

An abstract graphic of white circuit lines on a dark blue background, featuring various straight and curved paths that resemble a printed circuit board.

# TECH CLASSES

# BUYING AND SELLING ONLINE

Instructor: Chris

Digital Media Specialist

Arlington Heights Memorial  
**LIBRARY** ▶

# TECH CLASSES

Can you hear me?  
If not, click the chat button  
below and let me know.



Arlington Heights Memorial  
**LIBRARY** ▶

# TECH CLASSES

- What we will cover today:
  - Locally/In Person:
    - Craigslist, Facebook Marketplace, OfferUp and LetGo
  - Online Buying and Selling:
    - Ebay and Etsy
  - What you can find on these websites
  - Tips for Buying & Selling
  - Safety

# TECH

## CLASSES

Website /App	Is it Free to Sell?	Is It Free to Buy	In Person or Online	Credit Cards?	Required Account/ Sign Up To Buy?	Required Account/ Sign Up to Sell?
Craigslist	Yes	Yes	In Person	No	No	No
Facebook Marketplace	Yes	Yes	In Person	Yes	Yes	Yes
OfferUp/ LetGo	Yes	Yes	In Person	Yes	Yes	Yes
Ebay	No	Yes	Online	Yes	Yes	Yes
Etsy	No	Yes	Online	Yes	No	Yes

# TECH CLASSES

## BUYING AND SELLING LOCALLY / IN PERSON



# TECH CLASSES



## What Are The Advantages Of Shopping In Person

- Can haggle
- Receive it quicker
- Get to see the product before buying
- You're the person who delivers the item

An abstract graphic in the top header area consisting of multiple thin, white, parallel lines that curve and intersect to form a circuit-like pattern on a dark blue-grey background.

# TECH CLASSES

# CRAIGSLIST

craigslist



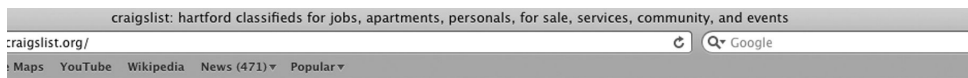
# TECH CLASSES

## What Is Craigslist?

- A classified advertisements website with sections devoted to:

- Community
- Housing
- Jobs

- For Sale
- Personals
- Gigs
- Resumes



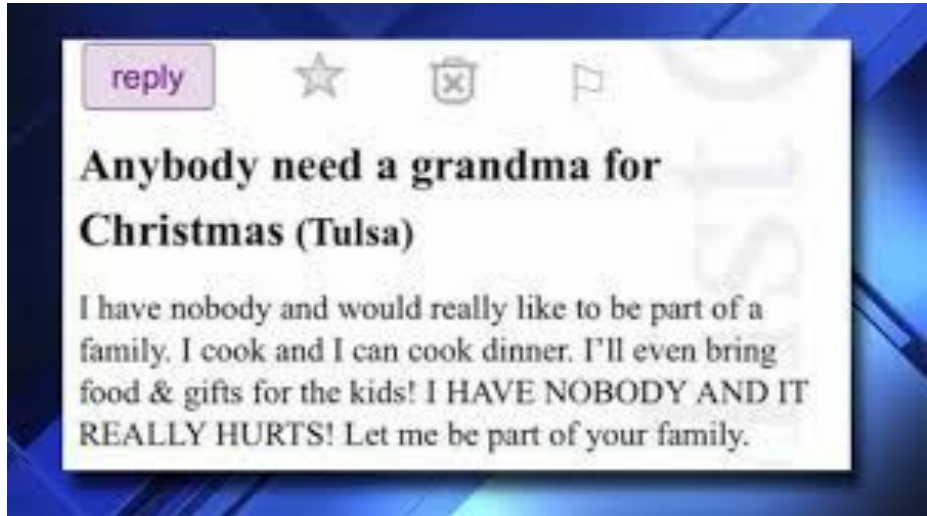
**craigslist**  
post to classifieds  
my account  
help, faq, abuse, legal  
search craigslist  
for sale  
event calendar  
S M T W T F S  
29 30 31 1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
haiti earthquake relief  
avoid scams & fraud  
personal safety tips  
craigslist blog  
craigslist factsheet  
best-of-craigslist  
craigslist (tv)  
craigslist movie & dvd  
craigslist foundation  
boot camp 2010  
system status  
terms of use  
privacy help

