collecting and paying sales tax to the state where the buyer resides. However, starting 10/1/19, eBay began to add sales tax to the final purchase price, collect it from buyers, and remit it to the states. You can see a record of the sales tax portion of the orders on the Seller Hub Order details page and through eBay's Download order report.
- In Arizona, the “marketplace seller” (which is you) does **not** have to have a Transaction Privilege Tax (TPT; equivalent to a sales tax) license. eBay is your “marketplace facilitator” and serves this function.

Income Tax Implications of eBay Sales

- If you are a “occasional” eBay seller – i.e., not having a “marketplace” or an eBay “Store” selling thousands of items -- you actually will be losing money on most of your sales, as they are generally used items and the Fair Market Value (FMV) typically is less than your cost. Sales of personal items that result in a loss are not reported on your tax return (Federal and state).
- However, if you do make a profit on any item (such as a collectible), the gain must be reported on Schedule D.

Packing Supplies for Shipping

- Buying boxes and packing material would cut significantly into your profit (especially if bought at USPS). You should begin saving boxes and packing material from any purchases/shipments you receive (Ex.: Amazon). (Also, bring them home from work or from friends.)
- Supplies you want:
 - Boxes of various sizes. (The boxes sold at U-Haul, COSTCO, or Home Depot) are too large for most items.)
 - Free USPS boxes and envelopes (discussed earlier)
 - Packing tape. (Buy 8-roll pack at COSTCO).
 - Bubble wrap
 - Styrofoam peanuts. (Store them in a cheap plastic garbage can or a garbage can liner.)
 - Styrofoam “chunks” to fill large voids in box
 - Air pillows (used frequently by Amazon)
 - Roll of twist ties (to wrap cords)
 - Roll of shrink wrap

My Inventory of Boxes



My Extra Packing Material



April 2, 2024 version

Your Packing Center at Home

- Table (or any flat surface). Especially comfortable if at waist level.
- Tape gun
- Postage scale
- Tape measure
- Scissors
- Felt marker (to black out markings on used boxes)
- Box cutter. (Having a sharp blade is important. If you open most box cutters, you will find extra blades stored inside; or you can simply reverse the blade that is in use.)
- Packing supplies (see previous page)

Bill's Photo and Packing Center



Buy a Postage Scale for \$15-20



Tips for Packing Boxes

- Use a sturdy box. Don't choose one too big; otherwise, you pay for more weight and use up your packing materials.
- FedEx does not permit using shoe boxes.
- If the box was for alcoholic beverages, USPS will assume that that is what you are shipping unless you mark out the words and pictures.
- If box is too large, cut it down in size. Use any rounded tool (like the back end of a box cutter) to score the box for folding; then cut off the excess.
- For odd-shaped items, you can create an appropriate box using a rectangular box and cutting it with a box-cutter.
- If box is too small, tape a piece of cardboard where the flaps don't come together.
- Put padding (packing material) on all sides.
- Styrofoam peanuts is the easiest material to use but may be in scarce supply.
- Use lots of packing tape to hold the box together (in both directions); this is your cheapest packing supply.

Seller Fees for Listings

- “Insertion” fees: No charge for basic ad (250 ads/mo.). (Fees for running an eBay “Store” are not covered in this course.)
- Ad enhancements:
 - “Reserve” price: \$2.00 plus \$.01/each additional \$200.
 - “Preferred” listing (at top of list in category); additional category; artistic features (background designs and colors).
 - “Designer”: Adds an artistic theme: \$0.10.
 - Add subtitle: \$0.50.
 - “Value Pack” (Gallery Plus, Designer, and sub-title): \$.65.
 - Bold font in the title: \$2.00.
 - International site visibility: \$.10 to \$.50.
- Fees are repeated for each-relisting (unless you have chosen the Automatic Re-listing option).

