BILL'S HOME TECH
Home & Small Business Tech Solutions

BILL'S COMPLETE MANUALS

Selling Your Stuff Online

eBay, Facebook Marketplace and OfferUp — photos, prices, shipping and getting paid safely

A plain-English guide to selling online safely

Take your time — go slowly and you can't go far wrong

Written for you by Bill — Bill's Home Tech

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For eBay, Facebook Marketplace and OfferUp · facts current November 2026

What's Inside

This is your guide to selling the things you no longer need on eBay, Facebook Marketplace and OfferUp. Part 1 gives you the ground rules and the safe ways to get paid. Then come photos, pricing, eBay step by step, local sales and meetups, and the scams that target sellers. Read it in any order and at your own pace. If a screen looks a little different on your device, the idea is still the same.

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PART 1

Getting Started

Where to sell, the ground rules that keep you safe, and which ways of getting paid are safe and which ones are trouble.

CHAPTER 1

A Note from Bill

Hello, and welcome. I'm Bill, and for more than 30 years I've helped people make technology work for them. Here in Portage County, a lot of those conversations start in a garage, a basement or a spare bedroom full of things that are too good to throw away. Maybe it's a set of golf clubs, a dining set after a move, a camera you haven't touched in years, or a whole house of a parent's belongings. Selling those things online can put real money back in your pocket.

It can also feel risky, and that worry is reasonable. Selling online means talking with strangers, taking payment from people you've never met and, sometimes, meeting them in person. The good news: a handful of simple rules protects you from nearly every common trick. This guide walks you through those rules first, then shows you how to sell on the three big places most people use: **eBay**, **Facebook Marketplace** and **OfferUp**.

WHAT THIS DOES FOR YOU

What this guide does for you

It helps you decide where to sell each item, take photos that sell, set a fair price, write an honest listing, ship a package or meet a buyer safely, and get paid in a way that can't bounce. It also shows you the scams that target sellers, so you'll spot them in the first message instead of after the money is gone. Start with Chapter 3, *The Seller's Ground Rules* and Chapter 5, *Getting Paid: What's Safe and What Isn't*.

Who this guide is for

- Anyone who has never sold anything online and wants to start with one item.
- People downsizing, moving, or clearing out a home after a loss.
- Grown children helping a parent sell things, and parents helping grown children.
- Anyone who tried once, got a strange message from a "buyer," and gave up.

The big promise: go slowly and you can't go far wrong

Listing an item is safe. You can edit it, lower the price or take it down any time. The only moments that really matter are **how you get paid** and **when you hand the item over**. This guide slows you down at exactly those two moments. Everything else you can try, change and try again.

You're never stuck alone

Read this at your own pace and in any order. If a buyer's message feels off, or you'd like someone beside you for your first listing, call or text me at **(330) 200-8042**.

— Bill

CHAPTER 2

Where to Sell: eBay, Marketplace or OfferUp?

Each selling site is good at something different. The biggest question is simple: **will you ship it, or will the buyer come pick it up?** Small, valuable things that people search for by name (a camera model, a collectible, a pair of name-brand boots) often do best on eBay, where buyers across the country can find them. Big, heavy or everyday things (furniture, a lawn mower, a treadmill) usually sell best locally, where the buyer drives over and carries it away.

	eBay	Facebook Marketplace	OfferUp
Who sees it	Buyers nationwide (and beyond)	People near you, plus shipping for some sellers	People near you
Shipping?	Yes, the usual way	Optional, for some sellers	No, local pickup only since September 2025
Fee to sell	About 13.6% of the total, plus $0.30 or $0.40 per order (most categories)	No fee for local sales; 10% (at least $0.80) on shipped orders	No fees on in-person sales
How you get paid	eBay pays your checking account	Cash in person, or Facebook pays you for shipped orders	In person at the meetup; OfferUp doesn't handle payments
Best for	Small, valuable, searchable items	Furniture, household goods, local sales	Furniture, tools, household goods

Other choices worth knowing

- **A local consignment shop or estate-sale company** does the selling for you and keeps a share. Worth a call when you have a whole house of things, or a few pieces of fine furniture or jewelry.
- **A garage sale** is still fine for lots of small, low-priced items that aren't worth photographing one by one.
- **Donating** is often the right answer for things worth only a few dollars. Your time is worth something too.

TIP

Try one item first

Pick something you don't mind selling for a modest price, list it on one site, and see it through from start to finish. One completed sale teaches you more than reading about ten.

GOOD TO KNOW

Facebook Marketplace has its own guide

This guide covers Marketplace in a short chapter, Chapter 20, *Facebook Marketplace in Brief*. Bill's Home Tech also has a full Facebook Marketplace guide with every step for listing, messaging and shipping there.

CHAPTER 3

The Seller's Ground Rules

Nearly every scam aimed at sellers breaks one of the rules below. Learn these six, and you can ignore most of the scary stories you hear. They work on every site.

1. **Keep every message and every payment inside the site or app.** If a buyer wants to text, email or pay some other way, that's the first red flag.
2. **Get paid before the item leaves your hands.** For shipped sales, the site collects the money and tells you when it's paid. For local sales, it's cash or an in-app payment you've confirmed in your own app.
3. **Never accept more than the price.** Anyone who "accidentally" overpays and asks for the difference back is running a scam. See Chapter 27, *Overpayment and Fake Check Scams*.
4. **Never share a code that was texted to you.** A real buyer never needs one. See Chapter 29, *"Verify You're Real" Code Scams*.
5. **Trust your own app, not an email.** "Payment received" emails and screenshots can be faked. Open the app or website yourself and look. See Chapter 28, *Fake Payment Emails and the Zelle "Upgrade" Scam*.
6. **Meet in public, in daylight, with someone along.** Or have the buyer come when another adult is home. See Chapter 23, *Meeting a Buyer Safely*.

SCAM ALERT

The one sentence to remember

If a buyer wants you to do anything unusual with money, a code or a link, the sale is not worth it. You can always say "No thank you" and stop replying.

It's fine to say no

You don't owe any buyer a sale, an explanation or your phone number. Polite sellers still get scammed when they feel rude saying no. A short "Sorry, I only take cash at pickup" or "I only use eBay's checkout" is all you ever need to write.

TIP

Use a calm, standard reply

Keep a couple of ready-made replies in your phone's notes, such as "Yes, it's available. Cash at pickup, in a public place." It saves typing, and it keeps you from being talked into something new.

CHAPTER 4

Setting Up Your Accounts Safely

Your selling accounts will soon hold your name, address and, for eBay, your bank account. Scammers know that, so a few minutes of setup now protects all of it.

Before you sell anywhere

1. Use a **strong, unique password** for each site. A password manager, or a written list kept somewhere safe at home, is fine.
2. Turn on **two-step verification** (sometimes called two-factor or 2-step sign-in) in each account's security settings. After that, a sign-in from a new device also needs a code from your phone.
3. Make sure the **email address and phone number** on the account are current, so you can get back in if you're ever locked out.
4. Add a clear, friendly **profile photo** and your first name. Buyers trust real people.

