



The Ultimate Guide to Online Marketplaces for Resellers

2025
Edition

🔍 How to start reselling



Contents

Intro	3
Reselling & Marketplace Overview	4
Peer-to-Peer Marketplaces	
eBay	5
Poshmark	15
Mercari	25
Etsy	34
Depop	43
Facebook Marketplace	55
Grailed	65
Vinted	74
Shopify	84
Vestiaire Collective	96
Live Selling	109
Consigning Your Items	114
Audience & Demographics	118
Fee Comparison	119
Conclusion	120
Resources Glossary	122

About Vendoo

We designed this to be a comprehensive guide for everything that you need to know about peer-to-peer reselling marketplaces.

This will teach you about top-sellers, audience and demographics, shipping, fees, returns, and expert tips and tricks for all reselling marketplaces.

Get ready to learn how to master each marketplace and make more sales than ever!

Vendoo: A Seller's Best Friend

Vendoo is your go-to source for all things reselling including crosslisting, inventory management, revenue & profit tracking, business analytics, community resources, and so much more!

Vendoo provides an application to quickly and easily crosspost your inventory on multiple reselling marketplaces to maximize exposure and yield greater sales.



The Reselling Industry

eCommerce sales account for roughly 18% of all retail sales worldwide and over 40% of clothing and apparel sales.

With a dual emphasis on affordability & sustainability, the secondhand e-commerce market is booming!

Reselling is purchasing things to sell for a profit online. There are so many places to sell items online, and we will cover most of them in this PDF.



Bonus Marketplaces to Discover





What is eBay?

eBay is the largest and most lucrative online marketplace with 182 million users worldwide.

eBay has more active users than all of the other major reselling platforms, combined!

eBay also has the most selling categories, making it pretty much the best place to sell... almost everything!

What Can You Sell on eBay?

You can sell (almost) anything on eBay, so long as it is not illegal or intangible. The permitted items list is so expansive that it is easier to list what you can't sell on eBay.



eBay is a global platform, and you can easily sell items to buyers all over the world through the [eBay International Shipping Program](#).

Top-Selling Categories on eBay include:

- Automotive
- Clothing and Fashion
- Home and Garden
- Collectibles
- Health and Beauty
- Electronics

Want to learn more? Check out the article [Best Selling Items on eBay in 2025](#).

The eBay Listing Form

The eBay listing form is by far the most detailed, and you will want to take time and care in your eBay listings for maximum exposure.

The four components of a perfect eBay listing are photos, titles, item specifics, and price.

eBay Photos:

eBay prefers high-resolution, well-lit, clear photos without props.



eBay also allows listing videos which are almost guaranteed to help your items sell. If a picture is worth a thousand words, a listing video is worth a *million*.

eBay Titles:

eBay allows you up to **80 characters** in your title, and you should be using just about all of them.

eBay provides this [example](#) of the perfect eBay title:

Lululemon Cashmere V-Neck Sweater Navy Blue Men's Large Long Sleeve NWT Preppy

Notice how it includes:

- Brand
- Material
- What it is
- Gender
- Size
- Color
- Features



eBay literally competes with you by featuring similar items that a buyer might be interested in on your listing page. If your price isn't competitive, you're unlikely to make many sales.

eBay Item Specifics

Execute all of the relevant item specifics for your item to maximize visibility in the search.

Unlike other marketplaces, the words in your eBay descriptions do not yield in search results. Your items' searchability depends on your title and the item specific fields.

eBay Description

Even though your description is not searchable in the way it might be on other marketplaces, your description still matters. This is a place to provide any further information about your item.

Use the description to further describe features, flaws, or specs about your item, and also to promote your store a bit! Feel free to include information about your store, policies, and seller status, plus a little self-promotion!

eBay Pricing

eBay requires that you price items competitively. Unlike other marketplaces where you might make frequent sales pricing arbitrarily high, eBay prioritizes listings that are priced "competitively."

**Did you know eBay has live sales? See
"Live Selling" at the end!**

Use eBay's Product Research Tool to research comparable pricing. This tool is integrated with Vendoo, so you can see average listing price and average sold price right in the Vendoo form!

What are eBay Fees?

As a very rough estimate, consider eBay fees to be approximately 15-20%, though they might be more or less.

eBay fees are complex; there is no general formula, as the calculation is dependent on many factors:

- **eBay Store Subscription Fees** are the fees you pay to have an eBay store. You do not need an eBay store, but you'll want one to obtain access to tools and features, and lower fees elsewhere. Learn more [here](#).



Even if you're brand new, we recommend an eBay Starter Store. For under \$5 a month, this is the place to start. You do not need an eBay store, but you'll want one to obtain access to tools, features, and lower fees.

- **eBay Insertion Fees** are listing fees. Without an eBay Store Subscription, you can list up to 250 items per month; thereafter, you will incur an insertion fee of \$0.35 (for most categories). Insertion fees are non-refundable, even if your item does not sell.
- **eBay Final Value Fees** are selling fees charged on the final sale price (including handling charges and shipping). Final value fees vary by category. For most clothing categories, the final value fee is currently 15%. Learn more [here](#).
- **Other eBay Fees.** There are a number of other fees that you may or may not opt into. There are extra fields on the listing form that you can pay for to increase exposure on your listings.

There are also **eBay promotional fees** that you can pay to promote your listings in eBay search results. You can establish ad rates and promotions in your eBay Seller Hub.



All eBay top sellers would tell you that promotional fees are mandatory if you actually want to make sales. You will want to promote your listings at least 5%, but closer to 12%. You only pay the promotional fee if your listing sells as a direct result of the promotion.



Example: If you sell a pair of jeans on eBay for \$20 you will make **\$13.98** after fees under the following parameters:

- You have a Basic Store subscription
- Your seller rating is “above standard”
- The buyer pays \$5.99 for shipping (actual cost)
- The buyer paid \$0 in sales tax
- The transaction is within the United States
- The listing was promoted at 10%

How Do You Get Paid on eBay?

On eBay, you will receive payouts in your linked account. In your SellerHub, you can link your bank account or debit card.

Once an order is confirmed, your funds will be processed. Usually, the buyer’s payment is confirmed and your funds become available within one day. There are numerous reasons why your payout might be “on hold” or delayed, you can see those details in your order screen or email.

You can schedule your payouts to opt to receive them daily or weekly, and all available funds will be paid out in accordance with that schedule.

How Does Shipping Work on eBay?

eBay provides countless options for shipping, and sellers have full control over how they want to ship. As a seller, you will make the following choices:



We recommend using USPS Ground Advantage for the best rates and most reliable service. If you ship heavy items, you might consider UPS.

- Your preferred shipping carrier(s) and service(s).
- Whether to charge for shipping or offer free shipping
- Whether to charge a flat rate or a calculated rate dependent upon the item's size and weight.
- Whether to ship on your own or use eBay shipping labels.
- Whether to offer global shipping or ship only nationally.

eBay also offers **premium shipping rates** if you purchase shipping labels through eBay.

If you have at least a Basic Store subscription, you can get **free [eBay shipping supplies quarterly](#)**.



The best part is that you can create eBay business policies with your shipping rules about the various services you offer, even giving buyers the right to choose between your options. You can create multiple [shipping policies](#) to use on different items.



With Vendoo, you can use your eBay Business policies and default your favorites for faster listing!

How Do Returns Work on eBay?

eBay allows sellers to establish [return policies](#) to determine how returns will be handled.

In your return policy, you will establish the return window and who pays for return shipping. You can create multiple return policies to use on different items.

You do not have to accept returns. But if your item arrives damaged or does not match the listing description, the buyer's return request will be approved.

If the buyer opens up an **INAD** ("Item Not As Described"), the return will be approved and two things will happen:

1. The buyer will be able to return the item, and you will have to pay shipping (despite your policy); and
2. Your account will reflect this infraction. eBay is very strict and INADs can be detrimental to your account health, which impacts your listing exposure and final value fees.



While it is not mandatory to accept returns on eBay, it almost is... If you don't, you will make fewer sales, not qualify for Top Rated Seller Plus, and risk negative feedback or INAD cases resolved in buyers' favor. INADs and negative reviews negatively impact your Seller Forecast and account standing in a way that could limit your selling and raise your seller fees.