Seller's Final Fees

- “Final Value Fee” (on purchase price plus shipping): 10%.
(Starting 1/1/24, there is an additional fee of \$0.40, or \$0.30 if price is 10 or less.)
- PayPal fee: $2.99\% \times (\text{Final Value on item} + \text{shipping}) + \0.49
(International 4.4% plus an added currency fee, which varies by country, but equals $\sim \$0.30$ for many countries.)

Profit on 10/21/20 Sale of Milwaukee Refractometer

	<u>Cost</u>	<u>Revenue</u>	<u>Profit</u>
Listing fee: basic ad	0.00		
Listing fee: Gallery Plus upgrade (larger pictures)	0.35		
Unit price		87.00	
Final value fee on price (@ 10%)	8.70		
<u>Item</u>	9.05	<u>87.00</u>	<u>77.95</u>
Shipping (USPS Priority)	13.09	15.80	
Shipping & handling fee		12.00	
Final value fee on shipping (@ 10%)	2.78		
<u>Shipping</u>	15.87	<u>27.80</u>	<u>11.93</u>
Total Final Value (item plus shipping)		<u>114.80</u>	
PayPal fee (@ 2.9% X Total Final Value + .30)	3.63		<u>-3.63</u>
<u>Profit -- Grand Total</u>			<u>86.25</u>

eBay: Seller Problems and Resolution

- eBay has a Problem Resolution System, which can be activated by either the buyer or seller.
- Buyers are required to pay within 48 hours. Seller may open a dispute if not paid in this time.
- Seller may select an “option” (preference) that automatically opens a dispute if payment is not timely received, such as 48 hours. Once a dispute is opened and being investigated by eBay, you cannot offer the item for sale to other bidders for 5 days.

If Winning Bidder (Buyer) Does Not Pay

- Reasons for not paying in this time may include, the Buyer: 1) Is on vacation or not reading his email but still intends to pay; 2) “Changes” mind, either as to the item itself, item price, or shipping price; or, 3) Has bought it elsewhere (including another eBay auction).
- You may offer the item directly to the next highest bidder, called Second Chance Offer, at that bidder’s highest bid. (You can select the amount of time for him to accept the offer.) This could be done if a case has been closed, or if you have more than one of the item to sell.

eBay: Buyer Problems and Resolution

- After receiving the item, buyer may may open a case because he believes the seller has misrepresented the item (intentionally or not); or the items was damaged in shipment.

eBay Money Back Guarantee

- Covered when Buyer:
 - Doesn't receive an item.
 - Item doesn't match the listing.
 - Item is broken or faulty.
- Sellers should work with buyer to quickly resolve any issues. If not resolved, Seller can ask eBay to assist.
- If the Seller doesn't respond or won't give a refund:
 - Seller has 3 business days to resolve the issue. If they can't come to an agreement, Buyer can ask eBay to step in. eBay will review the case and make a decision within 48 hours.
- If Seller refunds a buyer, Seller get a credit of the final value fee.
 - Insertion fees and other eBay fees aren't refunded.

eBay Seller Performance Levels

- Seller Performance Rating is based on:
 - Cases closed without resolution: If eBay has to help with the eBay Money Back Guarantee and Buyer is found responsible (Ex.: Inaccurate description of item; not providing a clear return and payment policy).
 - Late shipments: Item arrives after estimated delivery date.
- All sellers must have lower than 0.3% rate of cases closed without seller resolution and 7% rate of late shipments (or shipped after 2 days of payment, if so promised).
- Top Rated Sellers must have rates lower than 0.3% and 3%.

Summary of Bill's Miscellaneous Tips (P.1)

- Sales ending on Sunday do best.
- I suggest either 7-day or 10-day duration of listing to get the maximum coverage.
- Don't list on eBay items that are heavy or bulky because of high shipping cost; use Craigslist.
- Be totally honest about condition, age, whether tested or not, refurbished, etc. eBay keeps track of complaints and displays your "rating".
- Buy-it-Now mode, rather than full auction, may sell faster but you may leave money on the table.