**hartford**  
**community**  
activities lost+found  
artists musicians  
childcare local news  
general politics  
groups rideshare  
pets volunteers  
events classes  
**personals**  
strictly platonic  
women seek women  
women seeking men  
men seeking women  
men seeking men  
misc romance  
casual encounters  
missed connections  
rants and raves  
**discussion forums**  
1099 gifts pets  
apple haiku philos  
arts health politic  
atheist help psych  
autos history queer  
beauty housing recover  
bikes jobs religion  
celebs jokes rofo  
comp kink science  
crafts i.t.r. shop  
diet legal spirit  
divorce linux sports  
dying loc pol t.v.  
eco m4m tax  
educ money testing  
etiquet motocy transg  
**housing**  
apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale  
**for sale**  
appliances arts+crafts  
antiques auto parts  
barter baby+kids  
bikes beauty+hlth  
boats cars+trucks  
books cds/dvd/vhs  
business cell phones  
computer clothes+acc  
free collectibles  
furniture electronics  
general farm+garden  
jewelry garage sale  
materials household  
nvs motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming  
**services**  
beauty automotive  
computer farm+garden  
creative household  
event labor/move  
**jobs**  
accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing  
[ETC]  
[ part time ]  
**gigs**

**nearby ci**  
albany  
boston  
cape cod  
catskills  
central nj  
eastern ct  
glens falls  
hartford  
hudson valley  
jersey shore  
long island  
new haven  
new york  
north jersey  
northwest ct  
oneonta  
rhode island  
south coast  
western mass  
worchester  
**us cities**  
**us states**  
**canada**  
**ci worldwide**



# TECH CLASSES



## Craigslist Pros

- Your listing automatically remains active for 30 days.
- Its free, no account needed
- Can ask/provide services which wouldn't normally be found on other websites

# TECH CLASSES

## FACEBOOK MARKETPLACE



Facebook Marketplace

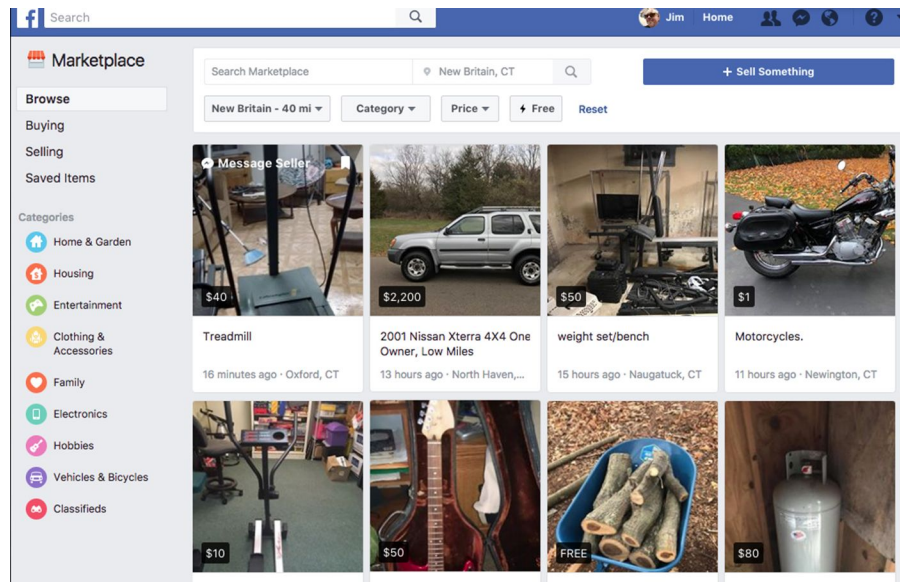
# TECH CLASSES

## What Is Facebook Marketplace?

- A platform that allows FB users buy and sell
  - Electronics
  - Entertainment
  - Family
  - Hobbies
  - Home & Garden
  - Housing
  - Vehicles
- Classifieds
- Clothing & Accessories
- Deals
- Electronics



# TECH CLASSES



## Facebook Marketplace Pros

- Several different ways to pay
- You can communicate with the facebook messenger app
- If you have a FB account your good to go
- You can view a sellers profile