HEADS UP

Codes are for you only

Two-step verification works only if the codes stay with you. eBay, Facebook, OfferUp, PayPal and your bank never call or text to ask you to read one back. Anyone who does is trying to get into your account.

What each site will ask for

Site	What to have ready
eBay	An account, then, before you're paid, some identity details and a checking account (not a savings or PayPal account). See Chapter 11, *Getting Set Up to Sell on eBay*.
Facebook Marketplace	Your regular Facebook account. Shipped sales also need payout details.
OfferUp	A free account. Buyers pay you in person, so OfferUp doesn't need your bank details. See Chapter 21, *Selling on OfferUp*.

GOOD TO KNOW

Forgot your password or got locked out?

Use the site's own **Forgot password** link on its real website or app. Never call a phone number from a search ad or a pop-up claiming to be eBay or Facebook support. Bill's guides on hacked-account recovery walk through this in detail.

CHAPTER 5

Getting Paid: What's Safe and What Isn't

How you get paid matters more than anything else in a sale. Some payments can bounce or be taken back weeks later. Others can't be undone, which is fine when you're the one receiving them, but terrible if a scammer tricks you into sending money. Here's how the common ways stack up for a seller.

Payment	For a seller	Why
The site's own checkout (eBay, Facebook shipped orders)	Safest for shipped sales	The site collects the money and pays you. You ship only after it shows Paid.
Cash, in person	Safest for local sales	Final the moment it's in your hand. Count it before the item leaves.
Zelle, Venmo, PayPal from a stranger	Avoid if you can	The FTC advises not accepting payment-app money from people you don't know. Fake "payment" emails are common. See Chapter 28, *Fake Payment Emails and the Zelle "Upgrade" Scam*.
Personal check, cashier's check, money order	Avoid	Fakes look real and can bounce after you've spent the money. See Chapter 27, *Overpayment and Fake Check Scams*.
Gift cards, crypto, wire transfers	Never	No real buyer pays this way.

HEADS UP

Look in your own app, every time

Before you ship or hand over anything, open your bank app, PayPal, Venmo or the selling app **yourself** (not from a link in a message) and see the money there. A screenshot from the buyer proves nothing.

Payment apps: the honest version

The FTC's advice for sellers is simple: don't accept payment-app money from people you don't know, and sell locally for cash when you can. Zelle moves money straight between bank accounts and is meant for people you know and trust. If you do take one, a real Zelle payment simply shows up in your bank app. The danger is the fake Zelle email that says you must "upgrade" or pay something first. Venmo and PayPal personal payments are similar. Bill's Zelle, Venmo and PayPal guides go deeper on each one.

TIP

Cash tips for bigger sales

For a bigger sale, meet at the buyer's bank or yours, where the buyer can withdraw cash in front of you and the teller can help if a bill looks wrong. Count the money before you hand over the item.

PART 2

Making a Good Listing

Photos, descriptions and prices that help things sell, plus getting items ready and wiping phones and computers before they go.

CHAPTER 6

Taking Photos That Sell

Buyers decide in about the time it takes to scroll past. Good photos are the single biggest thing you can do to sell faster and for more. You don't need a fancy camera; your phone is plenty.

A simple photo routine

1. Clean the item. Dust, fingerprints and pet hair show up clearly in photos.
2. Find **soft daylight**: near a window, or outside on a cloudy day. Turn off the flash.
3. Use a plain background: a bare wall, a sheet, a piece of poster board, or the garage floor for big things.
4. Take the **first photo straight on**, showing the whole item. This is the one people see in search results.
5. Then take the sides, the back, the bottom, labels and model numbers, and close-ups of any wear or damage.
6. For working items (a lamp, a radio, a tool), take one photo of it switched on.

WHAT THIS DOES FOR YOU

Why honest damage photos help you

Showing a scratch up front means the buyer can't later claim it was "not as described." It also builds trust, and trust sells. It's one of the best protections a seller has.

Small things that make a big difference

- Hold the phone level, and fill the frame with the item.
- Tap the screen on the item before taking the photo so the phone focuses on it.
- Show size with something familiar beside it, or include a photo with a tape measure.
- Take more photos than you need, then pick the best. Most sites allow many photos per listing.

STAY SAFE

Watch what's in the background

Before you post, look at the edges of each photo. Avoid showing your house number, mail with your address, family photos, a license plate, or the inside of a room full of valuables.

CHAPTER 7

Writing an Honest Title and Description

The title is how buyers find your item, and the description is how they decide to trust you. Both should be plain and specific. Think about the words a buyer would actually type into the search box.

A good title

- Start with the **brand and model**: "Canon PowerShot SX620 HS digital camera."
- Add the key details a buyer filters by: size, color, capacity, year.
- Skip words like "WOW" or "L@@K." They waste space and don't help search.

A good description

1. Say what it is and what's included (charger, case, manual, box).
2. Say its **condition honestly**: new, like new, used with light wear, or for parts or repair.
3. Point out any flaw you photographed: "small chip on the back left leg, see photo 6."
4. Say whether you tested it and how: "Turned on and played a CD."
5. Give measurements for anything where size matters: furniture, rugs, clothing.
6. For local sales, say "cash at pickup" and the general area, never your full address.

TIP

"For parts or repair" is a real choice

If something doesn't work or you couldn't test it, say so and list it as for parts or repair. Tinkerers buy these, and an honest label protects you from returns.

GOOD TO KNOW

AI can write a first draft

eBay and Facebook can now suggest a title and description from your photos. It's a handy start, but read every word before you post: the tool can guess the wrong model or condition, and you're the one responsible for what the listing says.

CHAPTER 8

Pricing It Right

The best guide to price isn't what you paid or what the store charges new. It's what people have **actually paid recently** for the same thing in similar condition. eBay lets anyone see that.

Look up what it really sold for on eBay

1. On ebay.com or in the eBay app, search for your item by brand and model.
2. Open the filters. On a computer they're down the left side; in the app, tap **Filter**.
3. Turn on **Sold items** (on some screens, "Sold").
4. The list now shows items that actually sold in roughly the last 90 days.
5. Compare items in the same condition as yours, and include the shipping cost the buyer paid.

> TIP
> **Sellers can look back further**
> Once you have a selling account, eBay's **Product Research** tool in Seller Hub shows a longer sales history, up to about three years, so you can see how prices have moved. It used to be called Terapeak.

Setting your price

- **Local sales:** people expect to haggle. Price a little above what you'll accept.
- **Shipped sales:** remember the fee and shipping cost come out of what the buyer pays. See Chapter 14, *eBay Fees: What You Actually Keep*.
- **Not selling after a week or two?** Lower the price a bit, or improve the first photo.

CHAPTER 9

Getting Things Ready to Sell

A little preparation means fewer questions, fewer returns and a better price. It also keeps your personal information from going out the door with the item.