What is Unique About eBay?

eBay is a beast. It is the most advanced and most popular reselling marketplace with the most seller tools, categories, and users around the world.

What makes eBay different from the others?

- ✓ A massive global audience
- ✓ Simple international shipping
- ✓ Many seller tools and resources
- ✓ eBay Store Subscriptions
- ✓ eBay paid promotions
- ✓ The most detailed listing form
- ✓ A more strict & serious marketplace



Do not be intimidated by eBay! The complexities are valuable seller tools, and you'll get the hang of it in no time! If you're not selling on eBay, you're missing out on some serious profit!

eBay Pros & Cons

- | | |
|--------------------------|-------------------------------|
| ✓ Audience | ✗ Complex/ Confusing |
| ✓ Categories | ✗ Strict |
| ✓ Seller Tools & Control | ✗ Returns allowed |
| ✓ Resources | ✗ Competitive Prices Required |

Expert eBay Tips & Tricks:

1. **Consistency is Key.** You have to feed the eBay beast. Like all platforms, eBay requires consistency and daily activity for the best results. One of the most important things you can do is list new items daily.



With Vendoo's Delist/Relist feature, you can have dozens of brand-new listings every day with just a few clicks!

2. **Get an eBay Store.** You'll want a store for the best results and to make more sales.

There are many benefits of having an eBay store including:

- ✓ Lower (or no) insertion fees
- ✓ Discounts on final value fees
- ✓ Promotional offers and the ability to offer a sale
- ✓ Free shipping supplies
- ✓ Discounts of business services
- ✓ Seller insights and business tools
- ✓ Enhanced customer service

There are many subscription types on eBay, ranging from "Starter" to "Enterprise." Learn which would be best for you [here](#).

3. **Familiarize Yourself with the eBay Seller Hub.** It is loaded with tools, features, updates, and important information to help you make more sales.

4. **Maximize Your Listings.** Excellent photos, titles, item specifics, and descriptions are the keys to success on eBay.

5. **Price Competitively.** With billions of active eBay listings, you've got competition. eBay literally promotes similar items on your listing page. This means that pricing in line with comps is crucial on eBay.

Make sure you have "best offer" added to your eBay listings to encourage sales.



6. Use eBay Promotional tools. These tools are designed to help you make sales, and they work! Extra listing fields, promotions, “slash price” sales, and especially coupons can all be excellent ways to promote your listings or host a sale!

7. Become a Top-Rated Seller for the most exposure and benefits. Also, keep your **Seller Level above standard.** Your seller forecast is based on various factors including transaction defects, shipping speed, case resolution, and more. To keep this above standard, you will be required to treat customers as if they are always right- even when they aren't. Positive feedback and transactions are crucial on eBay.

eBay Daily Checklist

- List 5+ new items
- Relist what is ending that day
- Promote all listings
- Send offers to watchers
- Resolve any notifications in Seller Hub



ebay

**BRONZE
Solution Provider**

2023

ebay

**SILVER
Solution Provider**

2025



What is Poshmark?

Poshmark is an online reselling marketplace most known for fashion. With over 130 million members across the United States and Canada, Poshmark is a leading social e-commerce marketplace. Poshmark offers both classic selling and live auctions.

Poshmark features over [200 million](#) items for sale!

What Can You Sell on Poshmark?

Poshmark is known for **clothing and fashion accessories**, but you can actually sell quite a few categories:

- ✓ Women's, men's, and children's fashion
- ✓ Home decor & home items
- ✓ Beauty products
- ✓ Pet items
- ✓ Toys
- ✓ Electronics



Poshmark labels cover up to 5 lbs. You can upgrade your label up to 10 lbs, but it is very expensive.

While Poshmark's categories are expanding, they have some unique mailing requirements. Learn more [here](#).

Fashion remains the top-selling category on Poshmark!

Want to learn more? Check out the article [Trends and Best Brands to Sell on Poshmark in 2025](#).

The Poshmark Listing Form

Poshmark is known for its simple and user-friendly interface. It is by far the easiest marketplace to use and master.

The four components of a perfect Poshmark listing are **photos, title, description, and price.**

Poshmark Photos:

Poshmark prefers high-resolution, well-lit, clear photos with a lightly-colored background.

Some sellers use **stock photos** which aren't technically allowed but are also incredibly effective for selling.

Other sellers do **flat lays**, use **mannequins** or **dress forms, model items**, or hang garments on a **clear hanger**. All work very well, so choose the process that is most efficient for you.



Modeling garments is easier than it looks and very effective. Buyers love to see what items look like being worn and styled. Think about it: big brands do this because it works.

On Poshmark you're allowed **16 photos**, so you have plenty of room to show all of the item's angles, features, and flaws- if any.

Poshmark also allows listing videos which are almost guaranteed to help your items sell. If a picture is worth a thousand words, a listing video is worth a million.



Poshmark Titles:

Poshmark allows you up to **80 characters** in your title, and you should be using just about all of them.

A Perfect Poshmark Title:

1990s Vintage LEVIS 501 High Rise Straight Leg Dark Wash Mom Jeans 30" Waist

Notice how it includes:

- Brand
- Style Name
- What it is
- Size
- Color
- Features

But, unlike other marketplaces, your **description** is just as important as your title on Poshmark!

Poshmark Listing Description

Your entire listing description is searchable. That means **anything** that you type in the description will help your item to rank in the search results (when relevant). Your listing description is amongst your most powerful assets as a Poshmark seller.



Poshmark listings rank very well in Google. Poshmark pays for this exposure. You should be maximizing your listings for not only the Poshmark search but Google SEO.

This article is a game-changer: [A Reseller's Guide to SEO.](#)

Think like a buyer. Make sure your listing has the words that you would type in to narrow the search if you were looking to buy your item!

A Posh Perfect Description includes the following,

as relevant:

- ✓ What the item is
- ✓ The style name or brand's title of the item
- ✓ Style Type and Features
- ✓ Size and Size Type
- ✓ Material Composition
- ✓ Colors & Patterns
- ✓ Relevant Measurements
- ✓ Style Tags and Keywords
- ✓ Self-Promotion

This information will help your listings appear in more Poshmark searches and Google searches.

1990s VTG. Gap Straight Leg High Rise Acid Wash Tapered Yoke Mom Jeans Waist 31"

\$115 | Size: 31 | GAP

1990s Vintage GAP Jeans

Circa 1980s Early 1990s Straight Leg High Rise Jeans. Slight Taper, Ankle Fit Back Yoke Mom Jeans. Relaxed Baggy Straight Fit. Bleach Dye Mixed with Acid Wash. Chunky Leather Vintage GAP Logo Embroidered. Obsessed is an Understatement.

Tagged W31 L30
100% Cotton
Excellent Condition

Approximate Measurements; Not Exact

- Waist Approx. 31"
- Inseam Approx. 30"
- Rise Approx. 12"
- Hips Approx. 40"

 Bundle Discounts on Multiple Items
 Fast Shipping
 Sustainable Business
 5 Star Seller

CATEGORY

Women Jeans Straight Leg

STYLE TAGS

vintagegap momjeans vintagejeans



Did you know that most sales on Poshmark happen as a direct result of a search performed by a buyer? Make sure your listings have all the words to appear in more search results!

Poshmark Pricing

Pricing competitively is important anywhere you are selling, but **SEO** should be the focus on Poshmark; if your listings are not yielding in searches, they won't be purchased, period.

Of course, if your prices are *substantially higher* than all of the similar listings that appear in searches, your items will be a bit more difficult to sell.

Most Poshers take a look at "**comps**" (comparables) to see how other sellers are pricing their items. Remember on Poshmark to look at only **available comps**.

What Are Poshmark Fees?

Poshmark changed their fee structure in October 2024. The new fee structure is bit complicated and cannot be ascertained prior to sale.

Here are the fees upon sale:

- A **Seller Fee** in the amount of 5.99% of the total order price
- A “**1-2-3 Fee**” in the amount of either \$1, \$2, or \$3 depending on the total order price.

