

# How to start selling on eBay Motors...

## 5 easy steps



**Step 1** Register as an eBay seller



**Step 2** Select stock & take pictures



**Step 3** List your vehicle



**Step 4** Set your terms of sale



**Step 5** Communicate, manage your listings and complete your sale

Need Help? Call  
eBay Dealer Support

**020 8605 3344**

HPI Dealer Support

**01722 435 444**

[pages.ebay.co.uk/motors/hpidealer](http://pages.ebay.co.uk/motors/hpidealer)

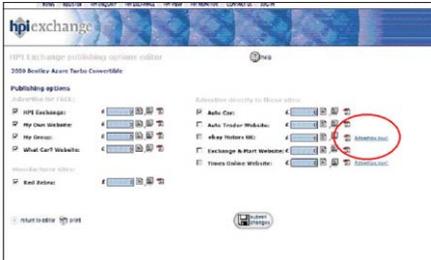
[www.hpi.co.uk](http://www.hpi.co.uk)

## 4.2 Section Four

### Step 1 Register as an eBay seller

# Step 1

## Register as an eBay seller



- When in HPI Exchange\* publishing options, you will see eBay Motors as a new option. Click **'Activate now'**



If you do not already have an **eBay Sellers Account**, click **"eBay registrations"**

If you already have an **eBay Seller's Account**, move to step 1.3

- \* If you are not already an HPI subscriber or need help using HPI Exchange, please call 01722 435 444

## 1.1 Register as a user

- **Provide an individual's name and contact information**
- **Make sure you provide a working email address.** After you have filled in your information, eBay will send a confirmation email so you can activate your account
- **Choose your eBay ID and a password.** Your eBay ID is the name you will be known by on eBay and it does not have to be your business name
- If you provide certain types of email address such as Hotmail and Yahoo we will also request Debit or Credit Card details. As this allows us to verify your identity you cannot use a company card. Your card will **NOT** be charged



The screenshot shows the eBay.co.uk registration page. The title is "Registration: Enter Information" with a "Need Help?" link. Below the title are three steps: "1 Enter Information", "2 Agree to Terms", and "3 Confirm Your Email". The form fields are as follows:

<b>First name</b> John	<b>Last name</b> Smith	
<b>Street address</b> 123 Anywhere St Middle of Nowhere		
<b>Town / City</b> Citytownville		
<b>County</b> [England]	<b>Postal code</b> AB1 C34	<b>Country</b> United Kingdom <a href="#">Change country</a>
<b>Primary telephone</b> ( 01234 ) 456321	<b>Secondary telephone</b> ( 01234 ) 987652	

**Important:** To complete registration, enter a valid email address that you can check immediately.

**Email address**  
[me@mysp.co.uk]

**Re-enter email address**  
[me@mysp.co.uk]

## 4.4 Section Four

### Step 1 Register as an eBay seller

#### 1.2 Create a seller's account



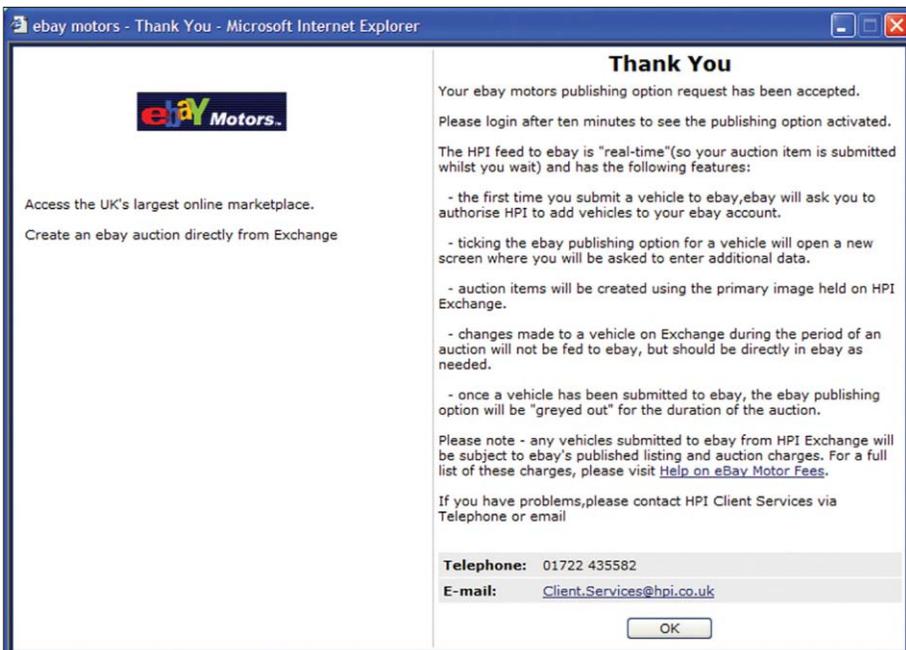
Once you have completed eBay Registration, you'll need to create a Seller's Account to allow us to bill you when you put your vehicles on eBay.

