

10 things to NOT do when selling a vehicle on eBay

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Below is a free abbreviated guide. This is just a mere snapshot of what is in my products, which go into much more depth. The only thing we ask is that you visit <http://www.dealerlicense.com> after you read the free guide, and browse through the very useful products we have to offer to make it easy to get your dealer license.

"It's not your State's job to make it easy for you to get a license... It's OUR job!"

1. Do NOT offer a vehicle for sale on eBay without plenty of pictures.

Pictures sell vehicles on eBay, no matter what anybody says. Sure, price matters, but pictures matter just as much as price. If the pictures are plentiful, clear and large, you will get higher bids and make more money. It's that simple.

I'm not saying you need a "15-megapixel" digital camera either. Just buy a good quality camera and take pictures with 640X480 resolution. (any higher resolution will make the pictures too large to handle and see). From my experience, 640X480 is perfect.

For any vehicle, I wouldn't even think about putting it on eBay unless you have at least 12 pictures. It may seem like a lot to you, but it's actually not enough. People are going to make a big decision to buy from you and they are risking their hard-earned money to trust you and your description, so make sure to give potential customers what they deserve – plenty of pictures.

Sure eBay charges for each additional picture you display, but spending a few bucks extra for pictures and selling the vehicle is much better than going cheap and NOT selling the vehicle. You may have to pay a re-listing fee if the car doesn't sell, so being cheap can actually cost you MORE than not being cheap. Think about that one!

Here's another tip: Take pictures in BRIGHT sunlight. If the vehicle is in direct sunlight and the chrome and details on the car sparkle, you will get higher bids than pictures of a car on a gloomy day.

2. Do NOT offer a vehicle for sale on eBay unless you make it EASY for people to buy it.

Make it as easy as possible for someone to buy your vehicle.

The easier it is to buy, the faster you will sell your vehicle.

For example, don't say in your listing: "Buyer must arrange for picking up vehicle". Instead, do research yourself on transport companies – find out who they are and where they are located and what their websites are. Post all that info on your site. Make it easy for people!

You can also tell people you can deliver car within a certain amount of miles from your location.

You can say that shipping is a flat fee, or even agree to pay for their shipping. Make it EASY.

If a prospective customer has to go out of their way to determine transportation costs then they will be less willing to bid on that vehicle.

3. Do NOT offer a vehicle for sale on eBay unless you give a telephone number.

If you are not willing to put a phone number in your eBay listing, two things will happen:

First, you will lose a little trust from people looking at your listing.

If you don't have a number available, people are less likely to think you're a legitimate and reputable seller.

Secondly, if you don't have a number available on your listing, you may lose a sale because when people are shopping for a vehicle, often it is an **impulse buy** – that means if someone is thinking about buying your vehicle and they have a question, you need to make yourself available at all times. If you give people time to "cool down", they may have time to find a similar vehicle at a better price somewhere else.

4. Do NOT offer a vehicle for sale on eBay unless you put good keywords in your title

What good is selling a car on eBay if people can't find your listing to begin with. When people search for vehicles on eBay, they enter certain words before they click "search", similar to a search on Yahoo. Therefore, if the words people enter do not match the words you have in your title, then they will NOT find you!

In other words, don't put useless words like – Looks nice, must see! Instead, put solid key words that people would search for. How often do people do a search for "looks nice, must see" ? Not very often. Instead, people search for the make and model of the car, so be sure to put the year, make and model of the car at minimum.

5. Do NOT offer a vehicle for sale on eBay unless the vehicle is available for sale.

Many people put cars on eBay that they don't have yet. You may wonder how on earth this happens. Well, what people do is find out that a certain vehicle will be auctioned off at an auction. They then advertise that car on eBay and the bidding is actually a non-refundable deposit for the car that will be auctioned off. It sounds confusing but just remember my point

- Do NOT offer a vehicle for sale on eBay unless the vehicle is available for sale.

6. Do NOT offer a vehicle for sale on eBay unless you have at least 10 good feedbacks and NO negative or neutral feedbacks.

If you are not familiar with what I'm talking about, please see the eBay help menu or "feedback forum" on ebay.com, but in general, the more good feedback you have, the more people will trust you and the more likely you will be to sell your listed vehicle.