Poshmark Fee Breakdown

- The **Seller Fee** of 5.99% of the total order price includes the sale price, shipping costs, and applicable taxes. For example, if you sell jeans for \$100, the seller fee is \$5.99
- The “**1-2-3**” **Fee** is a flat fee based on the sale price.
 - For sales under \$15, the fee is \$1
 - For sales between \$15 and \$49.99, the fee is \$2
 - For sales \$50 and over, the fee is \$3

Here is the breakdown by order price:

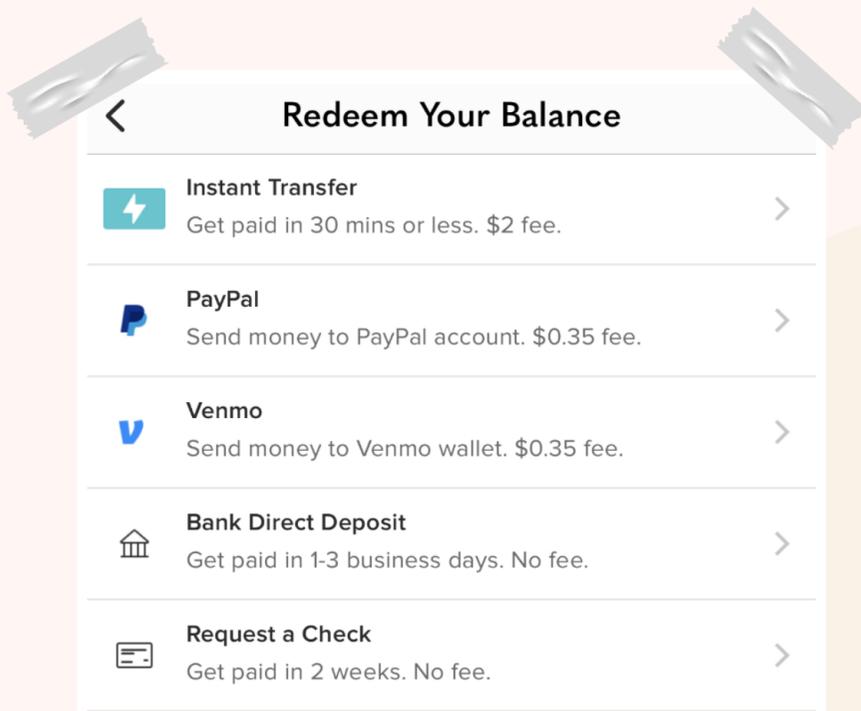
Order Price	Seller Fee	Buyer Protection Fee
Under \$15	\$1 + 5.99% of the total order*	\$1 + 5.99% of the total order*
Between \$15 and \$49.99	\$2 + 5.99% of the total order*	\$2 + 5.99% of the total order*
\$50 and over	\$3 + 5.99% of the total order*	\$3 + 5.99% of the total order*

If you participate in [Poshmark Promoted Closet](#) to promote your listings, additional advertising fees will vary by seller.

How Do You Get Paid on Poshmark?

Your Poshmark earnings become available to you at the time the buyer receives and “accepts” their order, otherwise three days after delivery.

There are a number of ways to redeem your balance. We recommend that you do a **bank direct deposit** to avoid fees and have the money deposited directly into your bank account.



Remember, while methods such as PayPal and Venmo say the fee is \$0.35, that is the fee **Poshmark** charges you for the transfer. After the transfer, you may be subject to **further fees** from PayPal/Venmo if you wish to subsequently transfer it from there to your bank account.

How Does Shipping Work on Poshmark?

Poshmark offers the simplest shipping. Upon sale, sellers are emailed a label that they can affix to a package, and ship!

Generally, the buyer pays for shipping (current rate \$7.97). You can offer free or reduced shipping, and you pay the difference.

Poshmark shipping labels are Priority Mail up to 5lbs. You can upgrade to 10 lbs, but it is very expensive. We recommend that you do not list items over 5 lbs on Poshmark. You can't sell anything on Poshmark that weighs over 10 lbs.



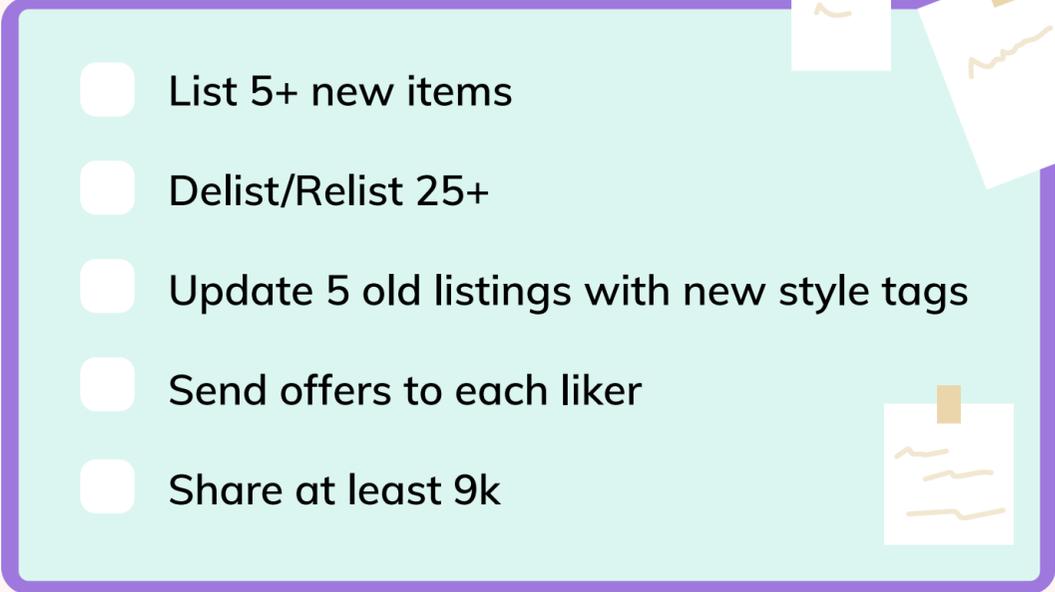
You can use free Priority Mail supplies available at the post office or USPS online! Posh Packages can be mailed in any Priority Mail envelope or box excluding Priority Mail Express!

How Do Returns Work on Poshmark?

Returns are not allowed on Poshmark unless the item is not as described (including wrong item sent, undisclosed damage, not authentic, etc.).

To attempt a return, a buyer is required to open a case with photographic evidence, to which the seller will be able to respond with the same. Poshmark support will review all evidence and rule in accordance with Poshmark's TOS.

Poshmark Daily Checklist

- 
- List 5+ new items
 - Delist/Relist 25+
 - Update 5 old listings with new style tags
 - Send offers to each liker
 - Share at least 9k

Managing Your Poshmark Closet

Poshmark is not a “list-it-and-leave-it” marketplace. In fact, it’s a little high maintenance. There is daily work required to be a successful seller.

- 1. Share your Poshmark listings.** You should share your items as much as possible, up to 9k total daily shares. You can manually share by clicking the “share” icon and “share to followers.” Most Poshers use a bot like [PosherVA](#). You can learn about Poshmark Bots [here](#).
- 2. Send OTL (Offers to Likers).** Most sales on Poshmark happen as a result of an offer. You want to send offers to each new liker as soon as possible. You can send offers in bulk with Vendoo! .
- 3. List new items daily.** Like all marketplaces, the Poshmark algorithm loves daily activity and fresh listings.



With Vendoo, you can use the bulk delist/relist feature to have dozens of brand-new listings every day with just a few clicks!

4. Engage with bundlers. As shoppers add things to a bundle, drop in with a comment and/or offer to try to seal the deal!

5. Participate in Closet Clearout (CCO). During these special promotion days, if you drop your prices by 10% (of historically lowest price), likers will be notified of the discount and offered reduced shipping paid by Poshmark!

Poshmark Live Selling

Posh Lives give you a chance to sell your items quickly during interactive live auctions! Many sellers love live sales, connecting with shoppers, and avoiding the tedious listing process! Poshmark provides a huge audience for live selling!

Watch our recent webinar [Posh Perfect! Poshmark Pro Tips & Live Selling](#) to learn about live selling on Poshmark.