Summary of Bill's Miscellaneous Tips (P.2)

- eBay has a Help process for answering questions.
 - First it gives you a listing of articles that it believes may answer your question.
 - Then it refers you to a Chat function, which I find to be worthless.
 - Finally, you can ask to have eBay call you, which frequently happens within a few minutes.
 - You may also try to call eBay at 866-540-3229 (available till 11:00PM PT). However, this usually does not work.
- Buyers may ask questions. Your reply (with photos) can be posted for all viewers to see if you choose.
- Offer more than one shipping service in the listing. You may find that the one that is cheapest can differ based on distance.
- There are eBay sites in at least 180 foreign countries, each of which uses its own native language and currency.
- Monitor your rating status. This has a bearing on your placement in searches and discount on fees (if you are a Top Rated Seller).

eBay Rules

- Not allowed to communicate with bidders except through eBay messaging. Cannot include contact info (phone #, email address) to enable outside communication. (eBay will monitor your messages by scanning the format of your words and numbers and not send them if they include contact info. One way to get around this is to attach a photo of your contact info.)
- Foul or abusive language will lower your rating (if there is a complaint).

eBay: Prohibited Items (P.1)

- Illegal items (marijuana, child pornography, ID's, licenses; counterfeit products, including currency & stamps; embargoed goods; lock picking devices; items that infringe on copyrights; devices that defeat automobile pollution controls; restricted-use pesticides; and paint and coating removal products containing methylene chloride)
- Items that require licenses to sell, such as tobacco, alcoholic beverages, firearms, ammunition, and certain knives
- Offensive items such as Nazi memorabilia, flags of the Confederate States of America, and sex toys.
- Ivory products
- Tarot readings and spells
- Virtual in-game items
- Government badges, uniforms, current vehicle license plates
- Grave-related items (Ex.: North American Indian arts & crafts)

eBay: Prohibited Items (P.2)

- Prescription drugs; illegal drugs & paraphernalia; medical equipment. (I sold a used CPAP machine to a specialized re-seller for \$150.)
- Charity and fundraising
- Souls, ghosts, and “items whose existence cannot be verified”
- Soiled or torn clothing
- Contracts
- Current currency (but OK if expired; coins and stamps are OK); gift cards; stock and other certificates
- Food, healthcare items, and cosmetics
- Human body parts
- Wildlife products; live animals (with some exceptions: hatching eggs -- within US; shellfish and lobsters; snails for food)
- Hazardous items (batteries, refrigerants)
- Event tickets; lottery tickets. (See eBay-owned site StubHub; 14% of eBay’s revenue).
- Real estate. (See eBay Real Estate)

Craigslist

- Craigslist is much more than a site for selling/buying products. You can search for:
 - Roommate
 - Airbnb property
 - Job (or to list jobs available)
 - “Free stuff”
 - Sex (After 23 years, Craigslist eliminated personal ads in 2018.)
 - Gigs (temporary jobs or events)
- There are more than 20 billion page views per month, It is the 11th largest website in the US (72nd worldwide). Craigslist has 80 million new classified ads each month.
- There are multiple sites in all major metro areas (several in Tucson, such as Oro Valley, Green Valley). Areas are ~60 miles in diameter. A posted ad is shown in only in that area. (eBay is available to bidders worldwide.)
- Vs. eBay, it is the practical choice for selling items that are too heavy or bulky to ship. (My personal examples: Doors, closet safe, small refrigerator, lumber, lawnmower).
- Fixed price only.
- Buyer comes to your house to pick up -- or you deliver. You can avoid this risk by selecting a safe public place. (There have been 85 murders linked to Craigslist transactions and numerous robberies.)
- There is no phone-in Help desk.
- There is no indication of whether shoppers are viewing your site. (eBay shows both the number of Views and Watchers.)
- Is known for fraudulent activity and privacy issues.