If you have any negative comments, I would open up another eBay account using a different credit card. At least that way you can start at a "clean slate".

7. Do NOT give other people negative comments unless you are prepared to get a "revenge" negative comment in return!

Unfortunately, people tend to abuse the eBay feedback system. Let's say for example, you offer a car for sale and someone bids on it and they don't pay you and follow through with the deal.

Normally, the standard procedure is for you to give them “negative feedback” so that others will see that they are dealing with a potential “deadbeat bidder” and they will not want to do business with them.

However, what you will find is that even if you legitimately give a negative comment, which by the way the deadbeat bidder deserves, the deadbeat bidder will get “revenge” on you by giving you a negative comment in return. They will not hesitate to expressly lie in their negative comment to you.

As a result, you get a negative comment which makes you look bad to future potential customers.

Therefore, use your negative comments wisely and avoid them if possible.

Fairly recently, Ebay made it to where sellers cannot leave negative comments, which makes it more difficult for selling dealers. Even so, sellers manage to leave a positive comment, even though what you write is negative in nature.

This is the reason I encourage you to have multiple eBay accounts so if one account is tarnished by “revenge” feedback, you will have another account ready to list cars and keep your business thriving.

8. Do NOT offer a vehicle for sale on eBay if you are hiding ANY flaws whatsoever.

If there is ANYTHING about a car that your bidder will most likely want to know about, then you need to disclose what the flaw is.

What you will find is that if a vehicle has a certain flaw, you may be afraid to mention it because nobody will buy the vehicle. Well, the reverse is true! If you hide a flaw, you will get bad feedback, a complaint to eBay, a possible complaint to your DMV, a possible lawsuit etc. It’s not worth it.

From my experience, people would much rather see that you disclosed a flaw than tried to hide it. Chances are the flaw will not matter to the customer anyways. When you talk about the flaw, always disclose it, then add a comment that makes the customer feel good. Here are some examples:

- Hood has a few road chips, but they are small, barely noticeable and normal for any 5-year old car.
- Driver’s power seat does not work, but it should be an easy fix if you’re a handyman.

- Car has minor body repair on left quarter panel, but it was professionally repaired and not noticeable unless you look real hard. This actually benefits you because you save money!
- Drivers door has a 4 inch long “key scratch”, but if you consider the car on the whole, it’s really minor. I’m sure scratch can be touched up or buffed out for pretty cheap.
- Leather seats show signs of wear, but it’s normal for the age of the car and should look great with some leather conditioner.
- Car has 200,000 gentle highway miles, but runs great and was well-taken care of by previous owner. I will supply you with all maintenance records.
- The roof of the car has some faded paint “spots” from the sun, but they may buff out fine and if you put a thick coat of wax on it, it shouldn’t be that big of a deal.
- Car has prior “flood damage”, but don’t worry about that. The car was professionally inspected and repaired so it runs and looks like new. You’re benefit is you save tons of money versus a car without this history.

9. Do NOT offer a vehicle for sale on eBay unless you check and reply to your E-Mail every day.

You will get several emails every time a vehicle is put on eBay.

If you are not quick in replying to the emails you receive, it may cost you a sale.

If someone is going to take time out of their day to send you a question via email, then they are clearly interested in purchasing the vehicle from you. Thus, do not give up any possible sales by ignoring or not timely replying to questions from people.

A vehicle is a major purchase and most people who bid on a vehicle on eBay want to establish some type of communication with the seller. It may be a dumb question or it may be a question that is already answered in your listing, but this establishes trust and leads to a sale.

10. Do NOT offer a vehicle for sale on eBay with a reserve price set too high.

The most common reason why dealers put a car on eBay and it does not sell is because the dealers set a reserve price too high.

A reserve is the minimum price that is “hidden” from the bidders until the bidding reaches the reserve price.

If the reserve price is set too high, you will never sell that vehicle. In general, bidders do not like reserve prices because it’s a mystery for them what it is. In fact, if you set a reserve, expect emails from people who ask you what the reserve price is. This confirms that people hate reserve prices, so avoid them if possible. Either set your reserve price reasonably, or don’t put a reserve at all.