Poshmark Self-Promotion

Poshmark provides sellers with many opportunities to self-promote:

1. Your **“Meet the Posher”** space is a customizable space where you can introduce yourself to shoppers and advertise your store.
2. You can use an image (or video) in your listings to promote your listings and Poshmark Closet.
3. You can create **“Closet Signs”** by creating listings but using a graphic to advertise.
4. You can also easily share your listings to socials and Pinterest.

Take advantage of all of these opportunities to show off your closet!

What is Unique About Poshmark?

Poshmark is a reseller favorite. What makes Poshmark different from the others?

- ✓ It is the easiest place to sell
- ✓ Simplified shipping with Posh Parcels
- ✓ The sharing requirement
- ✓ Live selling
- ✓ Straightforward bundling
- ✓ Excellent Google ranking
- ✓ International sales only
- ✓ Posh stories: share your listings to stories
- ✓ Social community



With Poshmark, you get what you put in. There are many seller tools and promotional opportunities. Check out your settings to maximize these tools to make more sales!



Expert Poshmark Tips & Tricks:

1. Consistency is Key. Like all platforms, Poshmark requires consistency and daily activity for the best results. One of the most important things you can do is **list new items daily.**



With Vendoo's Delist/Relist feature, you can have dozens of brand-new listings every day with just a few clicks!

2. Get a Poshmark Bot. Automate daily Poshmark activities to save time and make more money.

- Schedule sharing
- Auto-follow other Poshers daily
- Return activities like shares and follows
- Do bulk price updates to maximize Closet Clearout
- Manually rearrange your Poshmark Closet

Poshmark bots allow further control. Unlike Poshmark Bulk tools, you can use bots to create custom settings and exclude items to maximize profit and make more sales than you could manually. PosherVA has a [free trial](#).

3. Engage with buyers. Comment when shoppers add things to bundles, offer discounts to returning buyers, and turn each buyer into a return shopper.

4. Take advantage of the community. There are so many Poshmark Facebook Groups where you can ask questions and learn from other sellers. The resources are infinite!

5. Enhance your SEO. SEO is huge on Poshmark, especially since Poshmark listings rank well in Google. Learn about Google SEO to get more guest buyers (buyers who find your listings from Google rather than the Poshmark search).

For more resources about Poshmark, visit the **Resources** page at the end.



What is Mercari?

[Mercari](#) is a growing marketplace with a mission to create a place where everyone can buy and sell with ease. With a wide range of selling categories and ease of use, Mercari is for anything and anyone.

Mercari reports [23 million active monthly users](#).

What Can You Sell on Mercari?

You can sell (almost) anything on Mercari, so long as it is not illegal, intangible, or perishable. The permitted items list is so extensive, that it is easier to list what you [can't](#) sell on Mercari.



Selling large and heavy items? Look into [Mercari Local](#), which uses Uber to deliver local Mercari orders!

Top-Selling Categories on Mercari include:

- Electronics
- Media
- Toys & Games
- Clothing and Fashion
- Home and Garden

Want to learn more? Check out the article [What Sells Best on Mercari in 2025](#).

The Mercari Listing Form

The Mercari listing form is straightforward with some built-in tools to help you make sales.

The five components of a perfect Mercari listing are **photos, titles, item descriptions, price, and “Mercari Smart Tools.”**

Mercari Photos:

Like everywhere, use high-resolution, well-lit, clear photos without props.

Mercari is particularly strict about **stock images**; if you have too many removed for DMCA violations, your account will be suspended.



Mercari does not allow emojis in your description.

Mercari Titles:

Mercari allows you up to **80 characters** in your title, and you should be using just about all of them.

A perfect Mercari title example:

Ann Taylor LOFT High Rise Black White Polka Dot A-Line Midi Pencil Skirt Size 4

Notice how it includes:

✓ Brand

✓ Material

✓ What it is

✓ Size

✓ Color

✓ Features

Mercari Listing Description

Your entire listing description is searchable. That means **anything** that you type in the description will help your item to rank in the search results (when relevant). Your listing description is amongst your most powerful assets as a Mercari seller.

Use the description to further describe features, flaws, or specs about your item, and also to promote your store a bit! Feel free to include information to encourage bundling, too!



Mercari allows shoppers to save searches. So, when you list new items, buyers who have saved similar searches will be notified about your new listings!

Mercari Pricing

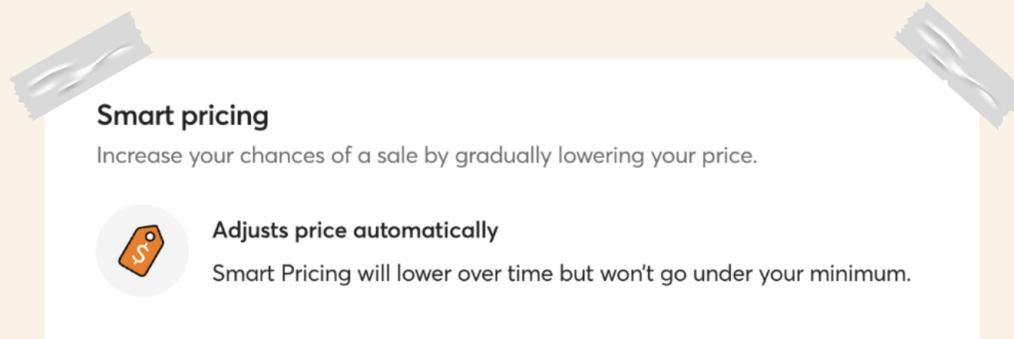
Pricing competitively is important *anywhere* you are selling, but especially on Mercari. The Mercari search yields relevant results, so your listing will show up beside many others. Of course, if your prices are substantially higher than *all of the similar* listings that appear in searches, your items will be a bit more difficult to sell.

Mercari does not offer a niche audience to a particular type of goods. It is not necessarily where buyers go to *pay up* for items. Instead, it is where buyers go to get things they want or need *for less*. Pricing competitively is very important.

Most Mercari sellers take a look at “**comps**” (comparables) to see how other sellers are pricing their items. You can look at both **actively listed items** and **sold** items to help give you an idea of pricing.

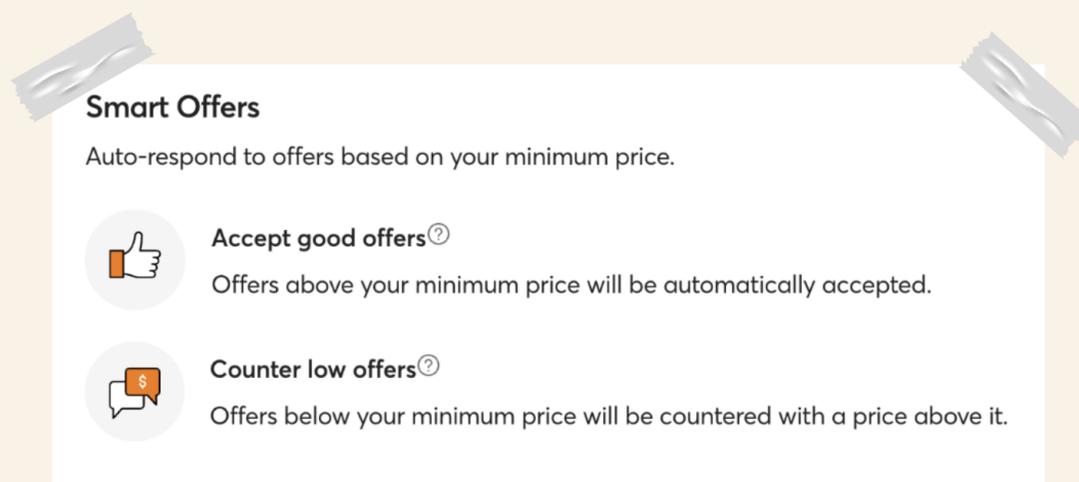
Mercari Listing Description

Mercari Pricing:



Smart pricing allows you to select a “starting price” and a “floor” price. Mercari will **continuously drop the listing price** until it hits the floor price, promoting and exposing the listing to potential buyers at each update.

