

HOW TO DECIDE WHERE TO SELL YOUR STUFF

By Jeremiah Tucker

How much do you have to sell?

YARD SALE

This tried-and-true method is probably your best bet. Chances are a lot of what you want to get rid of isn't worth much. Sell what you can and donate the rest. If there are few items you think are worth looking into, set them aside.

A ton of stuff

A few items

What kind of stuff?

CRAIGSLIST

Craigslist is a free classifieds website that allows you to list items for sale in your community. You can sell anything on Craigslist, but it's especially useful for larger items because the buyer will pick it up. Take digital pictures of the item, go to Craigslist.org, click your region, click "post to Classifieds," and then click "sale by owner."

Bigger, difficult-to-ship items (furniture, appliances, and electronics)

Smaller items

RESALE SHOP

Take them to a resale shop. Call ahead and ask what the shop is looking for—does it accept vintage or only newer, lightly used stuff? To get the best price, be selective about what you bring in and make sure your clothes are clean.

No

Are they antiques or collectibles?

What's more important to you?

Yes

A quick, easy transaction

Getting top dollar.

Clothes

What are you selling?

Online

Media

Would you prefer to sell online or in person?

In person

eBAY

You can list anything for sale on eBay, and because millions of people use the site (especially if you're willing to ship internationally) you're likely to find the right buyers.

If you've never used the online auction place before, you'll need to set up an account. Here's a [step by step guide](#). You'll also need a [PayPal account](#).

Although it's not complicated to list an item for sale on eBay, there are a few things to keep in mind if you want to ensure you get the best possible price.

1. Do research. Search eBay for items similar to what you're selling.

Pay attention to the auctions doing well, and look at them to see how that seller listed the item. If there are a lot of items without bids, you might not want to bother listing yours.

2. Take good pictures. eBay is largely visual. Take lots of photos of your item in natural light, close up, from multiple angles, and most crucially, in focus. If it's a brand name, take close-ups of the logo or anything that proves authenticity. Also take photos of flaws. Choose your best photo for the gallery photo.

3. Be specific about condition in your description. List all flaws. This not only prevents you the headache of refunding money if the buyer is dissatisfied, but it increases your credibility with interested shoppers, especially if you don't have much [feedback yet](#).

4. List correctly. Make sure you click the appropriate category when you're listing your item. Be as specific as possible in your title—include all keywords you think people might use when searching for your item.

RESALE SHOP

Do a quick Google search for stores that sell used books, music, video games, or movies. If your town has a Half Price Books, that store buys music, movies, and books and will recycle whatever it doesn't accept. Gamestop, a video game retailer, will buy used games.

AMAZON

Sell on Amazon. If you're selling media, Amazon is easy because you don't have to take photos or describe your product. Find your product on Amazon—you can search by the item's ISBN—and click "sell on Amazon."

You will get a good idea of how much it's worth by what other people are trying to sell it for.

You will need to set up an [Amazon seller account](#) and link your checking account to it to get paid. Amazon takes a small percentage of your sale, but pays you \$3.99 for standard shipping for media. Amazon notifies you via email when your item has sold, and you're responsible for shipping. Mark the item as shipped to get paid.

Once your account is set up, putting an item for sale on Amazon takes about a minute. But if the item isn't popular, it could be a long time before it sells.