

## **“A Comprehensive Guide to the Online Marketplace”**

Discover what eBay is and how it works. Learn about eBay's online marketplace, where buyers and sellers connect to buy and sell products through auctions or fixed-price listings. Explore its features, benefits, and how to start selling or shopping on eBay."



**What is eBay?**

**How to set up a Seller account on eBay**

**Why Sell on eBay?**

**Selling on eBay versus Amazon?**

## What is eBay?

eBay is an online marketplace where people and businesses can buy and sell a wide variety of products, including new and used items. It was founded in 1995 and is one of the largest eCommerce platforms in the world.

## How to set up a seller account on eBay?

### Step 1: Sign Up for an eBay Account

1. Go to [eBay.com](https://www.eBay.com).
2. Click on **"Register"** (if you don't have an account).
3. Choose between a **Personal** or **Business** account. If you plan to sell professionally, choose a **Business** account.

You also have an option to open a business account. If you have a legally registered business and plan to sell a large number of goods on eBay, you can choose the business account.

### Create an account

☒ Personal account ☐ Business account 

You should choose this option if:

- you are a business
- you are a nonprofit
- you regularly sell a large number of goods

Business name

Business email

Password



Business location

United States



If you don't have a legal business, enter country of your residence.

☐

I **only** want to buy on eBay. I don't want to sell.

By **Creating an account**, you agree to our [User Agreement](#) and acknowledge reading our [User Privacy Notice](#).

Create account

## Why Sell on eBay?

Selling on eBay in 2025 still offers many advantages, especially for businesses and entrepreneurs looking to expand their e-commerce reach. Here are some key reasons why eBay is a great platform to sell on:

### 1. Large and Active Customer Base

- eBay has **over 133 million active buyers** globally.
- Millions of people search for products daily, giving sellers access to a massive audience.

### 2. Low Startup Costs & Easy to Use

- No need for a website; you can start selling with a minimal setup.
- eBay provides built-in tools for listing, payments, and shipping.

### 3. Multiple Selling Formats

- **Auction Listings** – Great for rare or collectible items.
- **Fixed-Price Listings (Buy It Now)** – Ideal for regular retail sales.

### 4. Global Reach & Cross-Border Selling

- eBay allows international selling, helping you reach customers worldwide.
- The **eBay Global Shipping Program** simplifies international shipping.

### 5. Lower Marketing Costs Compared to Amazon

- eBay has built-in traffic, meaning you spend less on advertising.
- **eBay Promoted Listings** helps boost visibility without high ad costs.

### 6. Opportunities for Dropshipping & Arbitrage

- eBay supports **dropshipping**, allowing sellers to list products without holding inventory.
- Retail arbitrage (buying low from other sources and selling higher on eBay) is a proven business model.

## Selling on eBay versus Amazon?

Selling on **eBay vs. Amazon** depends on your business goals, budget, and product type. Both platforms offer unique advantages, so let's compare them across key factors:

### 1. Customer Base & Competition

Feature	eBay	Amazon
Active Buyers	~133 million	~300 million+
Competition	Lower, especially for used/unique items	Higher, especially for new products

<b>Customer Intent</b>	Buyers look for deals, auctions, and second-hand items	Buyers expect fast shipping and brand-new products
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✓ **eBay wins** if you sell used, rare, or unique products.

✓ **Amazon wins** for high-demand retail products and private-label brands.

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## 2. Selling Fees & Costs

Fee Type	eBay	Amazon
<b>Referral Fee</b>	12-15% (varies by category)	8-15% (varies by category)
<b>Listing Fee</b>	The first 250 listings are free, then \$0.30 per item	No listing fees for individual sellers
<b>Subscription Fee</b>	Optional store plans (\$4.95–\$299.95/month)	\$39.99/month (Professional Plan)
<b>Fulfillment Costs</b>	Lower (seller handles shipping)	Higher if using FBA (Amazon handles storage & shipping)

✓ **eBay wins** for lower upfront costs and lower fulfillment expenses.

✓ **Amazon wins** if you use **FBA (Fulfillment by Amazon)** to scale quickly.

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## 3. Product Types & Selling Methods

Feature	eBay	Amazon
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<b>Product Type</b>	New & used items, collectibles, auctions	New items, branded products, private-label
<b>Selling Model</b>	Auctions + Fixed Price	Fixed Price Only
<b>Private Label Selling</b>	Less common	Best for brand-building
<b>Dropshipping</b>	Allowed but with restrictions	Allowed but more regulated



## Free returns.

eBay offers [five different return policy options](#) for you to choose from:

- No returns accepted.
- 30-day buyer-paid returns.
- 30-day free returns.
- 60-day buyer-paid returns.
- 60-day free returns

## Strong customer service

Providing excellent customer service is key to retaining customers and maintaining positive eBay reviews. Respond promptly to inquiries, ship orders on time, and ensure accurate product descriptions. Address issues professionally and offer hassle-free returns when necessary. A great buying experience encourages repeat customers, boosts seller ratings, and helps avoid negative feedback, strengthening your eBay business.

### About me

We focus on the needs of small to middle-market businesses to improve and grow their return.

Suppose you make it here then do not forget to take a step ahead towards success with SwifSol. Start your own business today and let **SwifSol** be your ultimate guide throughout this journey.

Want to learn more? Visit my website at [www.swifsol.com](http://www.swifsol.com) For more details or book a time with me here!

Calendly link.

<https://calendly.com/swifsol/30min?back=1&month=2025-04>