



Technology & Electronics Selling Guide

Everything you need to know about what's selling when, and how to sell more of it yourself.

Technology and electronics are *very* popular with eBay buyers.

We know just about everything there is to know about how to sell tech and electronics and we want to share it with you.

This easy-to-follow guide will tell you how to make money on stuff you were just going to throw out anyway.

You know those cameras, computers, chargers, cables, players, recorders, widgets and digital watchamacallits you've accumulated?

Gather them up and start selling them on eBay.

That way, you can use the money to get yourself some *brand new* stuff.

Smart, huh?

Check inside for:

- **Why electronics are easy to sell on eBay**
- **The best selling categories**
- **Pricing ranges and selling histories**
- **The best selling brands**
- **Peak selling seasons**
- **Proven selling tips**

Remember, it's FREE* to list auction-style on eBay. You pay only after your item sells!

Plus, add Buy It Now FREE too.

*List up to 50 auction-style listings per month.

*List up to 50 items per month. Additional optional Feature fees apply when used. 9% final value fee applied to the total amount of the sale—including the cost of the item, shipping, and any other fees a seller may charge (for example, engraving or gift wrapping), excluding any sales tax. Does not apply to eBay Store subscribers and Vehicle categories on eBay Motors.

Why eBay is a great place to sell your tech and electronics.

Electronics sell well on eBay.

The best idea in technology and electronics since electricity? Sell it on eBay.

It's one of our hottest categories. There's always a big demand for technology and electronics—even if it isn't the latest and greatest.

Remember, it's FREE* to list auction-style on eBay. You pay only after your item sells!

Plus, add Buy It Now FREE too.

*List up to 50 auction-style listings per month.

We make it simple.

Using our catalog makes it fast and easy for you to list and price your items and get them onto eBay so somebody can send you some money for them.

With many items, just entering the UPC code or the brand and model will provide a set of similar products. If there's an exact match, it could automatically fill in a listing for you. In some cases, you can even use the same photos. Now that's a time saver!

Get the skinny on the do's and don'ts of using the catalog on page 12.

Even if you're new to selling on eBay, you'll see just how easy it can be. We'll walk you through it every step of the way, and you'll be getting extra spending money before you know it.

Shipping is easy.

Most of these items are easy to ship, too, and you'd be surprised how far a little cardboard and bubble wrap will get you.

Predictable weight and size make it straightforward to calculate shipping costs.

TIP:
Include "free shipping" to improve your popularity with buyers.

* List up to 50 items per month. Additional optional Feature fees apply when used. 9% final value fee applied to the total amount of the sale—including the cost of the item, shipping, and any other fees a seller may charge (for example, engraving or gift wrapping), excluding any sales tax. Does not apply to eBay Store subscribers and Vehicle categories on eBay Motors.

The 20 most in-demand products in Tech & Electronics

Check your house for these best sellers in tech and electronics.
 Hey, if some of this stuff is hanging around, it's almost like finding money.
 See page 10 for tips on researching prices for your particular item.

PORTABLE DEVICES



Cell Phones & Smartphones



Speaker Docks



iPod & MP-3 Players



Headphones



GPS

COMPUTERS & ACCESSORIES



Laptops



Desktops



Tablets & eReaders



Computer Accessories



Drives and Storage

CONSUMER ELECTRONICS



Digital Cameras



Film Photography



Camera Accessories



Camcorders



Home Audio



Video Game Systems



Gadgets



Vintage Electronics



DVD, HD, & Blu Ray



Video Games



Items either sell in large numbers relative to other items in this category or a relatively high percentage of those listed are sold.



Items both sell in large numbers and a relatively high percentage of those listed are sold.

Depicted items are examples of products in the category. Designated trademarks and brands are the property of their respective owners. Reference to any brand is not intended to convey endorsement by or any affiliation with the owner of the brand.