# TECH CLASSES

## OFFER UP & LETGO

**OfferUp**

NOW WITH *letgo*

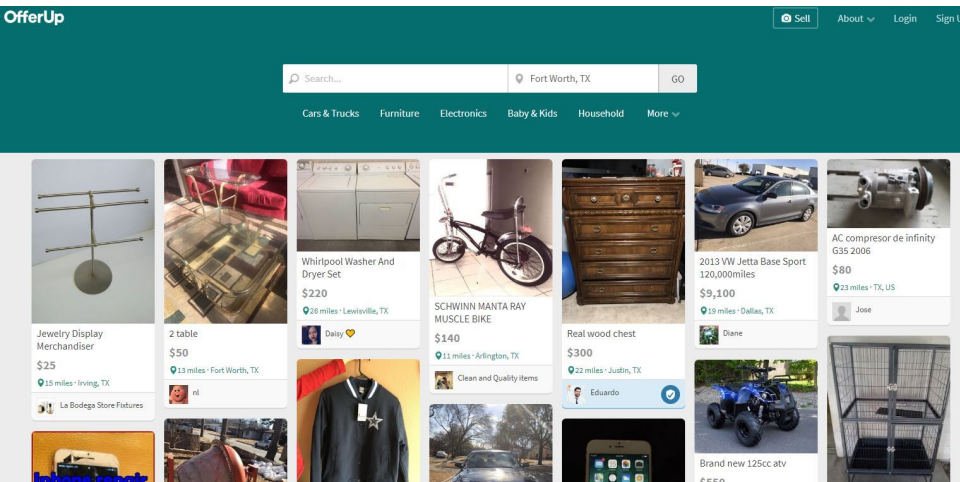
Arlington Heights Memorial  
**LIBRARY** ▶



# TECH CLASSES

## What Is OfferUp?

- An online mobile-first C2C marketplace with an emphasis on in-person transactions
- Founded as a competitor to Craigslist, differentiating itself with mobile-friendly apps and user profiles with ratings.





# TECH

## CLASSES

## CATEGORIES ON OFFER UP & LETGO

Antiques

Appliances

Arts & crafts

Audio equipment

Auto parts

Baby & kids

Beauty & health

Bicycles

Boats & marine

Books & magazines

Business equipment

Campers & RVs

Cars & trucks

CDs & DVDs

Cell phones

Clothing & shoes

Collectibles

Computer equipment

Electronics

Exercise

Farming

Free

Furniture

Games & toys

General

Home & garden

Household

Jewelry & accessories

Motorcycles

Musical instruments

Pet supplies

Photography

Software

Sports & outdoors

Tickets

Tools & machinery

TVs

Video equipment

Video games

# TECH CLASSES



## TIPS FOR LOCAL / IN PERSON BUYING

# TECH CLASSES

- Buy at your own risk
- Contact the seller right away to express your interest
- Negotiate a price
- Be prepared to travel and have a vehicle for transportation
- Examine the item carefully
- Do not feel pressured to buy

# TECH CLASSES



## TIPS FOR LOCAL / IN PERSON SELLING

# TECH CLASSES

- Agree on a amount before meeting
- Remove your ad once your item is sold
- Price your item reasonably
- Field multiple offers
- Be honest, forthcoming and polite
- Use keywords to make you listing stand out
- Use the categories to your advantage

# TECH CLASSES



## SAFETY TIPS FOR LOCAL / IN PERSON BUYING & SELLING



# TECH CLASSES

- Never meet alone at night
- Only deal with people you can meet locally
- Never wire any money or use checks
- Never give out private financial info
- Try to avoid offers that involve shipping
- These websites do not guarantee anything or are involved in any transactions

# TECH CLASSES

## BUYING AND SELLING ONLINE



# TECH CLASSES



## What Are The Advantages Of Shopping Online?

- You get to do it in the comfort of your own home
- Online you can see the quantity
- Can see others interest in the item
- Packages are shipped

# TECH CLASSES

EBAY



Arlington Heights Memorial  
**LIBRARY** ▶

# TECH CLASSES



## What Is Ebay?

- An e-commerce website that facilitates consumer-to-consumer and business-to-consumer sales through its website



# TECH CLASSES

The screenshot shows an eBay product listing for Diesel Charles Ankle Boots. The main image is a pair of dark brown leather boots with yellow laces. To the left of the main image are five smaller thumbnail images showing different views of the boots. Below the main image is a 'Click to view larger image and other views' link. The product title is 'Diesel Charles Ankle Boot' with a 'FREE POST' badge. Below the title is a description: 'On trend fashion at great prices only on very clearance'. The item condition is 'New with box'. There are dropdown menus for 'Shoe Size' and 'Quantity'. The price is shown as 'Was £235.00' and 'Now £79.99' (65% off). There are buttons for 'Buy it now', 'Add to basket', and 'Add to watch list'. To the right of the product details is a seller profile for 'veryclearance' with a 99.5% positive feedback rating. Below the seller profile is a 'Shop anytime, anywhere' section promoting the eBay app. At the bottom of the listing is a table with 'Item specifics' including Condition, Exact Colour, Exact Heel Height, Fastening, Brand, Style, and Main Colour.

