Selling Your Surplus Equipment and Materials Online

This workshop was presented by Jerry Pagac and Mary Beck of the Champaign County Forest Preserves in Illinois. The attendees were shown step-by-step, just how easy it is to list surplus items online, thus avoiding the need to move surplus equipment or materials to a central location and pay to have a traditional auction. Jerry explained how he got the idea to try eBay to get rid of old unused equipment. With their board’s approval, Mary proceeded to become an expert at selling on eBay, learning the ins and outs of online selling as she went along. Their most notorious sale being 27 used outhouses that sold to various interested buyers for a grand total of $9500. Prior to the sale of the outhouses they were made the butt of many jokes, but with this huge monetary return, it turned out to be no laughing matter. A great presentation!
Once you have an account, go to sign in.

Go to the sell tab.

Select a category. Notate what the item is that you are selling. Be descriptive. (example, 1976 Allis Chalmers 400 Tractor)

After you give description, it will come up with matching categories. You will then need to pick category/categories.

Sign in with new user ID and Password.

Go to Start Selling and get ready to start listing your item.
Next you will start listing your item. You will need to title the item (what exactly it is) Subtitle can be used for more information, if you choose to. (more cost)

Then list condition: Used or New

Now fill out the description. This is where you give all the details. Age, hours, what's wrong with it, where it is located at and so on. Remember, the more details here, the less questions you will get when it goes on live auction.

Notate starting price if using auction format, BUY IT NOW can be use if you have a set price that you want to sell the item/s at. Use a Schedule start time when listing many items, so items will all go live on auction at the same time. (makes it easy for the person listing if they have many items to list)

Shipping details. If having buyers pick it up at your District, notate 'No Shipping Local Pickup Only.

Extras area: Larger Pictures, boarders/frames around your listing and other extras that you will have to pay additional for. (We do not use)
Review your fees.

If after previewing your listing and everything looks good, you are ready to ‘LIST YOUR ITEM’ Hit the BLUE List your item button and you have successfully listed an item on EBAY!

---

**Final Value Fees: Auction Style**

<table>
<thead>
<tr>
<th>Closing Price</th>
<th>Final Value Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item not sold</td>
<td>No Fee</td>
</tr>
<tr>
<td>$0.01 - $25.00**</td>
<td>8.75% of the closing value</td>
</tr>
<tr>
<td>$25.01 - $1,000.00</td>
<td>8.75% of the initial $25.00 ($2.19), plus 3.50% of the remaining closing value balance($25.01 - $1,000.00)</td>
</tr>
<tr>
<td>Equal to or Over</td>
<td>8.75% of the initial $25.00 ($2.19), plus 3.50% of the remaining closing value balance($1000.01 - closing value)</td>
</tr>
<tr>
<td>$1000.01</td>
<td></td>
</tr>
</tbody>
</table>
EBay: Selling Your Surplus Equipment and Materials Online “Less Work More Money”

Who would have thought that selling old outhouses would land you media attention and over $9,500!

WHY SELL ON EBAY?

WHAT WE FOUND PRIOR TO SELLING ON EBAY:

SALE OF SURPLUS EQUIPMENT, MATERIAL, ETC. WAS A HASSLE:

• HIRE AN AUCTIONEER
• BRING ITEMS TO A CENTRAL LOCATION
• ADVERTISE THE SALE
• HOPE FOR GOOD WEATHER AND A GOOD TURN OUT
• TENDED TO ACCUMULATE STUFF OVER LONG PERIODS OF TIME (CREATING A JUNK YARD APPEARANCE AT PROPERTIES).

NOW:

• WE NOW SELL ITEMS EVERY 2 OR 3 MONTHS
• THE PURCHASERS COME TO US TO PICK UP ITEMS (AT A SCHEDULED TIME) AND AT EACH LOCATION - NO TRANSPORTATION TIME OR COST
• WE MAKE MORE MONEY THAN WE USED TO
• COST TO LIST ON EBAY IS MINIMAL (LISTING PRICE UNDER $1.00 AND THEN A ‘FINAL SOLD VALUE FEE’)
SO JUST HOW DO YOU SELL AN ITEM ON EBAY?

1. Develop list of possible surplus.
2. Get Board Approval to sell items.
3. Get items ready to list: photos, descriptions, age, hours/miles, original purchase price.
4. List items on a ‘SCHEDULED’ basis on EBay. Use an evening start/stop time. (More last minute bidders that way!)
5. While the Auction is going on, answer questions. If you don’t know the answer right away, respond with you are checking it out and will respond later.
6. When bidding ends. Send invoices with pick up and payment information.
7. Give Buyer feedback

1. Determine if equipment is in working order. Start it/turn it on. If it doesn’t start or work, it can still be sold, but it will need to be stated in the selling description.
2. Get it somewhat cleaned up. Brush the cobwebs and the dust off. Remember, the better it looks in the pictures, the better the bids will be.
3. Have a good description of the item. Better descriptions mean less questions when the listing goes live.
4. If selling items as pick up only, make sure you will be available at pick up times. (if you won’t be available weekends or evenings, notate)

LISTING PHOTO:
Select a good picture of the item which shows well. This is the photo that someone will see if they do a search of a particular item. (in this case tractors, or more specifically, Allis Chalmers Tractor)

Close ups at different angles are good.

Gauges showing miles, hours and other information are great. Close ups with actual information.
Comparisons are a good selling tool. Notice the ruler used to show size.

Show what the bid is for. (how many bricks in this case)

Take pictures in good lighting. Stay away from shadowed / dark pictures.

If the item is in a location other than where it normally would be expected to be, notate why. For example, this item is removed from the water during the winter months and stored outside in the elements. Tell the story…be honest!

Show labels and trade names.

If there is damage, tell about it and SHOW IT!

Show and list operating features!
Sometimes parts that have been sitting in a maintenance shed forever can be just what someone else needs!

Getting started:
Go to www.ebay.com

If you don’t have an EBay account, you will need to create one for your agency.
Once account is created, you are ready to logon and begin selling.
Once logged on, go to sell tab. Once there go to START SELLING!
Next find a matching category for your item. Just put in a one or two word description (example: riding mower, concrete mixer)
From there pick a category for your listing. Using two or more categories gives you more chances for more buyers to see your item.

Title of your item - What it is you’re selling (be specific and use brand names and models if appropriate)
Condition (used / new)
Insert pictures – download from file
Describe your item. Remember, the more detail now, less questions later!
On line Auction: setting a beginning price and ‘SCHEDULING’ time
Shipping – We do not ship so we indicate item must be picked up locally (name the closest town or city and state)

Item location – Where is it located for pick up
EXTRAS - The ‘Fancy Extra Stuff’ (colorful backgrounds and boarders, larger photos and so on)
Proof and correct if needed
LIST!! (Hit the Send Button)