1. **Gather the pieces.** Chargers, remotes, cords, manuals, keys, original boxes. Complete sets sell better.
2. **Test it.** Plug it in, turn it on, try each button. Write down what works and what doesn't.
3. **Clean it.** A wipe-down can add real value, especially for furniture and tools.
4. **Check pockets and drawers.** Look inside purses, coat pockets, desk drawers, books and boxes for papers, photos and cash.
5. **Remove personal data.** Phones, tablets, computers, cameras (memory cards), GPS units, printers and smart-home gadgets can hold your information. See Chapter 10, *Selling a Phone, Tablet or Computer: Wipe It First*.
6. **Measure and weigh** anything you'll ship, so you can figure shipping before you list.

HEADS UP

Check for recalls on baby gear and appliances

Before selling cribs, car seats, strollers, space heaters or small appliances, search the model number at the U.S. Consumer Product Safety Commission's website, cpsc.gov. Recalled products shouldn't be resold.

TIP

Keep a selling box

Keep a box with packing tape, a marker, a tape measure, bubble wrap and saved shipping boxes in one place. It makes each sale take minutes instead of an afternoon.

Things the sites don't allow

Every site has a list of things you can't sell, usually including weapons and ammunition, prescription drugs, alcohol, tobacco, live animals and recalled items. The lists differ, so check the site's own prohibited items page before listing anything unusual. A listing that breaks the rules gets removed, and repeat problems can limit your account.

CHAPTER 10

Selling a Phone, Tablet or Computer: Wipe It First

Old phones and laptops sell well, but they hold your photos, messages, saved passwords and accounts. Before one goes to a stranger, back it up, sign out, and erase it. Erasing also removes the lock that would stop the next owner from setting it up, which buyers check for.

iPhone or iPad

1. Back it up, or move everything to your new device first.
2. If you have an Apple Watch paired with it, unpair the watch first.
3. Go to **Settings > [your name]**, scroll down and tap **Sign Out**. On iOS 26 you then choose **Erase this iPhone** or **Sign Out But Don't Erase**. On older versions you enter your Apple Account password and tap **Turn Off**.
4. Go to **Settings > General > Transfer or Reset iPhone > Erase All Content and Settings**.
5. If you use an eSIM, choose to erase it too once your new phone is working. Erasing also turns off Find My and Activation Lock, so the buyer can set it up.

GOOD TO KNOW

Erasing the phone doesn't erase iCloud

Your photos and files stay safe in iCloud after you erase the old iPhone. Trading in at an Apple Store? Apple says not to erase it yourself; the store helps you with it.

Android phone or tablet

1. Back up your phone and make sure you know your Google Account password. If you changed that password recently, Google says to wait 24 hours before resetting.
2. Remove your Google Account: **Settings > Passwords & accounts** (wording varies), tap the account, then **Remove account**.
3. Erase the phone: **Settings > System > Reset options > Erase all data (factory reset)**, then confirm. Samsung puts reset under **General management**.
4. Charge it to at least 70% and stay on Wi-Fi; a reset can take up to an hour. The path above is for Pixel and most Android phones; others may word it a little differently.

Windows PC or Mac

Back up your files first. On Windows 11, look for **Settings > System > Recovery > Reset this PC** and choose to remove everything. On a Mac, use **Erase All Content and Settings** in System Settings on newer models. Bill's computer guides cover both in more detail.

HEADS UP

Don't forget the little things

Pop out SIM cards and memory cards, remove the phone from your Apple Watch or car, and take it off your Wi-Fi and smart-home apps. If you can't erase a device that doesn't turn on, consider selling it for parts and saying so, or recycling it instead.

PART 3

Selling on eBay

Setting up, creating a listing, choosing auction or Buy It Now, understanding fees, shipping, getting paid and handling the rare problem.

CHAPTER 11

Getting Set Up to Sell on eBay

eBay is the place to reach buyers far beyond Portage County. Someone in Oregon may be hunting for exactly the lens, record or part sitting in your closet. To sell, you need an eBay account and a way for eBay to pay you. You can set it up on a computer at ebay.com or in the free eBay app.

Setting up, step by step

1. Go to **ebay.com** (type it yourself) or install the **eBay** app from your phone's App Store or Google Play Store. Check that the maker is eBay Inc.
2. Tap or click **Register** and create an account with your email address and a strong password. Turn on two-step verification in the account's security settings. See Chapter 4, *Setting Up Your Accounts Safely*.
3. When you start your first listing, eBay asks you to confirm some details about yourself so it can pay you.
4. Add a **checking account** for your payouts. eBay can't pay out to a savings account or a PayPal account.
5. Have your bank's routing number and your account number handy. Both are printed at the bottom of a check.

GOOD TO KNOW

Seller Hub: your selling desk

On a computer, eBay's **Seller Hub** gathers everything about selling in one place: your listings, orders, payments and shipping labels. In the app, the same things live under **Selling** in **My eBay**.

HEADS UP

eBay never asks for your password by text

eBay asks for bank details only inside your account, on ebay.com or in the app. A text or email with a link that says your payouts are "on hold until you confirm your bank" is a phishing scam. Close it, open the app yourself and check the Payments section.

A good first-day goal

Set up the account, then list one simple item you already know the value of. Getting through one sale from start to finish makes the second one feel easy.

CHAPTER 12

Creating Your First eBay Listing

An eBay listing is a page with your photos, a title, the item's details, a price and how you'll ship it. eBay fills in much of it for you. Have your photos ready first (see Chapter 6, *Taking Photos That Sell*).

In the eBay app

1. Open the eBay app and tap **Selling** (on some screens, the **Sell** button).
2. Tap **List an item**.
3. Type what you're selling ("Canon PowerShot SX620"), scan its barcode, or start with a photo. eBay suggests a match from its catalog. Pick the one that's exactly yours, or continue without a match.
4. Add your photos. Put the clearest whole-item shot first.
5. Choose the **condition** honestly and fill in the item details eBay asks for (brand, model, size, color).
6. Check the title and description. Fix anything eBay guessed wrong. See Chapter 7, *Writing an Honest Title and Description*.
7. Choose a format and price (see Chapter 13, *Auction or Buy It Now? Plus Best Offer*), then your shipping (see Chapter 15, *Shipping an eBay Sale: Labels and Drop-Off*).
8. Review the summary at the bottom, including the estimated fees, and tap **List it**.

> **GOOD TO KNOW**
>
> **eBay's AI can draft the listing from a photo**
>
> eBay's listing tool can look at your photo and fill in the title, category, item details and a suggested price for you. It's quick, but it can get the model or condition wrong. Read every field before you post; you're responsible for what the listing says.

On a computer

Sign in at ebay.com, click **Sell** near the top of the page, then **List an item**. The steps are the same as the app: describe the item, add photos, pick a condition, set the price and shipping, and click **List it**. A bigger screen makes it easier to read the details.