**Item specifics**

Condition:	New with box: A brand-new, unused, unworn and undamaged item in its original packaging (such as the original box ... Read more	Brand:	Diesel
Exact Colour:	Dark Brown	Style:	Ankle Boots
Exact Heel Height:	3.5	Main Colour:	Brown
Fastening:	Lace Up		

## Ebay Pros

- eBay Money Back Guarantee policy
- Automatic bidding
- Extensive user reviews
- May get items cheaper than MSRP



# TECH CLASSES

## More Ebay Info:

- ITEM CONDITION
  - New and Used
- LISTINGS
  - Accept Offers
  - Auction
  - Buy it now
- VIEW THE SELLER INFORMATION
  - You'll be able to see the sellers feedback from past sales here

# TECH CLASSES



## TIPS FOR EBAY BUYING & SELLING

# TECH

## CLASSES

### **BUYING:**

- Bid Sniping and Automatic Bidding
- Message the seller to “Buy Now”
- Always look at the sellers profile!
- Research the MSRP
- Set up a paypal account

### **SELLING:**

- Choose between you paying for shipping or the buyer to paying
- Choose a region to sell to
- Auctioning an item could potentially cause you to miss out on money if you get few people bidding on your item. But if you know the item will be popular you can use this to your advantage.
- Include pictures and condition
- Reference other sellers for pricing

# TECH

CLASSES

## Etsy



Arlington Heights Memorial  
**LIBRARY** ▶

# TECH CLASSES

## What Is Etsy?

- An e-commerce website that allows users to build their own business/storefront online
- Typically involves independently or hand made crafts



# TECH CLASSES

## Etsy Categories:



- Everyday Finds
- Jewelry & Accessories
- Clothing & Shoes
- Home & Living
- Wedding & Party
- Toys & Entertainment
- Art & Collectibles
- Craft Supplies
- Gifts



# TECH CLASSES



## TIPS FOR ETSY BUYING & SELLING



# TECH

## CLASSES

### **BUYING:**

- Compare listings to make sure the product is authentic
- Make sure to include any measurement details or special greetings for gifts in the messages
- Always look at the sellers profile!

### **SELLING:**

- Choose a good store front name
- Look around etsy to see how others are pricing similar products
- Create social media pages to advertise wares
- Include as much info on the processing time and how the products made

# TECH CLASSES

## DIFFERENT WAYS TO PAY & RECEIVE ITEMS



# TECH

## CLASSES

### Locally:

- PAY
  - PayPal
  - Venmo
  - Cash
- RECEIVE
  - Shipping
  - Pick up item

### Online:

- PAY
  - PayPal
  - Credit Card
- RECEIVE
  - Shipping

# TECH CLASSES

## Additional Resources

- LETGO HELP PAGE
  - [letgo.com/en-us/help](https://letgo.com/en-us/help)
- EBAY HELP PAGE
  - [ebay.com/help/selling](https://ebay.com/help/selling)
  - [ebay.com/help/buying](https://ebay.com/help/buying)
- FACEBOOK MARKETPLACE HELP PAGE
  - [facebook.com/help/153832041692242](https://facebook.com/help/153832041692242)
- OFFERUP ABOUT PAGE
  - [about.offerup.com](https://about.offerup.com)

# TECH

## CLASSES

Website /App	Is it Free to Sell?	Is It Free to Buy	In Person or Online	Credit Cards?	Required Account/ Sign Up To Buy?	Required Account/ Sign Up to Sell?
Craigslist	Yes	Yes	In Person	No	No	No
Facebook Marketplace	Yes	Yes	In Person	Yes	Yes	Yes
OfferUp/ LetGo	Yes	Yes	In Person	Yes	Yes	Yes
Ebay	No	Yes	Online	Yes	Yes	Yes
Etsy	No	Yes	Online	Yes	No	Yes



Thank you!

Stop by the tech desk for 1:1 appointments