These accessories are top sellers

Popular gear, very popular accessories. Many categories come with oodles of cables and plugs and controls and what not. Look for accessories you have that are just itching to go to someone else. Good news, millions of buyers look on eBay to replace the cable the dog chewed or to get a bigger hard drive or a niftier camera lens more affordably. Now you know why you were hanging on to that old box full of electronic flotsam and jetsam.

A/V Accessories & Cable

- Headphones & Headsets
- Remote Controls
- Video Cables & Connectors



Example:
Bose QuietComfort 15 headphones.
Average sale price: * \$236

Brands in demand:

Bose
Logitech
Monster
Philips
Sennheiser
Skullcandy
Sony
Vizio

Phone Accessories

- Cell Phone & PDA Accessories
- iPod & MP3 Accessories



Example:
Bose SoundDock portable digital music system.
Average sale price: \$293

Brands in demand:

Apple
Belkin
BlackBerry
Body Glove
Bose
Griffin
HTC
iHome
Jabra
Monster
Motorola
Nokia
OtterBox
Philips
Plantronics
Samsung
Sennheiser
Skullcandy
Sony

Computer Accessories

- Computer Accessories
- Keyboards, Mice & Input



Example:
Logitech QuickCam Pro 9000 web cam.
Average sale price: \$84

Brands in demand:

Acer
Apple
Dell
HP
Logitech
Microsoft
Razer
Sony
Toshiba

Camera Accessories

- Lenses & Filters
- Camera & Photo Accessories



Example:
Nikon 55-200 mm zoom lens.
Average sale price: \$120

Brands in demand:

Canon
Leica
Loweprro
Nikon
Olympus
Panasonic
Pelican
Pentax
Samsung
SanDisk
Sigma
Sony
Tamron
Tokina
Transcend
Vivitar
Zeiss

Video Game Accessories

- Video Game System Accessories



Example:
Nintendo Wii controller.
Average sale price: \$11

Brands in demand:

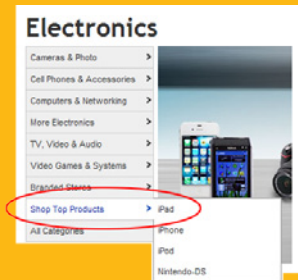
Activision
Atari
Bandai
Intellivision
Logitech
Microsoft Xbox 360
Nintendo
Nintendo DS Lite
Nintendo Wii
Nyko
Sega
Sony PlayStation

*Average Sale Price – this is the average selling price on eBay for the product in both new and used condition sold from 6/6/2011 to 9/6/2011 by sellers who are not self identified as a business and who made fewer than 101 sales or less than \$10,000 in sales in the 12 months from 9/6/2010 to 9/6/2011. The average for the webcam for the same dates, was across all sellers. Because this is an average, the actual price may vary. No representation is made that any item will sell at a particular price.

Top movers

Apple products are always hot

- Apple Desktops
- Apple Software
- Apple Laptops & Notebooks
- iPads
- iPods
- iPhones



Find out more about selling the hottest Apple products by clicking **Shop Top Products**.

Here are the big dogs in tech and electronics. If you own some of these items yourself, it's time to cash in. Here's an idea of the kind of moolah they could generate. Because the marketplace for tech and electronics is constantly changing, **you'll get the most up-to-the-minute info on market prices by checking eBay.** See page 10 for tips on researching prices for your particular item.



Cell Phones & Smartphones

Example:
iPhone 4 16 GB.
Average sale price:* \$421

- Apple
- Blackberry
- HTC
- Nokia
- Other Cell Phones
- Other PDA Phones
- Samsung
- Sony Ericsson



Computer Components

Example:
ATI Radeon 9250 video card.
Average sale price: \$17

- Memory
- Video & TV Graphics Cards
- CPUs
- Motherboards



Video Games

Example:
Call of Duty: Black Ops (Xbox 360, 2010)
Average sale price: \$34

- Atari
- Microsoft Xbox 360
- Nintendo
- Nintendo Wii
- Sega
- Sony



iPod & MP3 Players

Example:
iPod Nano 4th Generation.
Average sale price: \$71

- Apple
- Belkin
- Bose
- Griffin
- iHome
- Monster
- Philips
- Sennheiser
- Skullcandy
- Sony