- Click on the **Sell** link at the top of any eBay page
- Verify your personal details
- Provide Debit or Credit Card details and bank account information. This is for verification purposes only and **NO** charges will be made.
- Choose how you wish to pay your selling fees – you can choose to pay from a credit card or through Direct Debit

A screenshot of the 'Seller's Account: Verify Information' form. The form is titled 'Seller's Account: Provide Card Identification'. It includes a progress indicator with three steps: '1. Verify Information', '2. Provide Identification', and '3. Select How to Pay Seller Fees'. The form contains several sections: 'Please select a payment method' with radio buttons for 'Credit' and 'Debit'; 'First, verify your identity' with a 'private' link; 'Card Type' with radio buttons for 'Visa/MasterCard', 'Switch', and 'Solo'; 'Credit or debit card number' with a text input field containing '46562360165'; 'Valid from date' and 'Expiry date' with dropdown menus for month and year; 'Cardholder name' with a text input field containing 'John Smith'; 'Switch / Solo issue number' with a text input field containing '2'; and 'Card verification number' with a text input field containing '1234'. There are also links for 'Need Help?' and 'View Last items'.

### 1.3 Activate eBay as a publishing option in HPI Exchange

- Click on “Activate” to authorise HPI to upload listings to eBay



You are now ready to start listing vehicles on eBay Motors.

# Step 2

## Select stock and take pictures

### 2.1 Decide which stock you want to list on eBay

eBay is an excellent channel for the following:

- Older, slower-moving vehicles
  - Stock which has been held for 30-40 days
- Part Exchanges
  - Vehicles which are a different make, model or age to your usual stock
  - This offers a new revenue stream
- Specialist Stock
  - Hard-to-find or specialist vehicles which need a larger audience than your forecourt offers

### 2.2 Take photographs with digital camera

- **To make a sale, it's essential that you include clear, well-lit pictures of your vehicles**
- Include as many pictures as possible (a maximum of 3 in HPI Exchange)
  - 2 x external photos
  - 1 x internal photo

## Photo Tips



### **Framing**

Fill the frame, avoid unnecessary background



### **Lighting**

Take pictures outside, with the sun behind you



### **Flash**

Use Flash for interior and engine shots, but don't get too close



### 3.1 Decide listing duration

- You can choose between 3, 5, 7 or 10 days
- A listing can go live either at an appointed time (for an extra cost) or as soon as you finish creating it
- Include a weekend, and make sure it ends at a time people will be using the Internet (e.g. weekday evening)

### 3.2 Set a realistic start price

- Remember, eBay is a great alternative to trade channels for older stock, for part exchanges, or for stock you just cannot sell, so set prices realistically
- A low start price encourages bidding
- Only use a Reserve Price on very high-value vehicles; it can discourage bidders and reduces the chances of a sale

### 3.3 Input vehicle description, equipment and condition

- **eBay Motors is not a classified site**
- Include plenty of information on the vehicle's description, service history and its interior, exterior and mechanical condition
- A certain amount of vehicle information is automatically transferred across from your HPI Exchange account; master notes, vehicle options list, registered keepers, warranty, service history (if selected) and all uploaded vehicle images
- Answer potential questions in the listing so potential buyers don't have to contact you

The screenshot shows the eBay Motors UK auction listing form. It includes fields for 'Auction Duration', 'Start Time', 'Reserve Price', 'Buy It Now Price', 'Description', 'Vehicle Equipment', 'Vehicle Condition', and 'Vehicle History'. There are also checkboxes for 'This car has a clean HPI record' and 'This car is advertised elsewhere and I reserve the right to withdraw from auction at any time.'

# Step 4

## Set your terms of sale

Set your bidding, payment and collection terms. Remember, you decide.

Key questions you will want to answer in your listing include:

eBay Motors UK Fees	
Insertion fee	£6 per vehicle
Final value fee (only applies if vehicle sells):	
Up to £3,000 sale price	£15
£3,000 to £6,000 sale price	0.5% of sale price
Over £6,000 sale price	£30
Fees are inclusive of VAT	

### Bidding

- Is the vehicle available for inspection prior to the end of the listing?
- Is there any form of warranty on the vehicles you are selling?
- If they are sold as seen do you offer extended service contracts for sale?
- See Section 5 for information on reviewing feedback

### Payment

- How soon after the listing ends do you require a deposit, and how much should it be?
- How much time do buyers have to complete the payment for the vehicle?
- What types of payment will you accept?

