

Safe eBay / Online Buying Tips

Millions of buyers and sellers already know: eBay is a thriving marketplace full of great deals, and a safe, reliable place to trade with other people. eBay's Trust and Safety programs, policies and services enable community members to buy with confidence. Here are a few tips to help ensure that you trade safely and enjoyably in the eBay marketplace.



Learn how to buy and sell at eBay like the pros – Register now for AuctionInstructor.com hands-on classes.

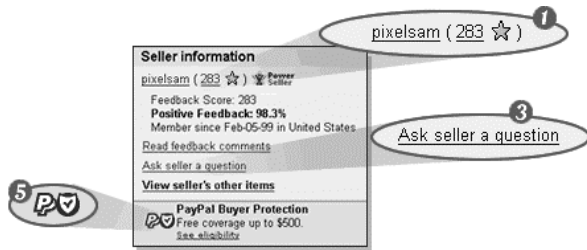
1. Look at the Seller's feedback.

Feedback is a member's reputation on eBay. Each comment and rating - whether positive, neutral or negative - is an opportunity to understand the history and experience of a seller, a chance to form your own opinions and a visual cue to make smart buying decisions. We recommend looking before bidding or buying.

2. Read the item(s) description carefully and completely.

A thorough item description helps you make informed decisions and best ensures that you are not surprised. It is always a good idea to look at the details important to a specific item, as well as the shipping cost, insurance information, payment methods accepted, and whether the seller offers a return policy.

3. Got questions? Use 'Ask seller a question' feature.



All listings on eBay include an 'Ask Seller a Question' link in the Seller Information box. This is an easy way to ensure that your questions are answered before buying an item. If you have questions about an item ASK the Seller! If you would like to see more detailed pictures of an item ASK the Seller! The merchant wants to help you buy the item. Sellers will generally do everything reasonably possible to make you comfortable with your purchase from them.

Understand whom you are buying from. Some systems such as eBay use a feedback rating from previous buyers. If this is available, always check it. If no feedback is available, contact the merchant via phone or email and ask them questions. If you don't like the answers, don't buy from them. How long has merchant been selling online? Do they have an established business in the real world? Where is it, how long has it been in business? Check their return Policy. Don't get bullied by sites that don't accept returns. Returns should be standard practice.

4. Pay safely - Use PayPal (whenever possible).

PayPal is the fast, easy and secure way to pay on eBay. If your seller offers PayPal Buyer Protection, you receive free purchase protection up to \$500. And if your seller does not offer PayPal Buyer Protection, PayPal can still try to recover your money if something goes wrong using Pay Pal's Buyer Complaint Process.

When paying by PayPal or any other webpage, if you are entering a credit card number online with a trusted merchant, make sure that the page you are entering your information on is secure. You can do this by making sure there is an "s" in the proper location in the URL. On a secure page the URL should read https://www... etc. On an insecure page, there would be no "s" in the URL, and it would look something like http://www...etc. If in doubt, and you are still not sure if the webpage you are on is secure (or it says it's secure, but no 's' shows), the sure way to check is to click somewhere on the webpage (not on a graphic), click your right mouse button on the page, and then choose *properties*. Look on the properties window that pops up for Address (URL). It will show you the real URL of the webpage.

Please Note: eBay strongly discourages you from paying for your item with instant cash transfer services such as Western Union or MoneyGram. Money transfer services offer no buyer protection and are not designed to be a payment vehicle when doing business with a stranger. Never respond to *spoofs* (fake emails).

5. Know Your Protections.

99.999% of all transactions at eBay are completed. **It is rare that something goes wrong, but if it does, eBay can help you take action.** If PayPal Buyer Protection doesn't cover your purchase, then it is likely covered by the eBay Standard Protection Program that will cover you up to \$200 (less a \$25 service fee).

A word on Selling Safe to eBay Sellers (or those that want to sell at eBay):

eBay is the Worlds Largest Online Marketplace. As an eBay Seller there are many precautions you can, and should take to protect yourself. There are also many scams and deceitful practices you need to be presently and ongoing aware of to protect yourself, your identity - and your personal information. AuctionInstructor.com has up to date training that is available to help you *learn how to safely sell and buy at eBay like the pros*, and how to take precautions. One major mistake certainly can take all the fun out - and be costly!

AuctionInstructor.com offers hands-on training (with PC's). We take you *live* on the Internet. *The Basics of eBay Selling* class is a full day of instruction, and includes:

- Learn how to open an eBay 'Seller Account' and use *My eBay*.
- Researching your items / creating your eBay auction ad listings.
 - Using descriptive ad titles - how/when to use subtitles.
 - Search keywords – how and where to use them.
 - How to get your auction ads and items found.
- Improving your ad listings descriptions and photography.
- What payment / packaging / and shipping options you can use.
- Using pricing strategies on different types of auctions.
 - Using Fixed Prices - Reserves and Buy It Now (BIN)
 - How to set your items starting bids and reserves.
- Using multiple item auctions (Dutch Auctions).
- Item pricing advice and philosophies.
- Determining your auction and ad related specifics to use.
- Opening, and how to use a PayPal and/or merchant accounts.
- Monitoring, managing and tracking your auction ad listings.
- Completing auction transactions, communicating after the sale.
- Understanding eBay, PayPal and other merchant costs and fees.
- You'll have questions, and get the answers and help you need.
- Two follow-up consultations by our instructors are included.
- How to protect yourself on the Internet, and much more ...

AuctionInstructor.com also offers 'Advanced eBay Selling' classes; one-on-on private tutoring; Building and Managing Your eBay Store; and we can work with you to get you the specific training, assistance and support you need. Visit us today at www.AuctionInstructor.com, or call us at 352.732.8120.



Please note that even if you are a last minute shopper, you'll want to be sure the recipients receive your holiday gifts on time - if you have to ship them across town, or across the country. That's where PostNet can help. PostNet has a variety of UPS shipping methods available to give you plenty of options from which to choose.

DECEMBER											
Deadline >>	13	14	14	16	16	17	17	20	20	22	23
Destination >>	CANADA	COAST TO COAST	ASIA, AFRICA, MID-EAST, AUSTRALIA	EUROPE, MEXICO, SOUTH AMERICA	ASIA, AFRICA, MID-EAST, AUSTRALIA	CANADA	EUROPE, MEXICO, SOUTH AMERICA	CONTINENTAL UNITED STATES	CANADA	UNITED STATES	UNITED STATES
UPS Shipping Method >>	GROUND	GROUND	EXPEDITED	EXPEDITED	EXPRESS	EXPEDITED	EXPRESS	3-DAY SELECT	EXPRESS	SECOND DAY AIR AND SECOND DAY AM	NEXT DAY AIR, NEXT DAY AM, AND NEXT DAY SAVER

This table gives you deadlines so you know when to ship to ensure your package arrives on time.