All Craigslist Postings are Free, Except for:

- Job categories in US and parts of CA: \$10-75 (fee varies by area)
- Apartment rentals in Boston, Chicago, and NYC areas: \$5
- Commercial real estate in the US: \$5
- All for sale by-dealer categories in the US: \$5
- Cars/trucks by dealer in the US & Vancouver, BC: \$5
- Furniture by-dealer in Vancouver BC—\$5
- Cars/trucks, RV's, and motorcycles by owner in the US: \$5
- Gigs in US and selected CA areas: \$3-10
- Services in US and CA: \$5
- Visa, MasterCard, and American Express are accepted.
- **Paid posting accounts** provide high-volume posters with additional payment options in some cases.

Creating a Posting (P.1)

- You do not need to open an account if you are simply selling an item.
- Go to craigslist.org
- Click “post an ad” in the upper left corner
- Select “for sale by owner”
- Choose a category
- Fill in various boxes:
 - The posting title is limited 70 characters.
 - For address, provide only a general area, such as “Foothills area; Sunrise near Westin Hotel, Tucson”
 - Decide whether to provide your contact info. Craigslist provides a proxy email address to the seller so browsers can’t spam your actual email address. Once a potential buyer is truly interested, it’s OK to switch to communication to your cell phone so a buyer can phone or text you. (If you are the one browsing, send questions to sellers through the Craigslist website.)

Creating a Posting (P.2)

- Add photos. You can either navigate through your photos list on your computer or drag and drop photos. Then click “Done with Photos”.
- Click “Publish”.
- Craigslist will send you an email, with a link to your Craigslist account. Click on the box “complete your posting”.
- The posting should appear to the public within about 30 minutes.

Comparison: eBay vs. Craigslist (P.1)

Factor	eBay	Craigslist	Comments
Geographic Area	Worldwide	Local area	Craigslist has locations in most cities of the world
Fees	Various; primarily 10% of final value including shipping	None (except on jobs offered, apartments, certain products, et.)	
Shipping	Seller ships by USPS, FedEx, or UPS	Local pick-up (or seller delivers)	eBay requires time. Craigslist has possible personal risk.
Format	Auction; fixed price; Buy-it-Now; Reserve Price	Fixed price	Auction format may allow higher price

Comparison: eBay vs. Craigslist (P.2)

Factor	eBay	Craigslist	Comments
Best items for seller	Large market, especially for niche products	Heavy or bulky; items requiring inspection by buyer	
Example of items	Collectibles	Furniture	
Duration of listing	1, 3, 5, 7, 10 days, or "Good 'Til Cancelled".	1 month (renewable)	
# transactions per month	1.3 billion listings & \$85 billion sales/yr.	47 million	80 million per month
Buyer activity	Displays to the seller the number of Views and Watchers	None	
"Help" Line	Available ~16 hr./day	None	eBay typically answers within 5 min.

Comparison: eBay vs. Craigslist (P.3)

Factor	eBay	Craigslist	Comments
Feedback on your “reputation”	Buyers can leave positive, neutral, or negative feedback. (Sellers can request that negative be removed, which eBay decides.) Sellers can leave only positive feedback.	Nothing comparable	
Expiration of ad	Seller chooses duration of 1, 3, 5, 7, or 10 days	30 days is fixed	
Sequence of listing	Based on alphabetizing of title	Seller can re-new ad every 48 hr. to put ad at top of listings	Re-newing every 48 hours is a good strategy
Scheduling	Seller chooses day & time of start & auto re-listing 10 times	Starts 30 minutes after posting	

End of Regular Presentation

Addenda: For Info Only
(Not Covered in Class)

Shipping: USPS Media Mail and Flat Rate Boxes

- Especially good for items with a high weight-to-size ratio.
- Three prices:
 - Small \$7.90 (7.50 w/discount): 8-5/8 X 5-3/8 X 1-5/8”.
 - Medium \$14.35 (\$12.80 w/discount): 2 sizes/shapes:
 - 13-5/8 X 11-7/8 X 3-3/8”.
 - 11 X 8-1/2 X 5-1/2”.
 - Large \$19.95 (17.60 w/discount): 2 sizes/shapes:
 - 23-11/16 X 11-3/4 X 3”.
 - 12 X 12 X 5-1/2”.
- If sent to an international destination, the price varies by group of countries (9 levels). Canada and Mexico are lowest; Europe is next lowest.
- There is also a Priority Mail Flat Rate Padded envelope: \$8.00 (\$7.55 w/discount).