TIP

Save it as a draft

You don't have to finish in one sitting. eBay keeps unfinished listings as drafts, so you can come back after you've measured the box or found the charger.

CHAPTER 13

Auction or Buy It Now? Plus Best Offer

eBay offers two ways to sell. In an **auction**, buyers bid and the highest bid when the timer runs out wins. With **Buy It Now** (a fixed price), the first buyer willing to pay your price gets it. Either way, the buyer pays through eBay's checkout.

	Auction	Buy It Now (fixed price)
Good for	Collectibles and things in high demand, where buyers compete	Everyday items with a known value
How long	You pick 1, 3, 5, 7 or 10 days	Stays up until it sells or you end it
Risk	May sell for less than you hoped if few people bid	May take longer to sell if priced too high
Offers	Bidding only (or a Buy It Now price that disappears once bidding starts)	You can turn on Best Offer

Tips for auctions

- A **7-day** auction gives more buyers time to find it. eBay charges an extra $1.00 for the shorter 1- and 3-day lengths.
- Set the starting price at the lowest amount you'd truly be happy with, because it might sell for exactly that.
- You can add a Buy It Now price to an auction, at least 30% above the starting price. It goes away once bidding starts.

Best Offer: letting buyers make an offer

On a fixed-price listing, turn on **Best Offer** and buyers can offer less than your price. You can accept, decline or send a counteroffer. On ebay.com a buyer's offer stays open for 96 hours, so you have time to think. An auction can have a Buy It Now price or Best Offer, but not both.

TIP

Set an automatic floor

When you turn on Best Offer, you can also have eBay automatically decline any offer below an amount you choose. It saves you from answering lowball offers one by one.

CHAPTER 14

eBay Fees: What You Actually Keep

eBay doesn't charge you to look or, for most people, to list a few things. It takes its main fee when the item sells. Knowing the fee before you set a price keeps surprises away.

The main fee for most categories (as of November 2026)

Fee	How much
Final value fee	13.6% of the total the buyer pays (item, shipping and sales tax), on the first $7,500 of an item. 2.35% on any amount above that.
Per-order fee	$0.30 for orders of $10 or less; $0.40 for orders over $10.
Different categories	Some categories differ. Books, movies and most music are 15.3%, for example. eBay's fee page lists them all.
Shorter auctions	An extra $1.00 for a 1-day or 3-day auction.
Express payout	$2.00 if you ask for your money early to a debit card. See Chapter 17, *Getting Paid by eBay*.

A worked example

You sell a camera for $100.00 and the buyer pays $12.00 for shipping, for a total of $112.00 before tax. The final value fee is about 13.6% of $112.00 (about $15.23), plus $0.40, so about $15.63, a little more once sales tax is added. Then subtract what you paid for the shipping label. What's left is yours.

TIP

eBay shows you before you list

Near the bottom of the listing form, eBay shows an estimate of the fees for your price. Look at it before you tap **List it**, and raise your price a little if the result feels too thin.

HEADS UP

Extras cost extra

During listing, eBay may offer paid add-ons such as **promoted listings** (paying extra to show up higher in search). They're optional. For an occasional seller, leave them off unless you understand the cost.

CHAPTER 15

Shipping an eBay Sale: Labels and Drop-Off

Shipping is where many first-time sellers get nervous, but eBay makes it fairly simple. You buy the label right from the order, pay for it out of your sale, and eBay sends the tracking to the buyer for you.

When you list

- Weigh the item packed in its box, and measure the box. A kitchen or bathroom scale is fine for a start.
- Choose **calculated shipping** to let eBay charge each buyer based on distance, or a flat amount you set.
- Set a **handling time** you can actually keep, such as 2 or 3 business days.

When it sells: buy and print the label

1. Wait until the order shows as **paid**. eBay emails you, and the order appears in Seller Hub or under **Selling** in the app.
2. Open the order and choose **Print shipping label** (in the app, **Ship**).
3. Check the weight and size, then pick the service (for small packages, USPS Ground Advantage is a common choice).
4. Choose the format: a **printable label**, or a **QR code** if you don't have a printer. Pick a service marked as available for QR codes.
5. Pay for the label. The cost comes out of your sale proceeds or your card on file.
6. Print it and tape it flat on the box, or save the QR code on your phone and have the post office print it.
7. Drop it off, or schedule a pickup. Tracking uploads to the order automatically.

> **TIP**
>
> **Made a mistake on the label?**
>
> You can reprint a label or QR code free within 7 days of buying it. If you won't use a label, go to **My eBay > Shipping labels** and choose **Void label** to get a refund. Once a QR code or label has been scanned at the post office, it can't be canceled.

GOOD TO KNOW

No printer? No problem

Choose the QR code when you buy the label. eBay emails it to you, and a participating post office scans it from your phone and prints the label for you.

SCAM ALERT

Ship only to the address on the eBay order

If a buyer asks you to ship to a different address, or to use their own shipping label or "agent," say no. Ship only to the address eBay shows on the order, with a label bought through eBay. See Chapter 30, *Shipping Tricks: Agents, Labels and Changed Addresses*.

CHAPTER 16

Packing So It Arrives in One Piece

A careful pack job protects your sale. An item that arrives broken means a return, a refund and wasted shipping. A few habits make breakage rare.

1. Use a sturdy box with a little room on every side. Clean, used boxes are fine if you cover old labels and barcodes.
2. Wrap the item in bubble wrap, packing paper or even clean towels.
3. Fill every gap so nothing moves when you shake the box.
4. For glass or electronics, put the boxed item inside a second, larger box with padding between them.
5. Tape every seam with packing tape, not cellophane or masking tape.
6. Put a slip of paper inside with the order number, in case the outside label is damaged.

TIP

Free boxes from the post office

The U.S. Postal Service gives away Priority Mail boxes for packages you send by Priority Mail. They can only be used for that service, so don't reuse them for Ground Advantage.

Before you seal it

- Take a quick photo of the item in the box, and of the sealed box with the label. If anything goes wrong, it's helpful proof.
- Weigh the finished box again. If it's heavier than you listed, adjust the label before you pay for it.
- Ship within your handling time. eBay's seller protections depend on it. See Chapter 18, *Returns, Problems and Seller Protections*.

STAY SAFE

Lithium batteries need extra care

Phones, laptops and power tools have lithium batteries, and carriers have special rules for shipping them, especially loose or damaged ones. Ask at the post office counter if you're not sure.

CHAPTER 17

Getting Paid by eBay

When a buyer pays, the money goes to eBay first. eBay takes out its fees and any label costs, then sends the rest to your checking account. You never need to collect anything from the buyer yourself.

How payouts work

- After a payout is sent, it typically takes **1 to 3 business days** to show up in your checking account.
- You choose how often eBay sends payouts (for example daily or weekly) in the **Payments** section of Seller Hub or My eBay.
- Payouts started over a weekend are processed on Monday.
- Need it sooner? An **express payout** to a Visa or Mastercard debit card costs a flat $2.00.

