

Real Simplifier

How to Sell Your Stuff Online

READY TO TURN YOUR UNWANTED ITEMS INTO CASH? FOLLOW THIS
EXPERT-ENDORSED PLAN TO MAKE IT HAPPEN.

By Cheryl Lock



1
-

DO YOUR RESEARCH

Research helps you determine what items are most likely to sell and how to best price them, says Andrea Woroch, a consumer finance expert. Start by searching for the item you'd like to sell on sites like Poshmark and eBay. Then use filters to search for ones that have already sold so you can see the selling prices. You can also try UsedPrice.com, which helps you value particular items, like tech goods. Once you have a price in mind, list the item for 15 percent higher than you're willing to sell it for so you have room to haggle, suggests Woroch. "Buyers love to get a deal and may bite if they think they got you to come down in price," she says.



2
-

CLEAN UP GOODS

Laundry or dry-clean clothing before photographing it. Wipe electronics with a microfiber or lens cloth. "If you're selling a smartphone or tablet, back up your data, like photos and contacts," says Jonathan Lowe, a spokesperson with the classifieds website Letgo. Also remove your SIM card and delete everything from the device. Good pictures will definitely get you better offers, says Lowe. Snap photos in a well-lit, uncluttered spot. Put smaller items, like jewelry, on a solid-colored rug or blanket. Be up-front about damage and take a detail shot for the listing.



3
-

USE THE RIGHT WORDS

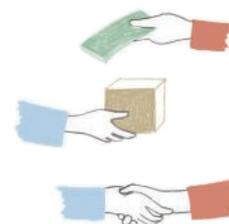
Include as many key-words—both general ("smartphone") and specific ("iPhone X")—as possible so your listing reaches people using different search terms. "Generally, a good practice is to put the formal name of the item in the title. Go into the specifics of the item's condition in the description, and add a section with keywords relevant to the item," says Natalie Angeliello, vice president of community for the classifieds website OfferUp. Call out anything special, like the fact that the item is brand-new or has never been removed from the box, in the title or description.



4
-

SHIP WITH CARE

To help protect items in transit, choose the smallest box possible, filling any empty space with newspaper, and cushion delicate objects with bubble wrapping and/or biodegradable packing peanuts. Hate waiting in line to ship your stuff? Check your selling platform: Poshmark and OfferUp email sellers prepaid shipping labels, so all you have to do is pack the item, print and attach the label, and drop off the box. Through eBay, you can print FedEx, USPS, or UPS shipping labels at a discounted rate.



5
-

PLAY IT SAFE

Many selling platforms offer a messaging feature, but if yours doesn't, consider creating a second email account that doesn't show your full first or last name, says online-safety expert Denise DeRosa, founder of Cyber Sensible. Payment should be made through the platform's secure site or another secure payment service, like PayPal. The most successful sellers are responsive sellers: Turn on notifications so you never miss a message from someone who is interested, says Lowe. Receptive and honest sellers get good reviews, and good reviews are more likely to lead to better sales.