PC Laptops & Notebooks

Example:
Dell XPS M1710.
Average sale price: \$287

- Acer
- ASUS
- Compaq
- Dell
- Gateway
- HP
- IBM
- Lenovo
- Sony
- Toshiba



Video Game Systems

Example:
Nintendo Dsi matte black.
Average sale price: \$91

- Nintendo
- Sony
- Microsoft
- Atari
- Sega
- GPH
- ATGames
- Super Nintendo
- NEC
- Nintendo Wii

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Best selling brands, top dollar getters

Big brand, big bucks. Here are the brand names most buyers are looking for. If you've got some of these, and chances are you do, what are you waiting for? Get them on eBay and start selling. Just as these brands have selling power at retail, they also generate the most buzz on eBay, too. You can cash in on the cachet of these brands, and by checking back often, you can track just what kind of revenue (that's potential revenue to you) these brands are pulling in.

PHOTO & CAMERA

Camcorders

Canon	Panasonic
Flip Video	Samsung
GoPro	Sanyo
JVC	Sony
Kodak	

Digital Cameras

Canon
Casio
Fujifilm
Kodak
Nikon
Olympus
Panasonic
Pentax
Samsung
Sony



SOLD! **Nikon D70.** 6.1 MP Digital SLR Camera Kit. Includes zoom lens, filters, original box, charger, accessories and manuals. **\$550.00**

Film Photography

Nikon	Pentax
Leica	Hasselblad
Canon	Mamiya
Fujifilm	Konica Minolta
Polaroid	Olympus

COMPUTERS & NETWORKING

Drives & Storage

Dell	Seagate
HP	Sony
Kingston	Super Talent
Samsung	Toshiba
Sandisk	Western Digital



SOLD! **Apple 2TB External Hard Drive.** Barely used, with power cable, ethernet cable and a drivers CD. **\$202.50**

Software

Adobe	McAfee
Apple	Microsoft
Corel	Open Office
Intuit	Rosetta Stone
Kaspersky	Symantec

PC Laptops & Netbooks

Acer
ASUS
Compaq
Dell
Gateway
HP
IBM
Lenovo
Sony
Toshiba



SOLD! **Toshiba Satellite L645D Notebook.** Broken screen, for parts. **\$200.00**

CONSUMER ELECTRONICS

DVD & Home Theater

Bose	Pioneer
LG	Samsung
Magnavox	Sony
Panasonic	Toshiba
Philips	Vizio

Gadgets (including calculators)

Bounty Hunter	Minelab
Casio	Olympus
Fisher	Sony
Garrett	Texas Instruments
Hewlett Packard	

SOLD! **HP 42S Business/Scientific Calculator.** Vintage calculator with its original case. **\$400.00**



Radios: CB, Ham & Shortwave

Cobra	Midland
Cobra Electronics	Motorola
Galaxy Microsystems	Uniden
Icom	Workman
Kenwood	Yaesu

Home Audio

B&W	Klipsch
Bose	Pioneer
Definitive Technology	Polk
Infinity	Sony
JBL	Yamaha



SOLD! **Pioneer Elite SC-37 Receiver.** Small nick on the front bottom. **\$995.00**

Vintage Electronics

Dynaco
General Electric
JBL
Marantz
McIntosh
Mullard
RCA
Western Electric

You have stuff to sell you didn't dream would bring money. Stuff like this.

Used. Not used up.

One thing to remember is that most tech and electronics companies can put out new models faster than almost anyone can buy them.

But not everyone needs the latest, greatest whiz-bang doo-dad. Even if your gear is a generation behind or three, you'll see there's a market for it on eBay.

You heard it here first.



Broken? Sell for parts.

One of our sellers had a digital camera that unfortunately lost an argument with the laws of gravity when it was dropped.

Turns out, in doing some research on whether he should buy a new camera or get the old (and very broken) one repaired, he discovered there's a market on eBay for camera parts.

