

# eTech 'n' Stuff

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## eBay section information

Some of you received an earlier version of this news letter. There are some changes and revisions.

First of all I want to thank everyone for your interest and especially for your business.

On the eBay side of eTech 'n' Stuff we have sold over 1200 items on eBay for over 90 clients. Our eBay feedback is over 1000 with a 100% positive rating. I am a Trading Assistant, an eBay educational specialist and a Power Seller.

I am a member of the Georgetown Scott County Chamber of Commerce, A Better Business Bureau Associate both on line and with the local bureau .

We have learned a lot

about what types of items sell well on eBay as well as types of items that are either very slow or do not sell at all on eBay. There will be some more information in this newsletter on what items sell and what types of items do not sell.

We continue to become more efficient at getting items photographed, priced, described and listed on eBay.

I want to encourage you to look around for items you no longer use or need and continue to bring in these items for us to evaluate and perhaps sell for you. We also are able to come to your home or business to look at or pick up items that you would like to have us sell for you.



eTech 'n' Stuff

Above is a photo of the store and below is the Apple MAC pro workstation we use for Audio and Video editing.



Apple MAC Pro workstation

## Audio - Video Conversion and Duplication

We are able to convert your phonograph records, cassette tapes and reel to reel tapes to CD. .

We are able to convert VHS and MiniDV tapes to DVD. We also can convert 8 & 16 mm film to DVD as well as 8 and

super 8 and digital 8 video to DVD.

We are able to convert slides, negatives and photographs to CD. We are able to enhance and edit most media.

We also are able to dupli-

cate CDs and DVDs and print on the media as well as design and print CD and DVD case covers.

Consider that most analog media and film is deteriorating with time and converting to digital can preserve your material.

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### Special points of interest:

- eBay consignment sales
- Policy changes
- Video & audio conversion, editing & duplication.
- Audio Video User Group
- Classes & Consultation

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## eBay Consignment Policy Changes

I have found it has become necessary to make some changes to the consignment contract. I am enclosing a copy of the new contract. Existing consignors will stay with their old contract. New consignors are on this new contract.

It has become necessary to charge a listing fee on some items and to make changes to the commission schedule on items that require being relisted several times to get the item sold.

The reason for these changes is due to the way that eBay charges. All items have an Insertion Fee & Host Fee that is paid each time an item is listed. After the item sells there is a Final

Value fee and if they pay with Pay Pal which is the way 90% of the buyers pay there is a Pay Pal fee which is 3.2% of the total sale.

eBay has changed their fee structure a few weeks ago. You might have seen this in the press or on the news. They have lowered the listing fees a few cents and have raised the Final Value fee from 5.25% to 8.75% for items that sell for less than \$25.00 - for items selling for over \$25.00 there is the 8.75% for the first \$25.00 and 3.50% for the rest of the balance.

Things listed in eBay stores now have a final value fee of 12% for the first

\$25.00 and 8% for the remaining up to \$100 and 4% of the remaining from \$100 up to \$1000..

What this means is that all items will be listed for auction for 1 cycle (2 seven day auctions) if the item sells you will get 70%. If the item does not sell it will be listed for 1 more cycle (2 seven day auctions) you will get 70%. If the item does not sell after 2 cycles (4 seven day auctions) it will go to my eBay store - items are in the store for 30 day periods if the item sells you will get 69%. If it takes more time; each 30 days your commission will be decreased by 1%. eBay's new fee schedule is a 6 to 11% increase that I have to pay.

## Current List of Items that require a deposit

Here is list of items that have little chance of selling or are very slow to sell. If you want us to attempt to sell these items you will be required to pay an upfront listing fee of \$1.00 per item. If the item sells in the first listing cycle (Listed once & relisted once) and sells for \$2.01 or more this listing fee will be refunded. If the item sells for less than \$2.00, is listed more than one cycle, or does not sell the listing fee is NOT refundable.