Checking your money

1. Open Seller Hub (or the app's **Selling** screen) and go to **Payments**.
2. You'll see funds that are processing, available, and on the way to your bank.
3. Click an order to see exactly what eBay deducted: fees, label, and any refund.

HEADS UP

A "payment" never arrives by email alone

eBay sales are paid through eBay, period. If a buyer says they've paid you by Zelle, PayPal or check "outside eBay," or you get an email saying eBay is holding money until you ship, check Payments in your own account. If it isn't there, it didn't happen. See Chapter 28, *Fake Payment Emails and the Zelle "Upgrade" Scam*.

GOOD TO KNOW

Changed banks?

Update your checking account in the Payments section before your old account closes, so a payout doesn't bounce back. Make the change only inside your eBay account, never through a link in a message.

CHAPTER 18

Returns, Problems and Seller Protections

Most eBay sales go smoothly. When one doesn't, eBay has a process, and it protects honest sellers who did their part: an accurate listing, shipping on time, and tracking.

Your return policy

When you list, you choose whether to accept returns. If you say no returns, you can decline a return when a buyer simply changed their mind. But if the item arrives damaged, broken or not as described, eBay's **Money Back Guarantee** means you'll have to accept the return either way.

If a buyer opens a request

1. Read it calmly in Seller Hub or the app. You generally have **3 business days** to respond.
2. Answer through eBay's messages, not by email or text.
3. Offer a solution: accept the return, offer a refund, or explain with your photos and tracking.
4. If you can't agree, either of you can ask eBay to step in and decide.

When eBay protects you

- **Item not received:** if you shipped within your handling time and uploaded tracking that shows it was delivered, you won't be responsible for refunding the buyer.
- **$750 or more:** the tracking also needs signature confirmation. Add it when you buy the label.
- **Returned used or damaged:** you may be able to deduct up to 50% from the refund, if you handle it before eBay steps in.
- **Unfair feedback:** if eBay decides a case in your favor, it removes related negative or neutral feedback.

TIP

Your photos are your evidence

The photos you took of flaws, the packed box and the label are exactly what helps if a buyer says "not as described." See Chapter 6, *Taking Photos That Sell* and Chapter 16, *Packing So It Arrives in One Piece*.

CHAPTER 19

After the Sale: Feedback and Good Habits

Every completed sale builds your reputation. Buyers look at a seller's feedback before they bid, so a few good habits make each future sale easier.

1. Ship within your handling time and mark it shipped (buying an eBay label does this automatically).
2. Send a short, friendly message if there's a delay. Silence worries buyers more than bad news.
3. Once the buyer has it, leave them positive feedback. Many will return the favor.
4. Answer questions within a day while listings are up.
5. Relist anything that didn't sell, perhaps with a lower price or a better first photo.

WHAT THIS DOES FOR YOU

Why feedback matters to you

A record of happy buyers makes new buyers comfortable bidding with you, which means faster sales and better prices on the next thing you list.

Keeping track

- Keep a simple list of what you sold, the date, the price and the fees. It helps at tax time. See Chapter 33, *Taxes, the 1099-K and Keeping Records*.
- Save your shipping receipts until the buyer has the item and the sale is closed.
- Keep your shipping box supplies together, ready for the next sale.

HEADS UP

Leave the conversation on eBay

After the sale, a buyer may suggest "next time, let's skip eBay and save the fees." Off-site deals lose eBay's protections for both of you and are against eBay's rules. Politely decline.

PART 4

Selling Locally

Facebook Marketplace and OfferUp, answering buyers, meeting safely, buyers at your home, and taking cash without worry.

CHAPTER 20

Facebook Marketplace in Brief

Facebook Marketplace is built into the Facebook app and website. It's the place many people in northeast Ohio look first for furniture, tools, lawn equipment and household goods, because the listings are close by. If you already use Facebook, you already have what you need to sell there.

Listing an item, in short

1. Open Facebook and tap **Marketplace** (on a computer, it's in the menu on the left).
2. Tap **Sell** or **Create new listing**, then choose an item for sale.
3. Add your photos, a title, a price, the category and the condition.
4. Write a short, honest description, and say "pickup only" or offer shipping if you're allowed to.
5. Tap **Next**, choose where to share it, and tap **Publish**.

What to know as a seller (as of November 2026)

- Local sales have **no selling fee**. Shipped orders paid through Facebook's checkout have a 10% fee (at least $0.80).
- Facebook offers prepaid shipping labels to some sellers. Others can use their own label.
- Meta AI can draft a listing from your photos and can answer "Is this still available?" for you. An instant reply from a seller may simply be that tool.
- Facebook's **Purchase Protection** covers onsite checkout only, not local pickup or payments sent by apps or in Messenger.

GOOD TO KNOW

Want every step?

Bill's Home Tech has a full **Facebook Marketplace** guide that covers browsing, listing, messaging, shipping, reviews and the newer Seller app in detail. This chapter is only the short version.

SCAM ALERT

The Marketplace scams are the seller scams

Codes, overpayments and fake "Zelle business" emails all show up on Marketplace. See Chapter 26, *Red Flags in a Buyer's First Message* and the chapters after it.

CHAPTER 21

Selling on OfferUp

OfferUp is a free app for buying and selling locally, a lot like a digital classified ad. Since **September 23, 2025**, OfferUp is **local pickup only**: it no longer offers nationwide shipping and says it has no plans to bring it back. Older articles that describe OfferUp shipping are out of date.

How selling on OfferUp works now

- Every sale is in person. The buyer pays you **at the meetup**.
- OfferUp **doesn't process payments**, and it doesn't charge fees or take a commission on in-person sales.
- Cash is the safest way to be paid. OfferUp itself calls payment apps such as PayPal, Zelle or Venmo the riskier choice.
- Don't accept money in advance, and avoid gift cards, personal checks and wire transfers.
- Sales are final once you're paid. There are no refunds through OfferUp for in-person sales.

Posting an item

1. Install **OfferUp** from the App Store or Google Play Store, and create a free account.
2. Tap **Post** (or **Sell**) at the bottom of the screen.
3. Take or add photos, then add a title, category, condition and price.
4. Set your general location. Buyers see an approximate area, not your address.
5. Post it, then watch for messages in the app's **Inbox**.

TIP

Use a Community MeetUp Spot

OfferUp's help center recommends meeting at a **Community MeetUp Spot**: public, well-lit places where buyers and sellers can meet. See Chapter 23, *Meeting a Buyer Safely*.

HEADS UP

Older OfferUp advice may be wrong

If a "buyer" asks you to ship through OfferUp, or sends a link to "receive payment from OfferUp," that's a scam: OfferUp no longer ships or handles payments. Keep it in person and in cash.

CHAPTER 22

Answering Buyers: Questions, Offers and No-Shows

Once your listing is up, the messages start. Most are honest questions. A few are lowball offers, and a few are scams. A calm routine helps you handle all three without stress.