So instead of sending it to Camera Heaven, he was still able to get \$60 for it because someone wanted the parts. The moral of this story is your disaster could be someone else's salvation. For which they will pay you handsomely, on eBay.



...another man's treasure?

Some of the other things people don't think to sell fall into the category of stuff you've probably accumulated without knowing it. Like cables, rechargeable batteries, and adapter plugs for equipment and gadgets you no longer own (but someone else might).

So check out those boxes in your garage, that tangle of wires in back of your desk, or if you're really brave, the nether regions of the "junk drawer" in the kitchen. You just might find some wire and plastic you can turn into gold.

Cash in on peak seasons

Tech and electronics sell year-round, but there are special times during the year when the selling is particularly good. Take advantage of these times to sock away some splurge money as you make room for the new.

SPRING

Ah, spring. The time of year when people start to head outdoors. And one of the places they stop along the way is eBay. Here's what they're looking for:

Outdoor fun

- Cameras
- GPS
- Handheld GPS

Mothers Day

- Tablets & eReaders
- Laptops
- Headphones
- Digital Cameras
- Digital Photo Frames

Dads & Grads

- Tablets & eReaders
- Laptops
- HDTVs
- Universal Remote Controls
- Home Theater
- Smart Phones



SUMMER

Selling really heats up. And for lots of very good reasons. Just check out all the opportunities you'll have to have some hot cash-raising fun this season.

Travel Essentials

- GPS
- Cameras
- World Chargers
- eReader Tablets
- Headsets
- Smart Phones

Backyard Tech

- Outdoor Projector/Screen
- Rock Speakers

Back-to-School

- Tablets & eReaders
- Laptops
- Voice Recorders
- MP-3
- Smart Phones
- Printers
- Monitors

FALL

You wouldn't think the beginning of football season would also trigger an important selling season, but it's huge. Throw in the baseball playoffs and the World Series and you've got a selling bonanza. So bear this important selling time in mind when you're planning what to sell.

World Series/Football

- HDTVs
- Universal Remote Controls
- Home Theater
- Tablets & eReaders
- Media Centers
- Laptops



Early Bird Holiday Shoppers

Get an early start (ok, retailers who put up their Christmas decorations before Labor Day are pushing it, but you get the idea), and plan to do a lot of business on eBay. Because the buyers will be here, early.

WINTER—THE HOLIDAYS

Most of the year's retail selling is done in November and December, and eBay is no different. Many things trigger sales this time of year.

Holiday Sellers

- Cameras & Camcorders
- Tablets & eReaders
- Laptops
- HDTVs
- GPS
- Smart Phones

Stocking Stuffers

- Headsets
- Voice Recorders
- Headphones
- Universal Remote Controls

New Years

- Fitness
- Games
- Accessories

Superbowl

- HDTVs
- Home Theater

Valentine's Day

- eReaders
- Mp-3 Players
- Headphones
- Digital Cameras
- Digital Photo Frames



Sell what you got—get what you want

January is also a great time to sell that gift you got and get what you really want—all on eBay. Just because it wasn't on your list, doesn't mean it wasn't on someone else's. And while getting exactly what you want on eBay is not quite the same as Santa bringing it, by the time January rolls around, it'll do in a pinch. Trust us on that.

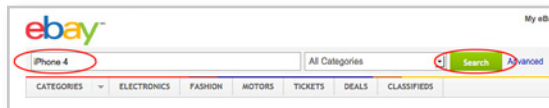
Smart selling

TIP #1. PRICE IT TO SELL

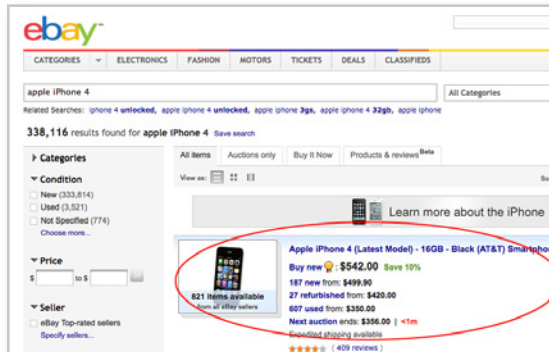
One of the most important pieces of information you can get is to **find out what your items are worth on eBay**. It's important because pricing competitively is the first big step in helping make the sale. Here are several ways to get pricing information, quickly and easily.