### Collection

- How soon should the buyer come to collect the vehicle?
- Should they pay the balance on collection?
- If they can't collect, can you help arrange for shipping services?

**Press Submit to send the listing to eBay.** To monitor or modify your vehicle listings once you have submitted them, use My eBay, described in the next step.

# Step 5

## Communicate, manage your listings and complete your sale

### Communicate

- Check your email regularly to answer questions from potential buyers during listings
- Many bidders will 'Watch' your item for several days and put a bid in during the last 24 hours
- Get in touch with your buyers as soon as possible after listings end
- Good communication can really make a difference, and ensures you get good feedback

### Manage your listings

- Click on the "My eBay" link at the top of any eBay page to see all your listings

#### Use the All Selling link to see:

- **Scheduled Items:** items that you scheduled to start at a future time
- **Items I'm Selling:** items currently for sale on eBay including current price, number of watchers, number of bids, and the current high bidder
- **Items I've Sold:** listings which ended in a successful sale
- **Unsold Items:** listings which did not end in a successful sale. You can choose to relist items from this view



## 4.12 Section Four

Step 5 Communicate, manage your listings and complete your sale

The screenshot shows the eBay.co.uk 'My eBay' account page. The navigation bar at the top includes links for 'home', 'pay', 'register', 'sign out', 'services', and 'site map'. Below this, there are buttons for 'Buy', 'Sell', 'My eBay', 'Community', and 'Help'. The main header area displays 'My eBay' and a greeting: 'Hello, dealer1234 (60 ★) my eBay'. The left-hand navigation menu is titled 'My eBay Views' and includes sections for 'My Summary', 'All Buying', 'All Selling', 'All Favourites', and 'My Account'. The 'My Account' link is circled in red. The main content area shows 'All Selling' with a sub-section for 'Selling Reminders (Last 31 days)' which states 'There are currently no Selling Reminders to display.' Below this is 'Scheduled Items (No items)' with the text 'You have no scheduled items. Items that you previously scheduled may display in the'. The 'Selling Totals' section shows 'Selling: Auction quantity: 0 (0 will sell) Bids' and 'Sold: Quantity: 0 Amounts: £0.00 (Last'. At the bottom, it says 'Items I'm Selling (No items)'. A small note at the bottom left of the page says 'Item counts delayed. Refresh'.

Use the My Account link to see:

- **Personal Information:** All your important personal information, billing or shipping address, credit card & bank account information on file
- **eBay Preferences:** Customise preferences for selling, signing in, using My eBay, receiving eBay emails
- **Feedback:** Keep up-to-date with feedback you've received or need to leave for others
- **Seller Account:** Summary of your seller fees statement, including what you owe and showing recent payments. Set up automatic payments or make a one time payment

## Complete your sale

**If the listing is successful...**

- eBay will send you and the buyer emails
- Contact the buyer and arrange for payment and collection
- When the buyer has paid the balance and collected the vehicle, leave them positive feedback and encourage them to do the same
- Remember to delete the vehicle from HPI Exchange. If you forget to do this the vehicle will be automatically deleted 90 days after the vehicle was first loaded to HPI Exchange

**If the listing is not successful...**

You can use My eBay to:

- Make a Second Chance Offer to the highest bidder if bidding didn't meet your Reserve Price
- Revise your listing by changing the title, description or adding more photos. If it sells the 2nd time, eBay will refund the listing fee
- If you sell the vehicle through another channel, you can end the listing early or file an Unpaid Item Dispute through the Services page (<http://pages.ebay.co.uk/services/index.html>)

# A safe trading environment



Rest assured, eBay is a safe place to trade. With millions of items being sold every day, the vast majority of transactions go without a hitch. More often than not, issues that do arise are the result of misunderstandings between the buyer and seller.

## Here are a few tips to help keep you safe:

- Review the buyer's Feedback – every eBay member has a Feedback profile, a number in brackets next to the User ID, indicating the number of transactions they have completed successfully, plus comments from other members about their conduct
- Represent your vehicles honestly and accurately – provide as much detail as possible about the vehicle you are selling, highlighting any areas of potential concern to a buyer
- Communicate with your buyers – always respond promptly to bidder questions and once the listing ends contact the buyer immediately to arrange payment and collection
- Verify Payment – whatever your payment terms, always wait for cleared funds before handing the vehicle over

For more tips on trading safely visit our dedicated  
Safety Centre: [www.ebay.co.uk/safetycentre](http://www.ebay.co.uk/safetycentre)

[pages.ebay.co.uk/motors/hpidealer](http://pages.ebay.co.uk/motors/hpidealer)