A simple routine for each message

1. Answer inside the app or site, never by text or email.
2. Answer the actual question. Short is fine: "Yes, it's available. Works perfectly."
3. State your terms once: "Cash at pickup. I can meet at the police station lobby on Main Street."
4. Agree on a day and time. Ask them to message you when they're on the way.
5. If the buyer changes the rules (pays early, sends a friend, wants a code), stop. See Chapter 26, *Red Flags in a Buyer's First Message*.

Handling offers

- Expect haggling on local sales. Price a little above what you'll accept.
- A polite counteroffer is fine: "I could do $80."
- You don't have to answer a very low offer at all.
- First come, first served is fair, but you can also choose the buyer who's ready to come today with cash.

TIP

No-shows happen

Some buyers never arrive. Don't hold an item for days. Say "First person here with cash gets it," and keep talking to other buyers until it's sold.

SCAM ALERT

"Is this still available?" isn't a scam by itself

That's the standard first question, and on Marketplace an instant reply may come from Meta AI. What matters is what comes next. Any mention of a code, a link, Zelle "upgrades," shipping agents or overpaying means walk away.

CHAPTER 23

Meeting a Buyer Safely

Most local sales are friendly, five-minute handoffs. A little planning keeps them that way. The goal is simple: meet where other people are, bring someone along, and get paid before the item changes hands.

Choosing the place

- Many police departments welcome buyers and sellers to meet in their lobby or a parking lot they watch with cameras. Call your local department's non-emergency line and ask.
- A busy store entrance, a bank lobby or a well-lit parking lot in daylight also works.
- On OfferUp, look for a **Community MeetUp Spot**.

The meetup, step by step

1. Tell a family member or friend where you're going, when, and the buyer's name. Better yet, take them with you.
2. Go in daylight, with your phone charged.
3. Let the buyer look the item over. Answer honestly.
4. Take the payment first. Count cash, or open your own bank or payment app and see the money there.
5. Then hand over the item, and you're done.

STAY SAFE

If anything feels wrong, leave

If the buyer changes the place at the last minute, brings extra people, or pressures you, you can simply say "This isn't going to work" and go. No sale is worth your safety.

TIP

Don't carry extra cash or valuables

Bring only the item and your phone. If you might need to make change, bring just a little.

CHAPTER 24

When the Buyer Comes to Your Home

A couch, a dresser or a riding mower won't fit in the trunk for a parking-lot meetup. For big things, the buyer usually comes to you. You can do that safely with a little planning.

1. Move the item to the garage, driveway or porch before the buyer arrives, so no one needs to come inside.
2. Make sure another adult is home, or ask a neighbor to be around.
3. Give the full address only after you've agreed on a time, and only to the buyer who's coming.
4. Ask the buyer to bring help to carry it. Don't lift heavy things alone for a stranger.
5. Take the payment before anything is loaded.
6. Close the garage door afterward, and don't leave other valuables in view.

STAY SAFE

Keep your house private

Don't give tours, don't say when you'll be away, and don't mention who lives alone. A buyer only needs to see the item.

Clearing out several big pieces

If you're selling many big items at once, list each separately with its own photos and price. Schedule pickups with space between them, and keep a written list of who's coming for what, so nothing gets double-sold.

TIP

Measure doorways and truck beds

Put the item's measurements in the listing. Buyers can then check that it fits through their door and in their vehicle before they make the drive.

CHAPTER 25

Taking Cash Without Worry

For local sales, cash is still the simplest and safest payment. It's final the moment it's in your hand, it can't be reversed, and there's no app to fake. A few habits make it worry-free.

1. Agree on the exact price before the meetup, so there's no haggling over the counter.
2. Count the bills yourself, in front of the buyer, before you hand anything over.
3. Look at large bills closely: real U.S. bills have a security thread and a faint portrait watermark you can see when you hold them to the light.
4. For a big sale, meet at a bank, so the buyer can withdraw cash there and the teller can check a bill if you're unsure.
5. Put the money away right away, and don't count it again in the parking lot.

GOOD TO KNOW

Learn the security features

The U.S. Currency Education Program, at uscurrency.gov, shows the security features of each bill. It's worth a look before you sell something expensive.

If the buyer wants to pay another way

- **Checks and money orders:** say no. See Chapter 27, *Overpayment and Fake Check Scams*.
- **Payment apps from a stranger:** the FTC advises against it. If you do accept one, wait until you see it in your own bank or app.
- **"I'll pay when I get home":** no. The item stays with you until you're paid.

TIP

Make change easy

Price local items in round numbers, like $40 instead of $37.50. It keeps the handoff quick and simple.

PART 5

Scams That Target Sellers

The tricks scammers use on people selling things, how to spot them in the first message, and what to do if one got through.

CHAPTER 26

Red Flags in a Buyer's First Message

Scammers who target sellers use the same few scripts over and over. Once you know them, you'll recognize most of them in the first message or two. You don't need to prove someone is a scammer. One red flag is enough to stop replying.

The buyer says...	What it really is
"I'll send a code to make sure you're real."	A code scam. See Chapter 29, *"Verify You're Real" Code Scams*.
"I'll mail a check for more; send back the extra."	An overpayment scam. See Chapter 27, *Overpayment and Fake Check Scams*.
"Zelle says you need a business account; pay the upgrade."	A fake payment email. See Chapter 28, *Fake Payment Emails and the Zelle "Upgrade" Scam*.
"My shipping agent will pick it up." or "Use my label."	A shipping trick. See Chapter 30, *Shipping Tricks: Agents, Labels and Changed Addresses*.
"Text me at this number" or "email me instead."	Moving you away from the site's protections.
"I'm out of town; I'll buy it unseen and pay extra."	Usually the start of one of the scams above.
"Click this link to receive your payment."	Phishing for your login or bank details.

SCAM ALERT

The common thread

Real buyers want the item. Scammers want something else: a code, your money, your account, or the item without paying. When the conversation shifts away from the item, that's your signal.

How to end it

1. Stop replying. You don't owe an explanation.
2. Don't click any link they sent, and don't call any number they gave you.
3. Use the app's **Report** or **Block** option on their profile or the conversation.
4. If you shared anything (a code, a password, bank details), go straight to Chapter 32, *If You Got Scammed: What to Do Now*.

TIP

Is a real buyer ever this eager?

Sometimes. But a real buyer will happily come to a public place with cash or pay through the site's own checkout. If they won't, they aren't a real buyer.

CHAPTER 27

Overpayment and Fake Check Scams

This is one of the oldest seller scams, and it still works because the check looks real. The "buyer" sends a check, cashier's check or money order for more than your price, then asks you to send the difference back, or pay their "mover" or "shipper" with it.

How it plays out

1. The buyer agrees to your price quickly, often without asking much about the item.
2. A check arrives for much more than the price, with an apology or a story.
3. You deposit it. Your bank makes the money available within days, so it looks like it cleared.
4. You send back the "extra" by wire, gift card, payment app or a check of your own.
5. Weeks later, the bank finds the check was fake and takes the full amount back out of your account. The money you sent is gone.