Check the current market price by searching for a similar item in the same condition as yours. Auction-style listings with many bids give you a sense of buyer demand at that price. Check out the tabbed **Product Summary Page**, for a quick way to scan items by condition.

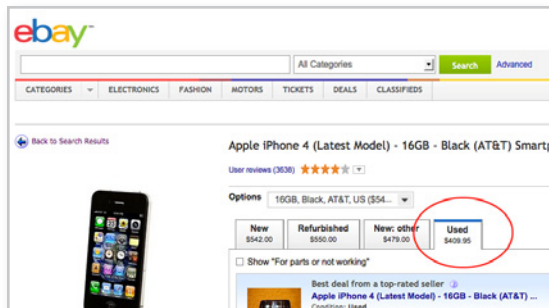
► Search for an item similar to yours.



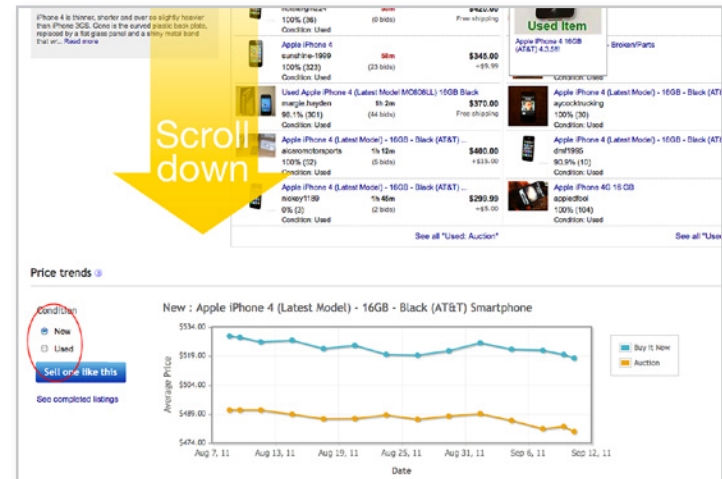
► Clicking on the item will take you to the tabbed Product Summary page.



► Select the tab that best matches the item you want to sell.



► Scroll down the page to see **Price Trends**. Select the Condition that matches yours (used or new) to see the correct trends. From here you can also see what similar items sold for by clicking on Completed Listings.



Smart selling

TIP #1. PRICE IT TO SELL (CONTINUED)

See what similar items sold for from Completed Listings. Enter your item in the search box, then just filter using the left column. Look for Show Only and then check Completed Listings.

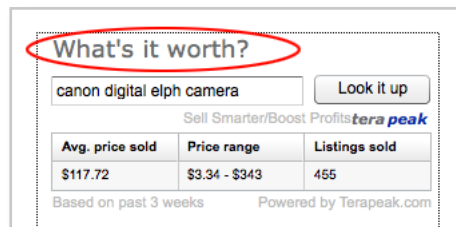
You can learn more about how to use this particular feature in just a few minutes by watching our demo, **Researching the Marketplace** found [here](#). You'll also learn which keywords, pictures and descriptions were most successful.

► In the left column, first click on Show Only, then click on Completed Listings.

