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## HOW TO SEARCH ON EBAY

**When you want to see what's for sale on eBay**, go to ebay.com. You don't have to log in. Just type what you're looking for in the "Search for anything" box that appears at the top of nearly all eBay pages, pick your category from their drop-down menu at the right, then click on the blue "Search" button. Happy shopping!

**When you want to learn more about what your merchandise is worth**, though, that search method isn't very useful. It shows you only the prices that sellers are asking but nobody has paid, and will include the asking prices of everyone from seasoned professionals to outright jackasses. **The price displayed in black tells you how much is too much to expect for your similar merchandise** because nobody in the entire eBay universe was willing to pay that price.

**When you want to learn more about what you can actually get for your merchandise,**

- 1) **Go to ebay.com but don't type anything in the "Search for anything" box.**
- 2) **Instead, click the "Advanced" link to the right of the blue "Search" button.**
- 3) **Now, type what you're looking for in the "Enter keywords or item number" box near the top of the page.** If you want, pick your category from their drop-down menu a little further down the page. **Do not click the blue "Search" button... yet.**
- 4) Look a bit lower down the page, and **click the little box labeled "Sold items"**. Now, when you **click the blue "Search" button**, you will see only green prices. **The prices displayed in green tell you precisely how much someone actually paid for the merchandise**, not merely what some sellers... including the jackasses... are asking for it.

Note that a green ("sold") price may be the result of an auction with multiple bidders, or a "Buy It Now" or, even, a "Best offer accepted" sale. Auction results are better indications of the true market value of the merchandise. A "Buy It Now" transaction may have paired a very unrealistic seller together with a truly unknowledgeable buyer and, therefore, be no indication at all of what your similar merchandise is worth. Also, bear in mind that a crossed-out "Best offer accepted" sale general occurs at about 10% below the price in green. **For best market indications, though, pay special attention to green prices from auctions with multiple bidders** because the sale price of an item with a single bid may still be a fluke.

**No dealer will pay you the green "sold" price for your merchandise.** Afterall, the dealer could have camped out on eBay and paid that green price without having to suffer the expense and inconvenience of dealing with you. To be compensated for his overhead and his time with you, he will offer you less than the green price. You can get "bid", but you can't get "ask"! **But, now, at least, you're not shooting in the dark when you estimate the value of your merchandise.** And, if you choose to suffer the expense and inconvenience of selling your merchandise on eBay yourself, yes... maybe, just maybe, you can get the green price, too!