- **All Sports cards - baseball, football, basketball & all other sports, movie and game cards**
- **All NASCAR items - All Dale Earnhardt (SR & JR) items**
- **All Sheet Music, magazines, fan magazines, comic books, play-bills, star magazines & most books and other print material.**
- **"Collectibles" newer than 1990**
- **Most Beanie Baby, Fenton Ware, Hall Mark, decorative plates, souvenir glasses, costume jewelry, china, Glass-ware.**
- **CDs, Records, Cassette Tapes, Record Sleeves, DVDs, VHS Tapes, Older computer games**
- **All Matchbox & Hot Wheels**
- **All obvious Flea Market items**

## eBay selling cycles and commission changes

A standard auction cycle is when an item is listed for one 7 day auction and then relisted for a second 7 day auction.

We normally will reduce the starting and Buy it Now price by 10-15% and list it for another cycle of 2 seven day auctions.

If the item does not sell after two cycles it then will re-priced with a Buy it Now price and placed in my eBay store for

30 days. The commission goes up 1% when a item is placed in the eBay store - so instead of 30% it will go to 31% If the item still does not sell it will again be re-priced with a Buy it Now price and it will be offered with a Make an Offer option. With the Make an Offer option a buyer can offer what they are willing to pay and I can accept or reject the offer.

Each time an item in the store is relisted for another 30 days the commission will go up an additional 1%

If an item does not sell after being in the store for 4 months then the consignor will be called to pick up the item or we can continue to keep it in the eBay store. We are finding that quite a few items do in fact sell after being in the store for 3-4 months or more.

## Audio - Video Production & Duplication

We are able to convert most analog media to digital media. We are also able to duplicate CDs and DVDs.

Photographs, film, negatives and slides are slowly deteriorating the longer they are kept. We are able to convert photographic media to digital and can enhance and correct film media.

Movie film - 8mm & 16mm is sent out to a trusted lab. They capture and convert the film to a digital format, and send it back to us. We can then use this digital format to turn your old movies into DVDs.

Slides, photos and negative can be converted to digital formats in house.

Most of this work is done on an Apple MAC pro. The software used is Final Cut Studio and other MAC programs.

I have used PCs for a number of years for this type of work and the Apple MAC is new to me. We are constantly learning more things that can be done with this system.

For slides and film I have a Nikon 9000 professional scanner. We can do 35mm slides and negatives as well as several large format negatives. For prints we have two very good scanners and can work with prints up to 8 X10.

We are able to convert cassette tapes, reel to reel tapes and phonograph re-

cords to CD.

We can convert VHS & VHSC video to DVD and we are able to convert Mini DV, 8 MM Video, Super 8 Video & Digital 8 Video to DVD.

We are able to duplicate CDs and DVDs and print in full color on the front of CD and DVD media. We are also able to do cover art for CD and DVD cases.

Does your church, organization or business record lectures, classes, workshops or services to cassette tape? We can convert these cassette tapes to CD and make as many copies of the CDs that you need. We offer discount packages for groups that need weekly CDs.

## Technology, Computer & Software Classes

We have attempted to offer classes on various software applications as well as the Selling on eBay class and so far have been able to generate interest but have had no one actually come to a class. Please let us know what classes you might be interested in and when you would be able to attend. The classes are 2 hours long and can be done weekday evenings or afternoons.

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***Audio - Video User Group  
3rd Thursday of every month  
6:30 - 8:00 PM. Learn how to use  
your new digital equipment.***

We are starting an audio video users group. This group will meet once a month. The groups focus will be on how to move digital movies and photos

to computers, how to edit and create DVDs, or put your movies on devices such as your phone, IPOD, PDA and so on. The user group will be a place where beginners and experienced users can share information. The group is to share information on how to work with some of the new devices now available. It is also a place to show off your creations. The group also will be open to audio as well - CDs MP3 iPods etc.

## Internet marketing

I am considering starting a discussion and learning group focused on internet marketing. This group would meet once a month for 2 hours.

This will be an opportunity to learn and share information about selling products on the internet.