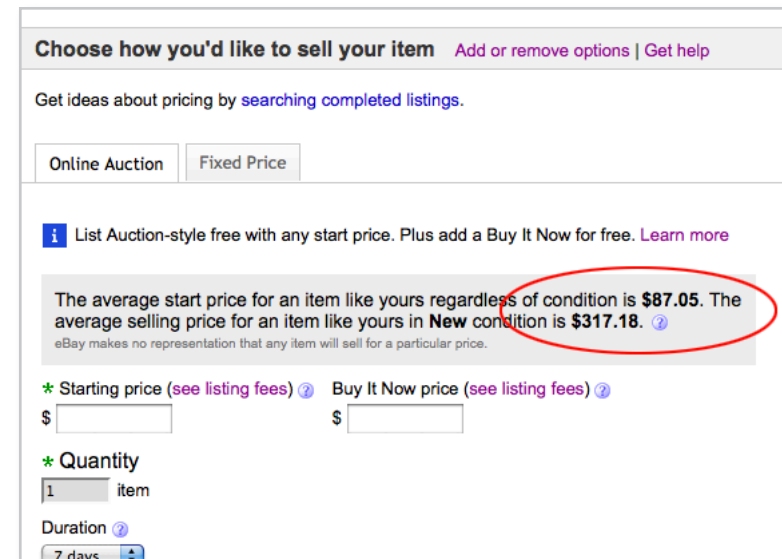


Do a quick search in What's it Worth? found [here](#) on the Sell page. As with any search terms, the more specific you can be about the item you're looking for, the better your results will be.

► If items similar to yours are in our database, clicking on **What's it Worth?** can provide a wealth of pricing information.



Get pricing guidance as you list. The eBay **Sell Your Item** form provides you with the current average sale price of items like yours when you list your item with the eBay catalog. As you use the form with **more listing choices**, you'll be offered a set of similar products with photos. If you see an exact match to your item, choose it. Key details will be added automatically to your listing and you'll see the price that similar items have sold for in the section where you enter prices. This will help you decide on an Auction-style starting price or a Buy It Now price for your item. As always, be clear about your item's condition and add your own photo if you're selling a used item.



Smart selling

► Click on the product that is an exact match to the product you want to sell.

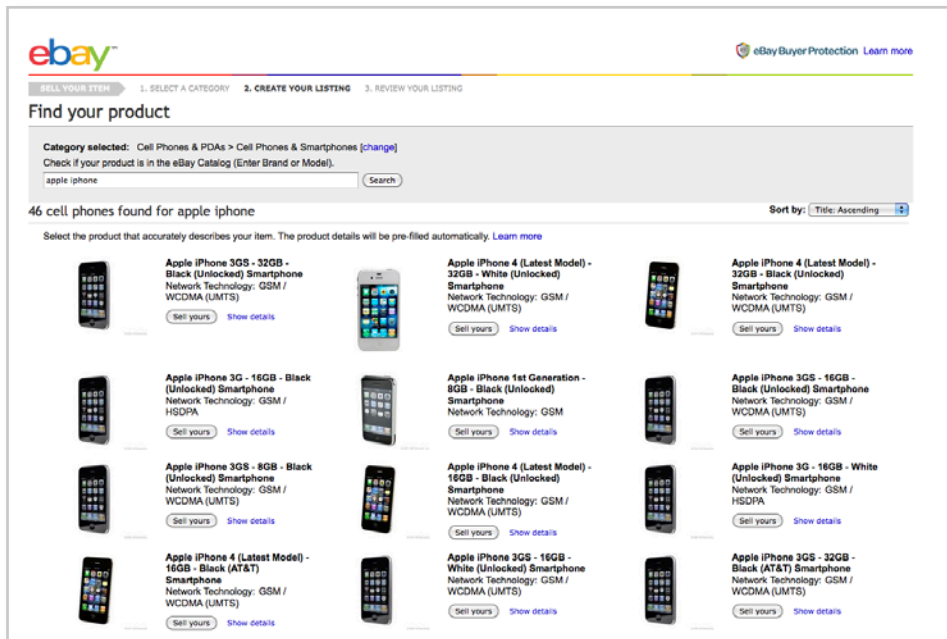
If your item isn't exactly the same as one shown, just go ahead and replace the pictures and adjust the description to more accurately describe your item and its condition.

If your item isn't new, replace the catalog picture with one or more that show the wear. If the item you're selling is new, be sure to add pictures that clearly depict any blemishes. If there are some specifics about how it works or what it works with, include them. The more information you can provide, the better.

