

## TOPIC 5b

# What is selling?

This topic helps you to:

- ▶ understand how selling can help with saving money;
- ▶ find out where to sell unwanted items for money;
- ▶ understand how to sell items sensibly.

### WHY MIGHT WE SELL ITEMS?

Selling is when we exchange items for money. Selling something that we no longer want is one way to make money.

We might have outgrown an item.



Jada is too big for the bike she rode as a teenager.

We might not want an item any more.



Ali got a new speaker system, so he doesn't need his old one.

We might own an item we never wanted.



Shaun got a DVD for his birthday that he does not really like.

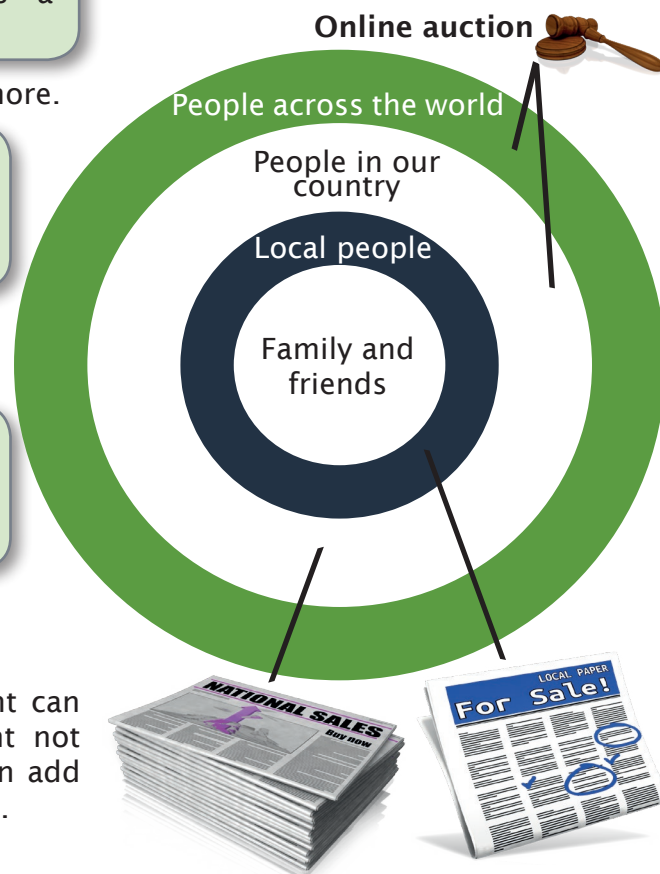
### SAVING UP

Selling items we no longer want can increase our income. We might not make lots of money, but we can add what we do make to our savings.

Or, depending on your attitude to spending, you might spend the extra money that you make.

### WHERE CAN WE SELL ITEMS?

We can sell unwanted items in many places to different groups.



**ONLINE AUCTIONS**



A popular way of selling is online. An auction on a website (such as eBay) lets people across the country and the world see your item.

An 'AUCTION' is where people can offer to pay an amount of money for an item. This is called 'BIDDING'. The person who bids the most money buys the item.

**HOW DOES AN ONLINE AUCTION WORK?**

A second-hand item is worth what people are willing to pay for it. On an online auction site, you can search for similar items before listing your own.

Connor wants to sell his tablet computer. He searches the auction website for the same type of tablet, and finds out that people are bidding up to £100.

WHAT HAPPENS	CONNOR'S AUCTION
<p>The seller lists their item on the auction website</p> <p>They include an accurate description of the item and a photo</p> <p>They choose the item's starting price. A low price attracts bidders, but might mean the seller doesn't get the price they expected</p> <p>They decide how long the auction will last, up to ten days</p>	<div style="background-color: #1a3d4d; color: white; padding: 5px; text-align: center; border-radius: 10px;"><b>Connor lists his tablet on the site</b></div> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; margin-top: 10px;"> <p>SuperTab 4.0, three years old, good condition, minor scratch on screen</p> <p>Starting price: £50</p> <p>Time left to bid: 5 days</p>  </div>
<p>People view the item online and bid</p>	<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; border-radius: 10px; margin-bottom: 5px;">After two days, the user TabletMan bids £50</div> <div style="text-align: center;">↓</div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; border-radius: 10px; margin-bottom: 5px;">The next day, the user ILoveTabs outbids TabletMan with £55</div> <div style="text-align: center;">↓</div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; border-radius: 10px;">These two users bid back and forth until the auction ends. ILoveTabs's winning bid is £85★</div>
<p>If the item is sold, the seller gets the money (minus fees paid to the auction website) and the buyer gets the item</p>	<div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; border-radius: 10px; margin-bottom: 5px;">ILoveTabs pays the £85 electronically</div> <div style="text-align: center;">↓</div> <div style="background-color: #1a3d4d; color: white; padding: 5px; text-align: center; border-radius: 10px; margin-bottom: 5px;">Connor sends the tablet in the post</div> 
<p>The seller and buyer give each other feedback. This is important, as it lets other people know whether buyers and sellers can be trusted</p>	<div style="background-color: #1a3d4d; color: white; padding: 5px; text-align: center; border-radius: 10px; margin-bottom: 5px;">Connor gives ILoveTabs positive feedback for paying quickly ✓</div> <div style="text-align: center;">↓</div> <div style="background-color: #4CAF50; color: white; padding: 5px; text-align: center; border-radius: 10px;">ILoveTabs gives Connor positive feedback for describing the item accurately and sending it quickly ✓</div>

**ONLINE  
ACTIVITY**

Make sensible choices for auctioning a smartphone online in **ACTIVITY 5B**.

**CAR BOOT AND GARAGE SALES**


People can meet to sell items out of their car at a car boot sale, or from their garage whenever they want.

Tania goes to the local car boot sale every month to find bargains.



*I get to take a closer look at the items I like*

**ONLINE MARKETPLACES**

Online marketplaces (such as Gumtree) let sellers advertise their items for free. Buyers can offer a price they think is fair.

Martin has offered £20 for your item

Accept offer

Decline offer

**CASH FOR GOLD**

Many businesses buy old jewellery that contains gold. The price they pay is quite low.

They melt the jewellery to get the pure gold, so they are not interested in how pretty the jewellery is.

Someone who is interested in the jewellery itself will pay a higher price.

**YOLANDA** sells an old bracelet to a gold buyer that advertises on TV. The gold buyer pays her £10.

**LING** sells a similar bracelet to a high-street jeweller for £35.


**CASH CONVERTERS**

If you need cash urgently, a cash converter will buy an item from you. The price paid will be quite low.

**RECYCLING MOBILE PHONES**

Some companies will buy your old mobile phone, repair it if necessary, then sell it to people second-hand.

**WHAT ARE THE COSTS OF SELLING?**

However you choose to sell an item, remember you may have to pay costs.

- ▶ Advertising in a newspaper sometimes costs money.
- ▶ There is an entrance fee to sell items at a car boot sale.
- ▶ Online auction websites deduct fees from the price a buyer pays.
- ▶ Cash converters and gold buyers will pay less than the item is worth. This is a 'cost' in the sense that you could make more money by selling the item another way.

**ONLINE  
ACTIVITY**

Look at different costs of selling in **ACTIVITY 5C**, and work out how to make the most money.

**FURTHER ...**

Complete the online activities and end-of-topic quiz to expand your learning for Topic 5.