Mercari Smart Offers



Smart offers allow you to enter your bottom line. Then, any offers at or above it will be **automatically accepted**, and offers below it will be automatically **sent a counter offer** for your bottom-line reserve price. This allows you to instantly respond to buyers and maximizes your chances of making sales.

What are Mercari Fees?

Mercari fees are low and straightforward at 10% of the sale price.

Note that buyers also pay a buyer protection fee on each order.



Example: If you sell a pair of jeans on Mercari for \$20, you will make \$18.

However, there is a small fee to redeem your balance. Note that the fee applies per redemption, not per sale. So, if you sell something for \$20 and choose to transfer your funds immediately, you will only get \$18 in your bank account. However, if you sell 5 things at \$20 each, and you transfer your funds at once, you will get \$98 in your bank account.

How Do You Get Paid on Mercari?

After selling, your funds become available once the item is delivered and the seller rates the transaction (or it will otherwise auto-rate within 3 days of delivery).

There are two ways to request your balance: **Direct Deposit** and **Instant Pay**.

Direct Deposit

Get paid within 2-5 business days

Deposit into your bank account

\$2 transfer fee

Instant Pay

Get paid within minutes

Deposit on your debit card

\$3 transfer fee

How Does Shipping Work on Mercari?

As a Mercari seller, you have many choices. When listing, you will decide whether to:

1. Ship with Mercari or ship on your own
2. Offer free shipping or charge shipping; and
3. Use USPS, FedEx, or UPS

Shipping with Mercari Labels:

If you choose to ship with Mercari, you will need a reasonable estimate of the item's weight and size at the time of listing. You will select your carrier when you list, and upon sale, **Mercari will email you a label**. You will simply affix the label to your package, and shipping will automatically update in the app.

Mercari offers 4x6 labels for label printers!

When you ship with Mercari, you have the choice to offer free shipping (paying it yourself) or to charge shipping.

Obviously, free shipping is very incentivizing. But Mercari labels are also very expensive. If you plan to offer free shipping, it might make sense to ship on your own. See below.



✓ **Pros** to shipping with Mercari labels include **convenience** (as you do not have to create your own labels or update tracking), and that you are eligible for **Mercari Protection**; Mercari will protect your order up to the sale price if it is lost or damaged during shipment.

✗ A **Con** to shipping with Mercari labels is that they are expensive (much more expensive than most other reselling marketplaces). This makes your listings less enticing to buyers if you are charging shipping, or it makes it more expensive to offer free shipping.

How Does Shipping Work on Mercari?

If you ship with your own labels, you have to offer free shipping. There is no way to charge shipping on Mercari unless you use Mercari labels. This means you will have to build shipping into your price.

If you ship on your own, you will use a service like [PirateShip](#), [Sendle](#), or [Shippo](#) to purchase a shipping label. Then, you will confirm shipment on Mercari and enter the carrier and tracking information.

✓ **Pros** to shipping on your own are that it is often cheaper; you will likely get a better rate on PirateShip than you can on Mercari.

✗ **Cons** to shipping on your own are that it requires **more work** on your part, and You also need to be aware of the amount of insurance included in your parcel. If you ship on your own, Mercari will **not** protect the order up to the purchase price; you will need to rely on whatever insurance comes with the service you use, and you'll have to open a claim and deal with any shipping issues yourself.

How Do Returns Work on Mercari?

Returns are not allowed on Mercari unless the item is not as described (including wrong item sent, undisclosed damage, not authentic, etc.).

A buyer may attempt a return by opening a case on Mercari. While you won't be able to see their exact claim, you can see the reason for the return request and confirm or deny it accordingly. The buyer does not see your response to a return request. Mercari asks the buyer and the seller for their opinion and makes a final decision within a few days.

What is Unique About Mercari?

There is not much unique about Mercari except the **large array of selling categories** and mercari local.

Mercari Pros & Cons

- | | |
|-------------------------|------------------------------|
| ✓ Easy to Use | ✗ Small Audience |
| ✓ Categories | ✗ Not Many Tools |
| ✓ Low Fees | ✗ No Listing Videos |
| ✓ Local Shipping Option | ✗ No Multi-Quantity Listings |

Expert Mercari Tips & Tricks:

Mercari is generally low maintenance, but without an array of seller tools, it can be more difficult to make consistent daily sales.

1. **Consistency is Key.** Like all platforms, Mercari requires consistency and daily activity for the best results. One of the most important things you can do is **list new items daily.**

With Vendoo's Bulk Delist & Relist feature, you can have dozens of brand new listings every day with just a few clicks!

2. **Use Mercari Tools.** On Mercari, you can promote a handful of listings daily and you can also send offers to Likers. These tools will help you to make sales.

To send an offer on Mercari, the offer has to be 10% lower than any offer you have ever sent on that item (even if it is a new liker). While you might send offers occasionally, for best results you want to **delist/relist** regularly as an alternative way to promote your listings without your prices being too low.

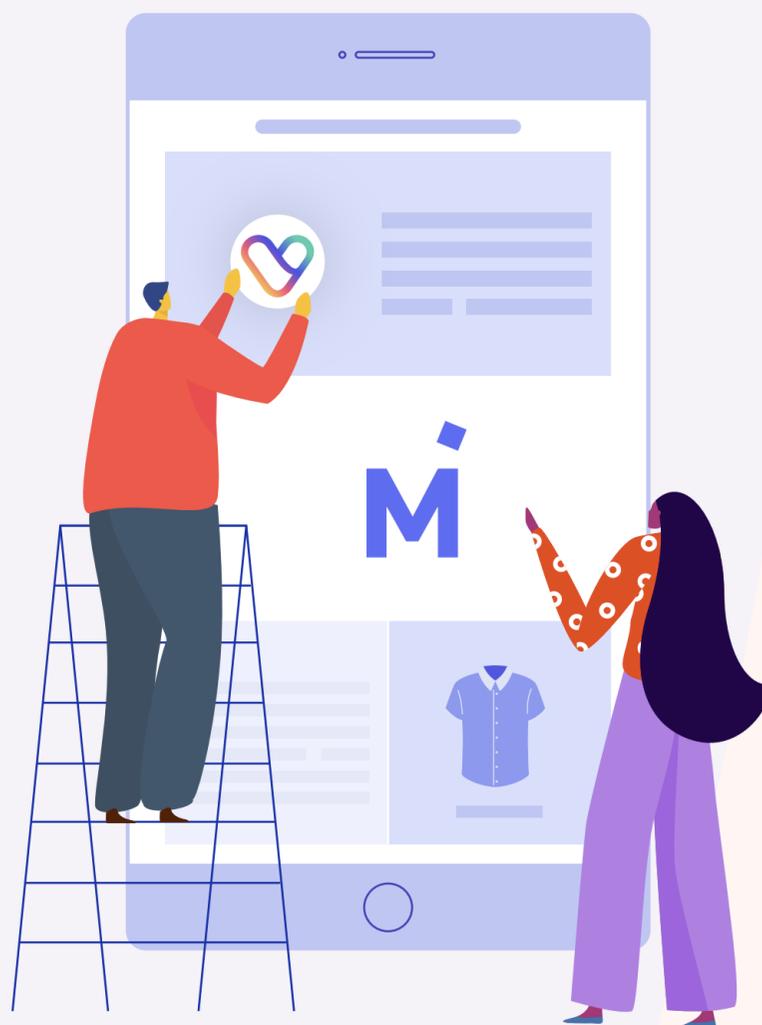


3. **Delist & Relist Daily** Because Mercari only allows you to promote a handful of items and dramatically decrease prices to send offers, you want to **delist and relist** your items frequently; at least every 30 days.

The best time to delist/relist an item on Mercari is after Smart Pricing has finished and you have already promoted and sent an offer(s) to likers on that item.

Mercari Daily Checklist

- 1. List 5+ new items
- 2. Delist & Relist a handful of items
- 3. Promote 10 eligible listings with interest
- 4. Send offers to likers with Vendoo



For more resources about Mercari, visit the **resources** page at the end.



Etsy

What is Etsy?

[Etsy](#) is a global marketplace for unique and creative goods from hand-crafted to personalized items, and even vintage treasures!