[www.hpi.co.uk](http://www.hpi.co.uk)

# What a good eBay listing looks like...

## Input

Where dealer inputs data in HPI Exchange

- A** Pricing and listing duration
- B** Vehicle description & equipment (pre-filled by HPI Exchange)
- C** Vehicle condition
- D** Terms of sale
- E** Photos from HPI Exchange
- F** Item Specifics (make and model pre-filled by HPI Exchange)
- G** Once you have created your listing in HPI Exchange, use 'revise your item' to modify your description and photos, and choose more Item Specifics

## Output

What a good listing looks like on eBay

**Saab 900S 2.0 2dr Convertible**
Item number: 2494353634

You are signed in [New!](#) [Change your cross-promoted items](#)  
[Revise your item](#)  
[Promote your item](#)  
[Sell a similar item](#)

This item is being tracked in [My eBay](#)



[Go to larger picture](#)

Starting Bid **£3,500.00**

Time Left **6 Days 23 Hours**  
7-day listing  
Ends 200-Oct-04 11:55:44 BST  
[Add to Calendar](#)

Start Time 13-Oct-04 17:20:12 BST

History **0 Bids**

Item Location London, London  
United Kingdom/London

Post to United Kingdom

Postage Costs Check item description and payment instructions or contact seller for details

[Postage and payment details](#)

**Seller Information**

Dealer1234 ( 50 ★ ) [me](#)

Feedback Score: 50  
**Positive Feedback: 100%**  
 Member since 03-Mar-02 in United Kingdom

[Read Feedback Comments](#)  
[Ask Seller a Question](#)  
[View Seller's Other Items](#)

[Buyer Protection Offered](#)  
[See Coverage and Eligibility](#)

Description		Seller assumes all responsibility for listing this item	
<i>Mem Specific – Cars &amp; Other Vehicles</i>			
Manufacturer	Saab	Condition	Used
Model	900	Number of Previous Owners	2
Type	Sports/Convertible	Warranty Information (Months Remaining)	-
Number of Doors	2	Engine Size	2,000 cc
Mileage	-	Independent Vehicle Inspection	-
Model Year	1996	MOT Expiration Date	-
Year of Registration	1996	Road Tax	-
Exterior Colour	Black	V5 Registratino Document	-
Metallic Paint	-	Previously Registered Overseas	-
Transmission	Manual	Right-hand/Left-hand Drive	Right-hand Drive
Options	-	Safety Features	-
Fuel	Petrol		

**Vehicle Description**

You are bidding on a 1996 Saab 900S Convertible in beautiful gleaming black with stone leather upholstery. A genuine 4 seat convertible with plenty of space for four adults and their luggage. A real head turner, this car looks and performs superbly with the roof up or down.

**Vehicle Equipment**

- Black with stone leather upholstery
- 5sp manual gearbox
- Full Saab / Specialist service history
- Clarion 6 x CD stacker in boot – this sounds fantastic
- 17 spoke 17" Saab alloys
- Sports Exhaust – more power and nicer sound
- Electrically driven soft top

**Vehicle Condition**

The car has covered a genuine 57,000 miles and comes with a full service history and MOT certificates to prove this.

**BODYWORK:** The car is in excellent condition. The original paintwork still gleams and is rust free. The black mohair hood is in excellent condition with no leaks and the electric operation works well. The original Saab 17 spoke alloy wheels are in very good condition and the P6000 tyres have a lot of life left in them.

**C** On the negative side the paintwork has one car park ding on the off side flank about the size of a 5p piece, and a near invisible crease on the near side where it looks like someone has pushed a shopping trolley into the car.

**INTERIOR:** The leather upholstery is in very good condition with no tears, burns or any other blemishes. The driver's seat shows expected signs of wear on the bolster but again, nothing unusual or detracting from the overall appearance. There are over mats throughout and the carpets are in perfect condition.

**MECHANICALS:** The car has only done 57,000 genuine miles. The engine has had a recent full service and is running very sweetly. The engine uses no oil. All services have been carried out at Saab dealerships, service records available to support this. The five speed manual gearbox works smoothly.

For your confidence, all belts were changed less than 5,000 miles ago.

**Terms of Sale**

We offer a limited 3 month warranty (ask for details)

Deposit of £500 within 24 hours of the auction finishing – I can accept credit cards or Paypal. Deposit is refundable should the buyer feel that the car is not as described. Buyer must collect from South London, the rest of the balance will be required on collection as cash, banker's draft or Credit Card.

**Disclaimer**

This car is advertised elsewhere and I reserve the right to withdraw it from auction at any time.





**G**

**A**

**F**

**B**

**C**

**D**

**E**