SCAM ALERT

The FTC's rule of thumb

Anyone who sends a check for more than the price and asks you to send money back is a scammer. Every time, no exceptions.

Protect yourself

- Don't accept checks or money orders from strangers for online sales.
- "Available" in your bank account isn't the same as "cleared." Fake checks can bounce weeks later.
- Never send money back to a buyer, for any reason. If a real refund is ever needed, the site's own checkout handles it.
- If a check already arrived, don't deposit it. Ask your bank about it, or simply throw it away.

HEADS UP

Car sellers are a favorite target

The FTC has warned that scammers send fake checks to people selling cars online, then ask for part of the money back for a "transport company." For a vehicle, meet at your bank and take payment there.

CHAPTER 28

Fake Payment Emails and the Zelle "Upgrade" Scam

Scammers know sellers are waiting for money, so they fake the message that says it arrived. An email with the right logo is easy to make. Proof of payment comes from only one place: your own account, opened by you.

The Zelle "business account" email

A buyer asks for your email for Zelle. Soon an email arrives that looks like it's from Zelle or a bank. It says the payment is "on hold" because you need a business account, and you must pay to "upgrade" or have the buyer send more. Then the buyer asks you to refund the extra. It's all fake. Zelle payments show up in your own bank's app, and Zelle doesn't charge to receive money.

SCAM ALERT

Three things a real payment never does

A real payment never asks you to pay a fee to receive it, never asks you to send any money back, and never needs you to click a link in an email to "accept" it.

Other fake payment messages

- "PayPal is holding your money until you send the tracking number." PayPal doesn't email this way.
- "Your eBay payout is pending; confirm your bank." eBay shows payouts in your account. See Chapter 17, *Getting Paid by eBay*.
- A screenshot of a "sent" payment. Screenshots are easy to fake and prove nothing.
- "Venmo payment sent to you; your account limit needs raising." Also fake.

Check it the right way

1. Don't click anything in the email or message.
2. Open your bank app, PayPal, Venmo or eBay yourself, from your home screen or by typing the address.
3. Look at your balance or activity. If the money isn't there, you haven't been paid.

4. Forward fake PayPal emails to **phishing@paypal.com** and fake Venmo ones to **phishing@venmo.com**, then delete them.

CHAPTER 29

"Verify You're Real" Code Scams

This one catches careful people because it sounds like a safety step. The buyer says they've been scammed before and want to make sure you're a real person. They say they'll send a code to your phone, and you just need to read it back.

What's really happening

The code is a real verification code, but not from the buyer. The scammer is setting up an account using **your** phone number. Often it's a Google Voice number linked to your phone, which they then use to scam other people while hiding behind your number. Other times the code is the key to your own Facebook, email or bank account.

SCAM ALERT

Never read a code to anyone

No real buyer ever needs a code from your phone. If anyone asks for one, the conversation is over. This rule has no exceptions.

If you already shared a code

1. Read the text the code came in. It usually says which service sent it (Google, Facebook, your bank).
2. If it was Google Voice, go to voice.google.com on a computer and follow Google's steps to reclaim your number, or search Google Voice Help for "reclaim a number."
3. If it was an account of yours, change that account's password right away and sign out other devices.
4. Turn on two-step verification if it wasn't on. See Chapter 4, *Setting Up Your Accounts Safely*.
5. Report the buyer in the selling app. See Chapter 32, *If You Got Scammed: What to Do Now* for more.

TIP

A good habit for every text code

Before you do anything with a code, read the whole text. Most say "Don't share this code with anyone." That warning is there for exactly this trick.

CHAPTER 30

Shipping Tricks: Agents, Labels and Changed Addresses

When a sale involves shipping, scammers try to take control of the shipping. If they do, they can get the item and later claim it never arrived, or they use the "shipping" as an excuse for an overpayment.

- **"My shipping agent will pick it up."** Usually paired with a fake check or fake payment email. Say no.
- **"Use my prepaid label."** A label you didn't buy may send it to a different address or leave no tracking you can use. Use only a label bought through the site, for the address on the order.
- **"Please ship to my cousin's address instead."** On eBay, ship only to the address on the order. Seller protection depends on it.
- **"Pay for shipping insurance and I'll pay you back."** A version of the overpayment scam.
- **"Your package couldn't be delivered" text.** If you didn't send anything, it's phishing. If you did, check tracking in the selling app instead of clicking the link.

SCAM ALERT

Shipping on a local site is a warning sign

OfferUp no longer offers shipping at all, and on Marketplace, shipped sales go through Facebook's checkout. A local buyer who insists you ship, and pay some other way, is almost always running a scam.

Safe shipping, in short

1. Wait until the site shows the order as paid.
2. Buy the label through the site, for the address on the order.
3. Keep your receipt and the tracking number.
4. Add signature confirmation for valuable items. On eBay it's needed for $750 or more. See Chapter 18, *Returns, Problems and Seller Protections*.

TIP

Pick up the phone, not the link

If you're ever unsure about a shipping message, call the post office or carrier using a number you find yourself, or open the selling app. Never use a number or link inside the message.

CHAPTER 31

When a Buyer Tries to Scam You After the Sale

Most problems after a sale are honest mistakes. Once in a while, a buyer tries to keep the item and get their money back too. Good records make these tries fail.

What happens	How you're protected
"It never arrived," but tracking says delivered	On eBay, on-time shipping with delivered tracking protects you. Respond with the tracking.
"Not as described," over a flaw you showed	Point to your photo and description. Ask eBay to step in if needed.
A return shows up with a different or broken item	Photograph the return as you open it, and ask eBay to step in.
An empty box "arrived"	Your photos of the packed box and the shipping weight help prove what you sent.
A payment dispute through their bank	Respond quickly with your records. On eBay, respond to a dispute within 5 days.

Keep these for every shipped sale

- Photos of the item before packing, including serial numbers when there is one.
- A photo of the packed box and the label.
- The shipping receipt and tracking number.
- All messages with the buyer, inside the site.

TIP

Write down serial numbers

For electronics, cameras and tools, note the serial number in your records (or in the listing). If a different unit comes back as a "return," it's easy to show.

GOOD TO KNOW

Local cash sales are final

With a local cash sale, the deal is done once you're paid. OfferUp, for example, says there are no refunds for in-person sales. That's one reason cash at pickup is so simple.

CHAPTER 32

If You Got Scammed: What to Do Now

If you've been tricked, you're in good company: these scams are built by professionals to fool smart people. Act quickly, but calmly. The sooner you act, the more you can protect.

Right away

1. **Stop contact** with the buyer. Don't send anything else, even if they threaten or promise.
2. **If you sent money**, call your bank or the payment app using the number on your card or in the app. Ask them to stop or reverse it, and say it was a scam.
3. **If you deposited a check** that might be fake, call your bank now and don't spend the money.
4. **If you shared a code or password**, change that password and turn on two-step verification. See Chapter 29, *"Verify You're Real" Code Scams*.
5. **If you gave out a gift card number**, call the gift card company right away. Keep the card and receipt.