If you have a business and would like to either improve or create a web presence about your business or if you want to go to the next step and actually sell items from your web page this group and its members might be helpful.

This group will of course discuss eBay marketing but will go beyond that to internet sales and marketing.

Hopefully members of the group can share ideas, talk about what is working for them and what is not. The group can be a place for people to help each other to increase their web presence and increase their sales.

This group is to be for all levels of experience. From beginners that know nothing about internet marketing to people that are highly experienced.

So if you are selling on the internet or

would like to learn how to sell on the internet or have a web site and would like to improve it or would like to have a web site this could be a group of interest to you.

We also will talk about the various internet marketing "courses" out there and discuss if these have value or are a total waste of time and money.

Call or email if you have an interest. Give me a time and day you might be available.

Also we are looking for people with experience with web page creation.

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**www.etechnstuff.com**  
**We sell your stuff on eBay**

*eBay Trading Assistant  
Educational Specialist trained by eBay  
eBay Power Seller*

## Frequently Asked Questions

### **How long does it take to get my items up and for sale on eBay?**

It can take as much as 2 weeks before your items are listed. Each item must be photographed, priced and described before it can be listed.

### **Why does it take so long?**

This is usually dependant on how many other consignors are ahead of you. We are able to list around 15-25 items a day 3 days a week, one day a week is devoted to photographing items.

### **How long does it take before I get paid for my items?**

Typically a minimum of six weeks from the time you bring in an item if everything goes well. That is if the item sells during the first or second time it is listed.

### **Why so long to get paid?**

When an item sells several things need to happen. First we must receive payment on the item and make certain the payment is valid. A certain number of buyers pay by money order or check. This adds a week or more. Some buyers are very slow to pay.

Once the buyer has paid, items must be packed and shipped. It can take up to a

week for buyers to receive their items, if they live in the US. A significant number of buyers are International which takes longer. All buyers have a 7 day 100% satisfaction policy which begins when the item is received. They can elect to return an item in that seven day period.

### **Can I see if my items are on eBay?**

Yes you can, go to [www.etechnstuff.com](http://www.etechnstuff.com) & then go to the eBay drop off page. At the bottom is a link to our items.

### **I don't have a computer is there a way to see things on eBay?**

Yes we have a computer available for public use at the store. You are welcome to use it as long as there is not a class going on. Also we have WiFi here if you want to bring in your laptop and go on line.

### **Is there a good time to come into the store?**

Mornings are usually not a good time to come in. We have orders to ship out nearly every morning.

### **I have a tape, video or movie I need NOW!! can you help?**

Often the answer is no. AV projects take time. The quickest turnover is 3

*eTech n Stuff opened in April 2007. We are located near exit 126 of Interstate I-75. We sell your items on eBay.*

*We are able to convert most analog media to digital formats and also offer classes, instruction and consultation on many computer based applications.*

*We can help you learn to use your computer, help you learn to utilize other new and emerging technologies including digital cameras and digital video cameras.*

*We invite you to stop by to see if we can help you sell your unneeded items on eBay or are able to help with your technology problems.*

*We can come to your home or business to evaluate items you may want to sell. We also can help organizations and groups with fund raising events.*

days often longer. A-V work is done after the eBay work for the day is done. Plus the work station needs to be free.

### **I see an item you have for sale on eBay that I want. Can I come in and buy it there?**

No you cannot. All items are sold on eBay or other online markets only. The only way you can buy an item we have for sale is online. If you are local and win either an auction or Buy it Now bid on items we sell you can pick the item up at the store instead of having us ship it to you. You MUST tell us when you check out that you want to pick up the item at the store.

### **I see an item I am interested in that you have on eBay - can I come into the store and look at it before I bid on it?**

The answer is NO we are not a retail store, items are sold only online and can be viewed only on line.

### **When do I get paid for items?**

We try to review payments during the first week of every month and make checks available mid month. You can stop by or we can mail your check to you. Only one check in a thirty day period will be issued per client.