Etsy reports over 91 million active buyers and 8.3 million active sellers as of the first quarter of 2024.



Did you know that Etsy owns Depop since 2021?

What Can You Sell on Etsy?

Etsy categories are very limited, you can sell only three things:

- ✓ Handmade Items*
- ✓ Craft Supplies
- ✓ Vintage Items

Handmade Items* on Etsy refer to items that you have hand-crafted or created the original designs for. For example, if you create graphics that you have put on mugs, bags, shirts, etc., you can sell those so long as you disclose your [production partner](#).

Craft Supplies are materials or ingredients whose primary purpose is for use in the creation of an item or for a special occasion. This includes party supplies. Learn more [here](#).

Vintage Items must be at least 20 years old. Be ready to prove this upon request, as Etsy is very [strict](#) when it comes to the proper dating and authentication of vintage items.

Within those categories, you can sell almost everything that is legal, excluding tobacco products, pornography, or items that represent or and encourage hate speech. Etsy does a very good job of facilitating an inclusive and respectful environment. Learn more [here](#).



Etsy does an amazing job of promoting the “Shop Small” mindset. Generally, consumers are proud to support small businesses on Etsy and show off their Etsy finds!

Your Etsy Storefront

On Etsy, you can customize your storefront. Help your shop stand out to customers with personalization tools.

You can fully customize your shop with a photo, banner, bio, promotional language, and custom colors and designs. You can also create an “About the Seller” page.

In your Etsy Manager, you will be walked through all of the tools and options for customization. This truly helps you design, brand, and market your store!

The Etsy Listing Form

The Etsy listing form is straightforward, but you will want to take time with your Etsy listings.

The four components of a perfect Etsy listing are **photos**, **title**, **description**, **hashtags**, and **price**.

Etsy Photos:

Etsy prefers high-resolution, well-lit, clear photos with an aesthetically-pleasing background. In the [Etsy Seller Handbook](#), they recommend various types of product photos:

- **Studio Shots** which refer to close-up images of the product with a plain background
- **Detail Shots** refer to close-up images of the product details
- **Lifestyle Shots** that show your item being naturally worn or used
- **Process Shots** (for handmade items) show you in the process of creation



On Etsy, you should **name your image files** before uploading them to your listing. The alt-text will help your listings to appear in search results.

Take great care in your Etsy photos as there is a lot of competition on Etsy. You want your images to be the best, especially if you're sharing your listing photos to socials or using them for ads.

Etsy also allows **listing videos** which are almost guaranteed to help your items sell. If a picture is worth a thousand words, a listing video is worth a *million*.



Etsy Titles:

Etsy allows you up to **140 characters** in your title, which is quite a few! Use these characters wisely to maximize SEO.

The first few words in the title have the strongest impact on search results on both Etsy and major search engines.

Be sure to include words that your buyer will search for including what it is (category), size, color, pattern, features, material, and uses.



The Etsy search engine behaves nearly identically to the Google Search Engine (plus, your Etsy listings will yield in Google Searches).

To learn more about best practices for your Etsy titles, click [here](#).

Etsy Listing Description

While your description is not as crucial as your title, still your **entire listing description is searchable** on Etsy.

This is straight from the [Etsy Handbook](#):

“The Etsy search considers keywords and phrases within your listing descriptions when ranking your listings. The keywords you use across your listing titles, descriptions, tags, categories, and attributes are essential when it comes to query mapping, the first phase of search ranking, within Etsy’s search algorithm”.

To learn about how to maximize Etsy SEO, this article is a game-changer: [A Reseller’s Guide to SEO](#).

On Etsy, you have competition! With so many sellers selling similar items, you want to stand out!



Etsy Pricing

Obviously, pricing competitively will help you to outshine your competition and make more sales. That said, Etsy sellers are often selling unique, one-of-a-kind products as opposed to items that you can search on Google for pricing research.

Make sure you are **charging enough for your materials and time**, and don’t be afraid to charge a bit extra for your craft and expertise. Looking at what similar products are selling for will be a helpful frame of reference.



You can create store categories for a more organized shop, plus you can feature items at the top of your shop!

What are Etsy Fees?

Etsy fees are roughly 10% but can rise up to 25% depending on various factors below.

There are quite a few different Etsy fees; some are required and others are optional.

1. Etsy Listing Fees (required) are \$0.20 per item, regardless of if your item sells, and this fee renews every four months.

If you sell multi-quantity items, an additional \$0.20 listing fee is withdrawn each time an item sells.

Do not be deterred by the listing fee; the final sale fee is remarkably low!



2. Etsy Transaction Fees (required) are final sale fees. When you make a sale, you will be charged a fee of 6.5% of the sale price (including what you might charge for shipping and gift wrapping).

Note: Additional fees may apply to international sales. Learn more [here](#)

3. Etsy Ad Fees (optional) if you opt-in to Etsy Advertising in your Shop Manager, you can set a daily budget for advertising your listings on the Etsy website.

4. Offsite Ad Fees (optional until you reach \$10k in sales in 365 days). Etsy Offsite Ads provide an avenue for advertisement on various social networks and search engines. With offsite ads, you pay fees only if your sale is made as a direct result of the ad.

This is mandatory for accounts once they reach a sales threshold, and the fees vary by account. Learn more [here](#).



Example: If you sell a pair of vintage jeans on Etsy for \$20, you will make \$17.65 after fees.

Under the following parameters:

- Your item sold within 4 months.
- You do not participate in Etsy Ads or Offsite Ads.

Breakdown: Listing Fee (\$0.20) Transaction Fee (\$1.30), Processing Fee (\$0.85)

However, if you were promoting this listing via OffSite Ads at 15%, you would make \$15.25 on the same sale.



Serious about Etsy? You also might consider an Etsy Plus Subscription. For only \$10/month, you'll receive many [benefits](#).

Remember that Etsy Plus subscription fees and Etsy Ad budgets may apply, too (optional).

How Do You Get Paid on Etsy?

Getting paid on Etsy is quick and simple.

When you are a brand new Etsy seller, you will be in a probationary period whereby your funds will not be available for deposit until 3 days after a sale. After 90 days, Etsy payment orders will become **available for transfer the next business day after a sale.**

On Etsy, you can set up a deposit schedule for funds, or you can request your funds at any time. Either way, Etsy does direct deposit to your **bank account.**

How Does Shipping Work on Etsy?

Etsy puts the seller in control of all things [shipping](#), including handling time, cost, geographical limitations, taxes, and shipping carriers including FedEx, USPS, UPS.

For sellers in the United States, you can pay for and print automatically-generated USPS labels right from Etsy. You can also **ship on your own** and provide tracking information.

You will establish **Etsy Shipping Profiles** with your shipping rules about the various services you offer and the potential cost to the buyer.



You can sync your Etsy Shipping Policies with your Vendoo account!

Learn how [here](#).

With flat-rate shipping profiles, you can charge buyers a flat rate for shipping. With calculated shipping profiles, Etsy will charge a calculated rate dependent upon the buyer's address. You can create multiple shipping policies to use on different items in your Store Manager.

Etsy provides decent shipping rates, seller protection, and automatic tracking. We encourage you to facilitate shipping through Etsy, especially for international orders.



How Do Returns Work on Etsy?

Etsy allows sellers to create their own policies for returns, refunds, and exchanges. Generally, you will decide if you accept returns.

Of course, if a buyer does not receive an item, an item arrives damaged, or it does not match the listing, a buyer can open a case. Before Etsy allows a buyer to open a case, they must **contact the seller**.

If the buyer and seller are unable to reach an agreement to resolve the issue, Etsy will step in and collect and review evidence from each side. Buyers may also dispute the charge with the payment processor (such as PayPal), who will take over.

While you do **not** have to accept returns or refunds, you may choose to do so when you can to avoid the headache of the case process.

Learn more about the Etsy return policy [here](#).

What is Unique About Etsy

Etsy is a global marketplace that has encompassed the shop small sentiment.

What makes Etsy different from the others?

- ✓ A large global audience
- ✓ It is niched to one-of-a-kind items
- ✓ Sellers can create a customized storefront
- ✓ Etsy charges per listing \$0.20 every four months.