Then report it

- In the selling app or site: report the buyer's profile or the conversation.
- To the FTC at **ReportFraud.ftc.gov**.
- For internet crime with a loss, also to the FBI at **ic3.gov**.
- To the Ohio Attorney General at **ohioattorneygeneral.gov** or 1-800-282-0515.

SCAM ALERT

Beware the "recovery" call

After a scam, you may hear from someone who promises to get your money back for a fee. That's a second scam. Real agencies don't charge to help you.

FROM BILL

You don't have to sort it out alone

If you're not sure what got shared or which accounts to secure, call me at (330) 200-8042. We'll go through it together, one account at a time. Bill's guide **I Think I've Been Scammed** walks through every step too.

PART 6

Wrapping Up

Taxes and records, selling a houseful of things, when to call Bill, and a cheat-sheet with the steps you'll use most.

CHAPTER 33

Taxes, the 1099-K and Keeping Records

People often worry that selling a few things online means a tax form and a tax bill. For most occasional sellers, that worry is bigger than it needs to be. Here's what's known as of November 2026. This is general information, not tax advice.

When a 1099-K form is sent

- Selling sites and payment apps send a federal **Form 1099-K** only when you receive **more than $20,000 and more than 200 payments** in a year, on that one platform.
- That limit was restored by the 2025 tax law and applies back to earlier years too. The lower $600 limit you may have read about no longer applies.
- Your state can have its own, lower reporting limit, so a state form can arrive even if the federal one doesn't.

Whether you owe anything

A form isn't a tax bill. Whether you owe depends on whether you sold things for more than you paid, and whether selling is a hobby or a business for you. Selling your own used furniture for less than you paid years ago is a very different thing from buying items to resell. A tax preparer can tell you where you stand.

Simple records to keep

Write down	Details
What you sold	A short name, and the date
Sale price	What the buyer paid, and the site's fees
What you paid	The original price, if you know it, or a receipt
Shipping	What the label cost

TIP

eBay keeps a record for you

The **Payments** area of Seller Hub lists every sale, fee and payout. You can look it up there at tax time instead of keeping everything by hand.

CHAPTER 34

Selling a Houseful: Downsizing and Estates

Downsizing, moving to a smaller place, or clearing a loved one's home can mean hundreds of things at once. Selling every item online, one by one, isn't practical, and it doesn't need to be. A plan helps you put your energy where it pays.

Sort into four piles

1. **Keep:** things you or the family want. Decide these first.
2. **Sell online:** items worth the time to photograph and list, usually things worth more than about $25.
3. **Sell together:** lots of small things for a garage sale, an estate sale, or a single "box lot" listing.
4. **Donate or recycle:** everything else. Ask for a donation receipt.

GOOD TO KNOW

When an estate-sale company makes sense

If the whole house needs to go, an estate-sale or consignment company can price and sell everything for a share of the proceeds. Ask how they're paid, how they price, and get the terms in writing.

Before anything leaves the house

- Check pockets, drawers, books and boxes for papers, photos, cash and keys.
- Shred old bank statements, tax papers and anything with a Social Security number.
- Erase phones, tablets and computers before selling, donating or recycling. See Chapter 10, *Selling a Phone, Tablet or Computer: Wipe It First*.
- If family members want something, settle it before anything is listed.

HEADS UP

Grief and pressure don't mix well

If you're clearing a home after a loss, scammers sometimes watch for estate sales and obituaries. Be careful with anyone who pushes for a fast decision on valuable pieces. It's fine to say "I'll get back to you."

TIP

Family can help from far away

A grown child in another state can take over the eBay listings and messages from their own computer, while you handle the packing and drop-offs here. Just keep one person in charge of each sale.

CHAPTER 35

When to Call Bill

Selling online is very doable on your own, and this guide gives you the steps. Sometimes, though, it's easier with someone beside you, especially for your first sale or when a message feels off.

Good reasons to call

- You'd like someone to sit with you while you set up an eBay account and list your first item.
- You want help taking good photos and writing a listing for something valuable.
- A buyer's message has you uneasy and you want a second opinion before you reply.
- You shared a code, clicked a link, or deposited a check that now worries you.
- You need a phone, tablet or computer wiped safely before you sell it.
- You're downsizing and want a plan for which things to sell where.

WHAT THIS DOES FOR YOU

Device Training, built around selling

My **Device Training** visits are one-on-one lessons at your pace. We can spend one on selling: setting up eBay, Facebook Marketplace or OfferUp, taking photos, listing an item, and practicing safe replies, using your own phone or computer.

SCAM ALERT

Only call numbers you look up yourself

eBay, Facebook and OfferUp help is found inside each app or on its real website. A "support number" from a search ad, a pop-up, or a buyer's message is often a scammer. When in doubt, call me first.

How to reach me

- Call or text **(330) 200-8042**.
- Book online at **billshometech.com/book**.
- Bill's Home Tech serves **Portage County, Ohio**, with 30+ years of professional experience.

- If you reach my assistant **Sophie** on the main line, she can answer simple questions and get you on my schedule.
- My help is **$49 remote · $99 in your home**. The guides themselves are free.

— Bill

CHAPTER 36

Your Selling Cheat-Sheet

The steps and rules you'll use most, all in one place.

I want to...	Do this
Choose a site	Small and valuable: eBay. Big or everyday: Marketplace or OfferUp, local pickup.
Check the price	eBay search, then Filter, then **Sold items**.
Take photos	Daylight, plain background, whole item first, flaws up close.
List on eBay	**Selling > List an item** in the app, or **Sell** on ebay.com.
Ship on eBay	Open the paid order, **Print shipping label** (or QR code), drop off.
See your eBay money	Seller Hub or My eBay, then **Payments**.
Sell on OfferUp	Local pickup only. Paid in person. No fees.
Wipe an iPhone	**Settings > General > Transfer or Reset iPhone > Erase All Content and Settings**.
Wipe an Android	**Settings > System > Reset options > Erase all data (factory reset)**.

Safety in seven

1. Keep messages and payments inside the site or app.
2. Get paid before the item leaves your hands.
3. Never accept more than the price, or send money back.
4. Never read a code from your phone to anyone.
5. Check payments in your own app, never from an email or screenshot.
6. Ship only to the address on the order, with the site's label.
7. Meet in public, in daylight, with someone along.

Keep this handy

What	Notes
My eBay username	_____
Email on my selling accounts	_____
Bank for eBay payouts	_____

What	Notes
Police station safe meetup spot	_____
Post office or drop-off spot	_____
Who to call before a meetup	_____
Bill's Home Tech	(330) 200-8042 · billshometech.com/book

FROM BILL

One sale at a time

Start with one item, follow the rules in this guide, and each sale gets easier. If a buyer ever makes you uneasy, stop and call or text me at (330) 200-8042.