Shipping: USPS Media Mail:

Does it Qualify?

- Not allowed:
 - Directories (high school yearbooks or church directories).
 - Magazines (because they include advertising).
 - Video game cartridges.
- No: Qualifying Media Mail, but **with other contents in box** (such as shoes). But adding a personal note or greeting card does not disqualify package as Media Mail.
- No: Brochures: These generally include advertising.)
- No: Calendars
- No: College course catalogs
- No: Electronic devices to record books; Kindle software
- No: Journals (blank or with writing)
- No: Photo albums

Other Types of eBay Selling

(Not covered in this course)

- Selling more than one of an item
- Retail sales (many different items on a continuing basis, i.e., a “virtual store”)
- Sale of digital works
- “Classified” ads
- Valet eBay: Ship the item to eBay and they will sell it for you (while taking a hefty commission).

eBay Store

(Not covered in this course)

- For a monthly or annual subscription (from \$60 to \$3000 per year), you can run your own eBay Store. The fees and benefits vary depending on the type of Store subscription you choose: Starter, Basic, Premium, Anchor, and Enterprise.
- The average annual of an eBay seller are \$45,000.
- The number of listings with zero insertion fees ranges from 200 to 100,000 (varies for auction and fixed-price listings).
- The Final Value Fees vary by category of item and range from 10% to 1.5%.
- You also get additional tools to manage and promote your business, such as Vacation Hold; Promotions Manager; Markdown Manager; Promoted Listings, etc.

Other Methods of Emptying Your Closet

- With financial benefit to you:
 - Donating to Charity: Tax deduction
 - Sell to materials recyclers.
- With no financial benefit to you:
 - Put it in the trash can.
 - Put it in the recyclables can.
 - Discard/recycle at certain stores.

Donating to Charity

- Examples:
 - Household items and clothing: To refugee organizations, such as International Rescue Committee (IRC), Catholic Social Services, Lutheran Social Services
 - Building materials and furniture: To Habitat for Humanity
 - Books, various media, such as CD's, DVD's, phono records: To „Friends of Tucson Public Library“. (Scratched records have zero value.)
 - Almost anything: To Salvation Army, Goodwill Industries
- Many will pick up at your house; lead-time required.

Tax Benefits of Donating to Charity (P.1)

- If you itemize, i.e., if total Schedule A is greater than your standard deduction. (In 2023, the Standard Deduction is \$27,700 Married Filing Joint; \$20,800 Head of Household); \$13,850 Single or Married Filing Separate):
 - Federal: Report on Schedule A (the separate line below the line for donations of cash). Requires Form 8283 if total for all non-cash donations exceeds \$500
 - Most states (incl. AZ)
- If you do **not** itemize, on your AZ return you can add to your standard deduction 31% of the donation amount.
- Your tax savings equals the Fair Market Value (FMV) amount of donation multiplied by your Federal and state marginal tax rate. FMV is what someone else would pay for it in an arms-length transaction; often at only 5-10% of original price. (Ex. Used shoes and dresses \$5-30; used jeans \$3-10; toaster \$3).
- Must be in at least “good” condition

Tax Benefits of Donating to Charity (P.2)

- Must have documentation, i.e., the receipt from the organization. The value does not have to be stated on the receipt.
- Requires certified appraisal if claimed value of a category of goods (clothing; household goods; bedding; furniture; books) is over \$5000.
- Different procedure for vehicles. Charity must send you Form 1098-C stating what they sold it for at auction. 1098-C must be mailed to IRS with your return (or, if return is e-filed, mail the 1098-C to the IRS , with transmittal Form 8453).
(Procedure is different if charity uses rather than sells it.)
- Limited to percentage of Adjusted Gross Income (AGI): 100% in 2020; 60% in 2018-19; 50% before 2018.) Excess carries forward for up to 5 years.