Expert Etsy Tips & Tricks:

1. Consistency is Key. Like all platforms, Etsy requires consistency and daily activity for the best results. One of the most important things you can do is **list new items daily**.

2. SEO is incredibly important on Etsy. Be sure to maximize **search engine optimization** on your listings, and to select relevant tags, categories, and attributes to maximize exposure.

3. Promote your items with Etsy Ads and Offsite Ads for the best results. There are many promotional opportunities to increase exposure and generate sales. Find the Etsy Marketing Guide [here](#).

4. Etsy recommends optimizing your shop profile with branding and a professional storefront. There are many tools and resources to help accomplish this.
5. Engage with your customers. Etsy is unlike other places due to the niched selection and personalization of homemade goods. Be sure to cultivate relationships with your buyers to create return customers.
6. Set up automatic discounts to those who “favorite” your items in your Store Manager.

Etsy Daily Checklist

- List a few new items
- Update your shop story or an announcement
- Respond to any buyer inquiries
- Check on the performance of your promotions



For more resources about Etsy, visit the **Resources** page at the end.

The Depop logo, consisting of the word "depop" in a lowercase, sans-serif font, is centered within a white circle that has a dashed border. This circle is positioned above a purple brushstroke graphic that serves as a background for the main title.

What is Depop?

A black arrow pointing downwards from the left side of the page towards the Depop mission statement.

[Depop](#) prides itself in being a **place**- not a marketplace, for the celebration of style and culture. Depop's mission is to create the world's most progressive "community-powered fashion ecosystem that's kinder on the planet and kinder to people."

A black arrow pointing downwards from the right side of the page towards the Depop mission statement.

Depop reports over **35 million** active users across 52 countries. Interestingly, 90% of users are under the age 26. This means that the primary Depop user is **Gen Z**.

In 2021, Etsy acquired Depop. However, Depop operates as a standalone company.

What Can You Sell on Depop?

Depop is known for fashion. In addition to clothing and accessories, you can sell select homeware, art, records, and cameras.

It seems fairly random what you're *not allowed* to sell. For example, you can sell cameras but cannot sell headphones. Be sure to check out the [prohibited items list](#), especially as Depop is strict.

Top-Selling Categories on Depop

Depop is known for clothing and accessories, and the top-selling style categories are **vintage, streetwear, one-of-a-kind, and Y2k**.

2. Vintage refers to items that are over 20 years old, especially statement pieces, jewelry, jeans, and decor.



If you are selling vintage that is of a well-known brand (i.e. Disney, LEVI'S, Harley Davidson), use the actual brand. If the brand is not well-known, use **American Vintage** as the brand on Depop.

2. Streetwear is athletic wear with an urban influence. Common streetwear brands include Nike, Adidas, Supreme, Stussy, and more.

Sneakerhead? Check out our [Sneaker Cheat Sheet](#) for tips and tricks about selling sneakers online!



3. One-of-a-kind refers to **unique** gems. OOAK might be rare vintage items, deadstock pieces, limited edition items, upcycled, reworked, handmade, or custom pieces.

You'll do well with these items on Depop:

#Vintage: Items older than 20 years old

#Deadstock: Technically, deadstock means items that were never sold retail, but resellers use this term to mean items that are generally new and no longer in production.

#Limitededition: Items that were limited edition, often brand collaborations or unique releases.

#Upcycled: Items made from used materials, like an old blanket made into a headband. This might also include simple tie dye or bleach dye.

#Reworked: Used clothing that has been redesigned or re-sewn into a new garment, like making a vintage dress into a cute two-piece crop top and skirt set.

#Handmade: Anything made by you (or even someone else) by hand.

#Custom: Items made especially for the buyer or items customized/personalized by the seller.

4. Y2k refers to genuine pieces from the early 2000s (some of which are officially “vintage”) but also the Y2k style that is inspired by this period. Y2k fashion is hot, and most brands are producing iconic nostalgic styles like low-rise flared jeans, baguette bags, velour tracksuits, and more!

In addition to these top style categories, Depop is the perfect place for anything trendy, funky, and unique!



Style > Brand. On Depop, style matters more than brand. While other marketplaces are brand-heavy, Depop buyers care about the look. You can sell anything with the right hashtags.

Want to learn more? Check out the article [What's Trending on Depop in 2025? Also Includes Hashtags!](#)

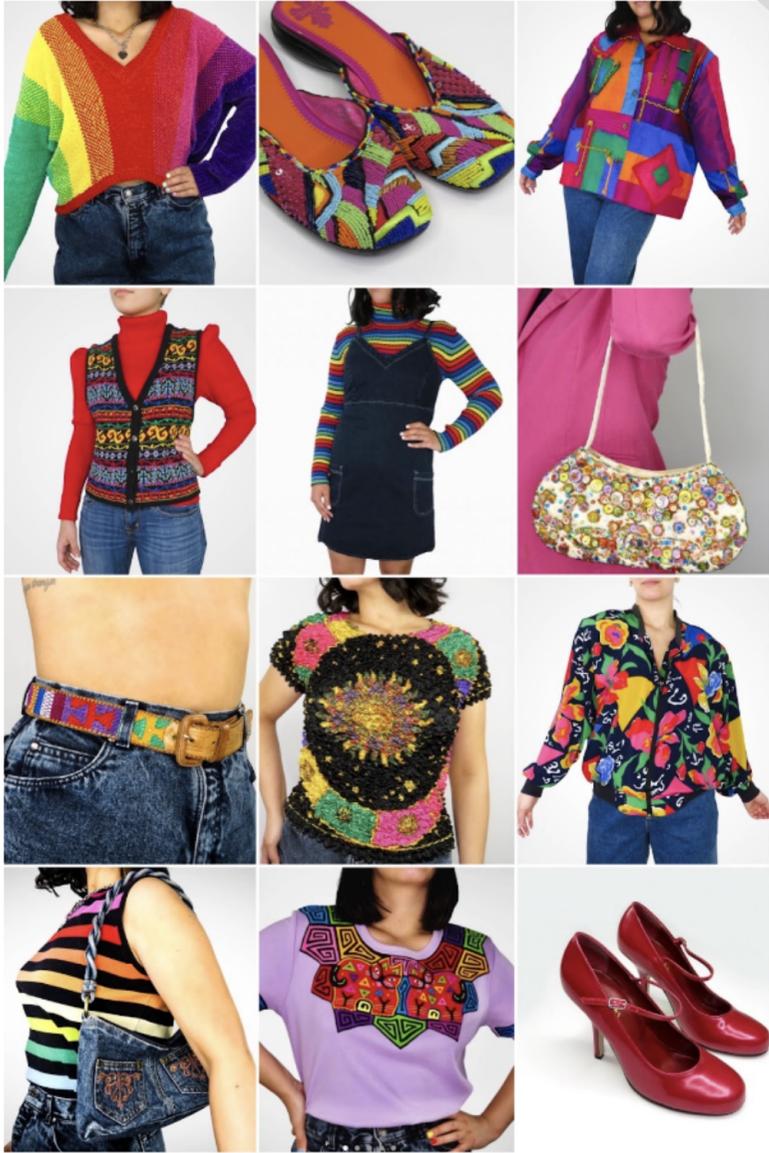
The Depop Listing Form

Depop is simple and straightforward, but it is a tough marketplace to master.

The four components of a perfect Depop listing are **photos, description, drop-downs,** and **price.**

Depop Photos:

Looks Matter. Depop is all about the style, and Gen Z in particular is interested in the look.



Depop is a vivid assortment of unique, funky, vintage, and trendy fashion flourishing with artistic expression. For best results, use styled photos.

You can upload **8 images** and up to 10 seconds of listing **video** (with audio).

Listing videos enhance your chance of selling on Depop.

Depop prefers **modeled** or **flat-lay** photographs. In fact, if you want your items to be featured on **The Depop Edit**, they must be modeled or flat-lay pictures, so skip the hanger or dress form.



Modeling garments is easier than it looks and very effective. Buyers love to see what items look like being worn and styled. Think about it: big brands do this because *it works*.