To learn more about using the Catalog, visit: www.ebay.com/catalog

TIP #2. USE THE EBAY PRODUCT CATALOG TO DESCRIBE YOUR ITEM

eBay catalogs thousands of products to streamline selling. If there's a product that's the same as yours, you can use the supplied picture and have the description and other details filled in for you. Nothing could be easier.



SELLING HINT: If you have the original manuals, packaging, or any extras like a case, it's smart to include them in your description along with a picture if you can. It makes your item more complete. Buyers like that.

Smart selling

TIP #3. FREE SHIPPING IS GOOD

If you can, consider offering your item with free shipping. Many electronic items are small enough to be shipped inexpensively, so it's a great way to make buying from you that much more attractive.

It could also help your visibility with buyers who filter their searches to see only items with free shipping. As with all shipping, you as the seller would pay the shipping cost when the item goes out. So, when offering free shipping, consider the shipping cost when you set your starting price, or Buy It Now price.

It's a good idea to offer two shipping options: an economical one and an expedited one. This helps you appeal to more types of buyers. And of course, always ship your item within 24 hours of when your buyer pays.

SHIPPING HINT: Pay for postage and print your shipping label right on eBay. You get discounted USPS postage, and tracking information is uploaded to eBay in one easy step. If you also pick a Priority Mail Flat Rate™ box or Express Mail® you can skip the trip to the post office and schedule a free carrier pickup.

TIP #4. GO MOBILE

eBay's mobile app, <http://mobile.eBay.com/> is the fastest, easiest way to sell (or buy) when you're on the go.

For instance, you can take a picture and upload it instantly. Use the barcode scanner to create a listing in record time. You can also research sales trends quickly and share your listings with friends on Facebook and Twitter. You can even check the status of your items, post items or bids, reply to buyer inquiries, and more.

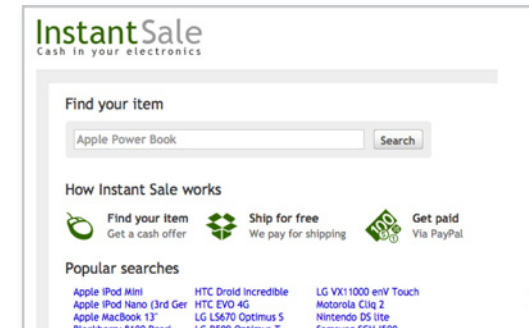
Capabilities and features vary from platform to platform, but suffice it to say, it's the easiest, fastest way to do all things eBay.



TIP #5. INSTANT GRATIFICATION

Finally, if you're interested in the fastest possible way to turn your tech gear into cash, you might look at **Instant Sale**.

This option offers a price for qualifying items and, if it's agreeable to you, lets you sell it right then and there without creating a listing. You just print our label for free, and use it to ship your item. You'll get paid via PayPal a few days later. It's about the fastest way to sell on eBay there is.



Curious about Instant Sale? See if your item qualifies and get an instant price offer for it here: <http://instantsale.ebay.com/>

If you'd rather try for a higher price through a regular listing in our marketplace, you are under no obligation to sell the item at the Instant Sale price offered, so you have nothing to lose. Check it out.

SELLING RESOURCES ONLINE

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▶ **Completed Listings:**

<http://pages.ebay.com/help/search/questions/search-completed-listings.html>

▶ **Researching the Marketplace demo:**

<http://pages.ebay.com/sellerinformation/howtosell/videosforbeginners.html>

▶ **What's it worth?**

<http://sell.ebay.com/sell>

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▶ **How to list your items with the catalog:**

<http://ebay.com/catalog>

▶ **How to add unique identifiers to your listing:**

<http://ebay.com/seo>

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▶ **Mobile selling:**

<http://mobile.eBay.com>

▶ **Instant Sale:**

<http://instantsale.ebay.com/>

Was this guide helpful?

Tell us what you think. We'd love your input.

Please go to Selling Guide Survey:

<http://www.zoomerang.com/Survey/WEB22D536EHKLD/>

and take 3 minutes to give us your feedback.