Sell to Materials Recyclers: General

- Prices vary daily and between yards. You will be unpleasantly surprised at how the classification of your material may be lower than you hoped. What you believe is all aluminum may have a small piece (even 1% of total weight) that is another material. This will be classified “dirty aluminum” and have a much lower price.
 - What you believe is stainless steel may be classified as regular steel if it is attracted to a magnet.

Sell to Materials Recyclers:

Price/Lb. (P.1)

- Sheet iron: \$100 (per ton); automobiles: \$140 per ton (\$.07 shredded)
- Steel rebar: \$0.20
- Stainless steel: \$1.95 to \$0.28 depending on alloy
- Aluminum: Cast \$0.66; extrusions \$.60; beverage cans \$0.50 if clean (~17 cans/lb.), but \$0.25 if dirty; siding \$0.64
- Copper: Tubing \$3.00; bare wire \$3.22
- Insulated wire: Cu \$2.57; Al \$0.40; Romex \$1.50
- Lead-acid (batteries): \$0.20
- Appliances: \$0.07

Sell to Materials Recyclers:

Price/Lb. (P.2)

- Electronics: LCD 17" or larger \$5.00; cell phones without battery \$2.25; hard drives w/o boards \$0.55; complete laptops \$1.10; AC adapter w/wire \$.30
- Circuit boards from electronic equipment: cell phone \$9.25; motherboard \$2.50; gold finger RAM: \$24.00

Ways to Empty Your Closet:

No Financial Benefit to You (P.1)

- This course covers only items of potential value, i.e., not items that are damaged or have no market.
- Put it in the trash can -- most things except:
 - Paint, antifreeze, motor oil, pesticides, household chemicals, mercury, aerosols, fire extinguishers, batteries, tires, etc.
- Put it in the recyclables can (“Refuse, Reduce, Re-use, Repurpose, and **Recycle**”):
 - Restrictions (besides those for trash can): Tube-type TV’s, circuit boards, wood, dead animals, film-type plastic (wrappings; see below), landscape cutting, etc.
 - Waste Management provides for mail-in boxes: \$20 for printer cartridges; \$20 for alkaline and nickel dry-cell batteries; \$20 compact fluorescent bulbs; \$45 for syringes and lancets; \$99 for electronics.
- Wrap plastic film (grocery bags, Ziplocs, cleaner bags, etc.) into a ball (basketball-size) and take to Safeway or Walgreens.

Ways to Empty Your Closet:

No Financial Benefit to You (P.2)

- Discard/recycle at certain stores:
 - At Best Buy or others: Computers, printers, flat-screen TV's.
 - At Walgreens: Medicines, etc. (See later.)
 - Batteries: Rechargeable; single-use. (See later.)

Ways to Empty Your Closet: No Financial Benefit to You (P.3)

- Discard at certain Walgreens, such as the one at Grant and Swan:
 - Rx & patches
 - Aerosol cans
 - OTC ointments, creams, medicines (Rx and over-the-counter), & vitamins
 - Inhalers
 - Pet medications
- Not allowed at Walgreens: Hydrogen peroxide, illicit drugs, needles, mercury thermometers

Rechargeable and Single-use Batteries

- **Rechargeable** batteries, generally, are recyclable:
 - NiCd, Li-Ion: Take to Best Buy, Home Depot, Batteries Plus Bulbs. (ACE Hardware no longer accepts them.)
 - Lead-acid: Sell at materials recyclers.
- **Single-use** batteries, generally, are **not** recyclable:
 - Alkaline (AA, AAA, C, D, & 9-volt): the most common type, i.e., for flashlights, remote controls, etc.). These may now be thrown in the trash because, for the last 20 years, they have no longer contained cadmium or mercury. I have not found **any** place where they are accepted for recycling.
 - Zn-Air (such as for hearing aids): Batteries Plus Bulbs