
eBay – Protect Yourself in the World of On-Line Auctions 10 Steps for a Successful Auction Experience

As a buyer:

1. Educate yourself about the item.
 - a. Is this an item that is frequently reproduced?
 - b. Is the item prone to electronic problems?
2. Communicate with the seller.
 - a. Ask specific questions about the item
 - b. Keep printed and digital copies of all correspondence with seller
 - c. Does the seller guarantee the item and offer a full refund?
3. Check the seller's feedback rating; too many negative ratings should persuade you to shop somewhere else.
4. Give the seller an opportunity to make things right should they go wrong.
5. Under the eBay Fraud Protection Program, most items on eBay are covered for up to \$200 (minus \$25 of the item price). For example, if the item price is \$100, you are eligible to receive \$75. Every eBay buyer is covered at no charge under the terms of the program. To allow for communication between trading partners, you must wait 30 days from the end of the listing before filing a Fraud Report. *Be aware that you must file a Fraud Report within 60 days from the end of the listing.*
6. Work within the confines of eBay and not outside of the system. Auctions completed outside of eBay lose all protections offered through eBay.
7. Pay for shipping insurance; items lost or damaged in the mail are not covered by eBay.
8. Protect yourself against Internet outages by bidding early.
9. Warn others of a bad experience by leaving negative feedback.
10. Notify other sources when appropriate:
 - a. If mail fraud is present notify the local Post Master.
 - b. Notify the appropriate State Attorney General.

As a seller:

1. Communicate with your buyer; be crystal clear about the payment process.
2. Accurately describe item for sale; don't surprise the buyer.
3. Use an escrow service for big-ticket sales.
4. Thoroughly research the item; know what you are selling.
5. Follow the rules and guidelines of the on-line auction site.
6. Don't ship the item until the payment clears the bank.
7. After repeated attempts to secure payment from the buyer, file a Non-Paying Bidder's Alert with eBay.
 - a. This generates a message to the buyer from eBay.
 - b. Too many NPBA's and suspension will follow (two warnings and then suspension).
 - c. Request Final Value Auction Fees refund from eBay.

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8. Become a Powerseller on eBay - qualify for dedicated e-mail support from eBay.
9. Carefully package all items for shipment.
 - a. Leave 4" around item to protect against breakage
 - b. Insure item.
 - c. Keep receipt of item sale if needed for claim.
10. Leave appropriate feedback for buyer.

eBay's Time Frame for Resolution of non-Paying Bidder Problems:

Step	Explanation	Time Frame
1. Contact each other	Contact each other after your listing has ended. Like you, buyers can have emergencies or computer problems. Your high bidder may not be able to respond to you right away for legitimate reasons.	Generally within 3 business days is a good idea.
2. Payment Reminder.	Send a payment reminder email to your winning bidder. You can customize the email.	After 3 days but not past 30 days of your listing's close.
3. Non-Paying Bidder Alert.	File a Non-Paying Bidder Alert if you still don't get a response or if you feel you may not receive payment. Remember: In order to collect your Final Value Fee credit, you must complete a Non-Paying Bidder Alert Form on time. eBay then will send an email to you and your high bidder. Your high bidder will be reminded to pay you and informed of the consequences if no payment is sent.	After 7 days but not past 45 days of your listing's close.
4. Request your Final Value Fee credit.	Request your Final Value Fee credit if you've: a) Filed a Non-Paying Bidder Alert 7 days or more after your listing has ended and b) Tried unsuccessfully to resolve things with your bidder 10 days after you've filed the Non-Paying Bidder Alert Form above. Your refund will be credited to your account within 48 hours.	Within 60 days of your listing's close.
	Worked things out with the buyer? If you have filed the Final Value Fee credit, you may use the Non-Paying Bidder Warning Removal to remove the warning for the bidder.	Within 90 days of your listing's close.

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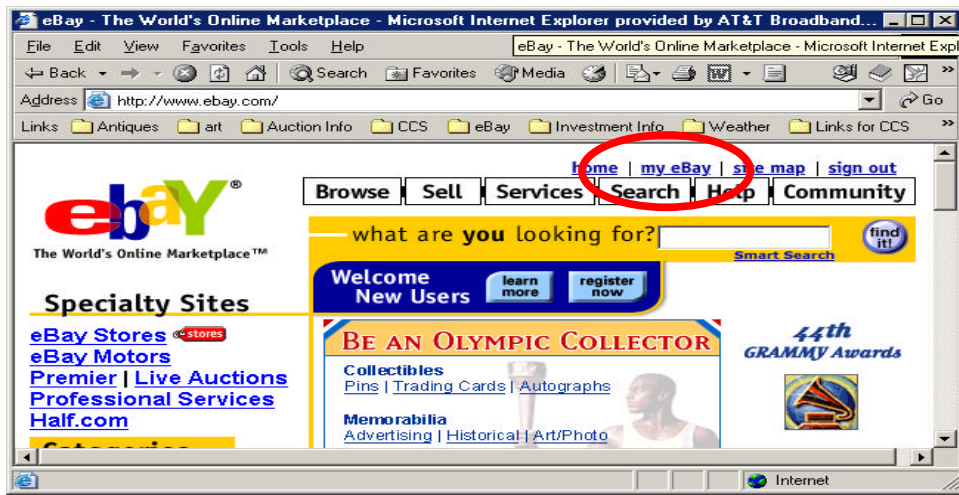
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Picture Taking Tips

1. When taking photographs be sure to:
 - a. Have adequate lighting
 - b. Minimize unnecessary distractions
 - c. Crop out excess
2. Edit the photo
 - a. Enhance the color if necessary
 - b. Save and name file

Other eBay Tips

1. FTP photo to web space
 - a. Remember path to photo
 - b. Use FTP program or your ISP's software
2. Item description
 - a. Use eBay form
 - b. Check spelling!
 - c. Learn basic HTML to place photo in item description (saves on listing fees)
 - d. EXAMPLE: ``
3. Manage auctions
 - a. Use eBay tools – MY eBay
 - b. Use e-mail



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