

Offer Warranty Services

Buyers have told eBay that one of their top barriers to purchasing electronics and computers on eBay is the inability for them to protect their purchases with a warranty. In conjunction with N.E.W., the nation's leading provider of extended service plans, eBay now offers sellers the ability to offer optional warranties to their buyers on both new and used products. To participate in the program, sellers simply insert cut-and-paste HTML into their item descriptions and emails. N.E.W. handles all of the warranty transaction processing and servicing. There is no cost to sellers to participate in the warranty program and in fact, they can earn up to 50% of their final value fees back for each warranty sold. To learn more, please visit:

www.ebay.com/sellwarranty

The screenshot shows the eBay 'Warranty Services' page for sellers. The page title is 'Warranty Services for eBay provided by NEW'. Under the 'For Sellers' section, there is a 'Seller Overview' with a 'Why Participate?' heading. The text explains that buyers want to protect their purchases with a warranty and that sellers can earn up to 50% of their final value fees back. It also lists three reasons to participate: increasing sales revenue, earning cash bonuses, and the program being simple and easy to do.

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Warranty Services

for eBay provided by **NEW**

For Sellers

- Overview
- F.A.Q.s
- How to Offer Warranties

Seller Overview

Why Participate?

Buyers have told eBay that they want to protect their eBay electronics and computer purchases with a warranty. You can now give buyers assurance and peace of mind by offering them a warranty option via the Warranty Services program.

It's easy: you provide the warranty option via **cut-and-paste HTML snippets (see examples)**, and a third-party company called **N E W Customer Service Companies, Inc.**, the nation's leading provider of extended service plans, handles the warranty sale and servicing. Your buyers get fast and convenient servicing of their warranted products.

Top three reasons why you should participate:

- Increase your sales revenue by attracting more bids & buyers
- Earn warranty cash bonuses
- Simple and easy to do

For every warranty that is sold successfully on one of your items, you earn a cash bonus of 25% or 50% of your eBay



List in Wholesale Categories

Many sellers are now using eBay as an efficient platform for conducting wholesale trade in large lots with small business resellers. eBay's new, fast-growing Wholesale categories provide a low-cost method of selling large lots to both your existing reseller customer base and to new resellers found within the eBay community. eBay's dynamic auction environment allows you to maximize your cost recovery while selling significantly greater volumes of inventory than just selling to end users.

Best Practice Example:



Sell Internationally

Listing internationally and in the United States puts your items in front of a larger audience which can help you sell more items and/or achieve higher prices. Over 10% of electronic products sold from the United States are shipped internationally. Offering your products to a worldwide audience is simple and free on eBay. Select the countries you will ship to in our “Sell Your Item” form, and you will tap into a large and thriving international community of eBay buyers. For helpful tools such as shipping calculators and customs guides, please visit:

<http://pages.ebay.com/internationaltrading/index.html>



List in Two Categories

Double your exposure by listing items in 2 categories. This increases your reach and should help you sell more items and/or achieve higher prices. Listing in 2 categories is also particularly useful if the item could be logically found in more than one place. For instance, PDAs could be listed in Computers & Office and in Consumer Electronics to reach both audiences.



Fixed Price

Since we introduced Buy It Now for auction-style items, our community indicated a strong desire to buy and sell some items at a set price. As a result, we have added a new Fixed Price selling format option. Although auction-style listings will still be an important part of buying and selling on eBay the new Fixed Price format:

- Gives sellers an alternative to the auction-style formats for selling items at a fixed price
- Provides an easy way for buyers to locate and purchase items instantly
- Gives sellers an easy option to sell multiple quantities of the same item at set prices
- Attracts new buyers and sellers who prefer to sell and purchase at a set price
- Shows fixed price items in eBay's regular search and listings pages

The new Fixed Price format allows you to buy or sell items instantly at a set price, similar to the current Buy It Now option available with auction-style listings.

- Buyers: Purchase items immediately - no bidding or waiting. It's the fastest, most convenient way to shop.
- Sellers: Sell items at the price you want without waiting for your listing to end. Example: Set the price for your item at \$50 and sell it for \$50.



Fixed Price (cont.)

The difference between Fixed Price listings and Auction-style listings with a Buy It Now price is Sellers: Choose from two Buy It Now options and make faster sales. Note: You must have a feedback rating of 10 or more, or ID Verify, to list single-quantity Fixed Price items; you must have a feedback rating of 30 or more and be a registered user for at least 14 days, or ID Verify, to list multiple items in a single Fixed Price listing.

Auctions with a Buy It Now price	The new Fixed Price format
<p data-bbox="313 820 611 868">When you add a Buy It Now price to your auction...</p> <ul data-bbox="329 901 601 1404" style="list-style-type: none"> <li data-bbox="329 901 601 974">· Buyers can buy your item instantly OR place a bid on your item. <li data-bbox="329 982 601 1209">· Buy It Now is only available when there are no bids on an item or until the reserve price is met (if applicable). As soon as a bid is placed (or the reserve price is met), the Buy It Now feature disappears and your listing continues auction-style. <li data-bbox="329 1218 601 1274">· You can sell only one item per listing. <li data-bbox="329 1282 601 1404">· In addition to insertion and final value fees, a 5 cent fee applies to auction-style listings with a Buy It Now price. 	<p data-bbox="638 820 931 868">When you list an item with the new Fixed Price format...</p> <ul data-bbox="654 901 925 1250" style="list-style-type: none"> <li data-bbox="654 901 925 974">· Buyers can purchase your item immediately at the price you set. <li data-bbox="654 982 925 1055">· The Buy It Now price will not disappear until all quantity is sold or the listing ends. <li data-bbox="654 1063 925 1136">· You can sell more than one item at the same time - saving you time and money! <li data-bbox="654 1144 925 1250">· Normal insertion and final value fees apply to Fixed Price listings. There is no additional fee for Buy It Now.

Use half.com

By leveraging the half.com marketplace, you can reach new buyers and increase your sales velocity. Half.com is particularly strong at selling media. In addition, half.com is also very good for selling large quantities of a particular item. For more information, please visit:

<http://half.ebay.com/>