⚠️ Never use **stock photos** on Depop. Unlike other marketplaces, Depop does not wait until a brand complains about the misuse of their copyrighted images; Depop has software that reviews all images and **automatically** removes anything that they believe is a stock photo. They only give you a few chances before they **suspend your account**.

Depop Titles:

Depop does not have a title field. You'll notice that your listings appear with a short title composed by Depop. Depop generates the short title based on the brand and the first few words of your description.

Depop Description:

Your entire description is searchable on Depop, but the first few words are the most important. See below example with a “short title.”



According to the Depop Level Up Course, the Depop search is based on **relevancy** and **recency**, with relevance being much more significant.

A **Depop Perfect Description** includes the following, as relevant:

- ✓ A Short “Title”
- ✓ Style Type and Features
- ✓ Size and Material
- ✓ Colors & Patterns
- ✓ Relevant Measurements
- ✓ Style Tags and Keywords
- ✓ Shipping Information
- ✓ Self Promotion

This description template with **headings** was recommended in the Depop Level Up 2024 Course.

fourlimes Lisa Says Gah Green Snakeskin Jacket

✦ ABOUT THIS GEM

LSG JOA Python Pattern Long Jacket. Lightweight Faux Leather Material Collared Button Down Jacket. Funky Going Out Jacket with Faux Pockets & Belt Loops

- Small
- 90% Polyester 10% Polyurethane
- Excellent Condition, Gently Worn

✦ MEASUREMENTS

- Pit to Pit Approx. 22"
- Shoulder to Hem Approx. 45"
- Across Shoulders Approx. 19"
- Arm Length from Armpit Approx. 19"
- Waist Approx. 44"
- Hips 46"

✦ SHIPPING

US Shipping is \$12.25! DM for Global Rates

✦ SHOP WITH US

We're a zero waste business with nearly perfect feedback. We ship daily Mon-Fri. Message with any questions. Ty for shopping small + keeping sh*t out of landfills 🌱🌍

#snakeskin #leather #phoebebuffay #y2k #lisasaysgah

Depop Item Specifics:

All of the **drop-downs** in the Depop listing form are important to the search. Do not skip them; even the optional ones are important.

The **age** field, **style** field, type field, **fit** field, and **occasion** field will all help buyers to find your items.

Depop Hashtags:

Hashtags are **crucial** on Depop. Make sure to use all five hashtags, and to use **trending hashtags** for best results.

If you're looking to learn more about trending hashtags, check out The Depop Edit (on the homepage of the app).



#Barbiecore, #gorpcore, #cottagecore, and more! Want to learn about all the trending style hashtags? Check out the [Reseller's Guide to Cores & Aesthetics](#). Bookmark this page for perfect Depop listings.

Depop Pricing

Pricing competitively is important anywhere you are selling and Depop is no different. That said, with the young audience with potentially disposable income, you may find that you are able to raise your prices a bit on Depop.

On Depop, you can't see sold items in searches, which makes it difficult to search for sold "comps. This also means you can potentially charge more for unique items!



However, your price, be sure to leave yourself room; you'll want the room to **boost** your listings, room to send and accept **offers**, and room to use the Depop **discount** feature. Learn more about these below.



On Depop, you can **boost** your listings so they are promoted in the search and feed more prominently. Boosting your listing costs 10% of the sale price, but you only pay if the sale was a direct result of the boost. You can see your boosting metrics on the Depop app.

What are Depop Fees?

Depop has no seller fee, but charges a small transaction fee.

For US Sellers, A standard transaction fee of 3.3% + \$0.45 will be charged for payments made through Depop Payments.

If you choose to boost your listings on Depop, an optional boosting fee will apply in the amount of 8% of the sale price. Learn more [here](#).



Example: If you sell a pair of jeans on Depop for \$20, you will make **\$18.63** under the following parameters:

- The sale occurred in the United States
- The sale was processed via Depop Payments
- The buyer paid for shipping
- The listing was not boosted

For comparison, if the sale was made as a result of a **boosted listing**, you would make approximately **\$17.03**

How Do You Get Paid on Depop?

How you get paid on Depop depends on how your buyers pay.

If your buyers pay via **PayPal**, you are paid via PayPal and your funds are available for use or transfer to your bank instantly.

If your buyers pay via Depop Payments (which gives them options like debit card, Apple Pay, Google Pay, etc.), the funds will be deposited into your **Depop Balance** and are automatically transferred to your linked bank account every 10 business days. Learn more [here](#).

Note that you cannot control how buyers pay; all sellers must accept PayPal payments and Depop payments.

How Does Shipping Work on Depop?

As a Depop seller, you have many choices. When listing, you will decide whether to:

1. Ship with Depop or ship on your own
2. Offer free shipping or charge shipping

Shipping with Depop Labels:

If you choose to ship with Depop, you will need a reasonable **estimate of the item's weight and size** at the time of listing to select the appropriate tier. Upon sale, you will simply affix the label to your package and shipping will automatically update in the app. Depop labels are via USPS (Ground Advantage or Priority Mail depending on the weight of the parcel) .

When you ship with Depop labels you have the choice to **offer free** shipping (paying it yourself) or to charge shipping.



According to Depop, your items are 30% more likely to sell if you **offer free shipping.**

✓ **Pros** to shipping with Depop labels include **convenience** and **protection**. With Depop labels, you do not have to create your own labels or update tracking. Plus, Depop will protect your order up to the sale price if lost or damaged during shipment. Depop also periodically offers free shipping on all items sold with Depop labels, where Depop will pay for the shipping themselves!

✗ A **Con** to shipping with Depop labels is that they can be pricey for heavier items. This makes your listings less enticing to buyers if you are charging shipping, or it is more expensive for you to offer free shipping.

Shipping on Your Own

If you ship on your own, you will use a service like [PirateShip](#), [Sendle](#), or [Shippo](#) to purchase a shipping label. Then, you will confirm shipment on Depop and enter the carrier and tracking information.

You **must** ship on your own for global sales. I recommend PirateShip for simple global shipping and for helping you to navigate customs information.

When you ship on your own, you still have the choice to offer free shipping (paying it yourself) or to charge shipping. However, there is no calculated shipping option, so you will have to charge a flat rate.

✓ **Pros** to shipping on your own are that it is often cheaper; you might get a better rate on PirateShip than you can on Depop. Another Pro is that you can charge a flat rate of a few dollars to almost share the shipping cost with the buyer; they will only pay a few dollars and you will pay the rest. This allows you to offer an enticingly low rate without entirely covering the shipping cost.

✗ **Cons** to shipping on your own are that it requires **more work** on your part, and You also need to be aware of the amount of **insurance** included in your parcel. If you ship on your own, Depop will **not** protect the order up to the purchase price; you will need to rely on whatever insurance comes with the service you use, and you'll have to open a claim and deal with any shipping issues yourself.

How Do Returns Work on Depop?

Depop sellers can choose whether to allow returns. If a seller does not allow returns, then the purchase is **not eligible for return** unless the item was not received or is not as described (including wrong item sent, undisclosed damage, not authentic, etc.).

To attempt a return, a buyer is required to open a case with either PayPal or Depop, depending on how they paid. Either way, the buyer will have to open a dispute with photographic evidence, and the buyer will be able to respond similarly. Either PayPal or Depop will make a binding decision; most often, it will be favorable to the buyer.

In instances where the item has not arrived but the seller is able to provide proof of shipment, it is the buyer's responsibility to open a claim with the shipping carrier.

Managing Your Depop Shop



If you want to make serious cash on Depop, [become a Depop Top Seller](#). It is not easy to qualify, but the benefits are amazing.

If you want to make daily sales, Depop is a little high maintenance. There is daily work required to be a successful seller:

1. List new items daily. Like all marketplaces, the Depop algorithm loves daily activity and fresh listings. Recency is a key factor in search results, so make sure you're listing at least 5 items daily.

With Vendoo's Bulk Delist & Relist feature, you can have dozens of brand new listings every day with just a few clicks!

Remember that while you can sell many things on Depop not all inventory is right for Depop. Stick to the **top-selling categories** or **currently trending items**. Depop is a bit niched.

2. Refresh Your listings. On Depop, you need to refresh your listings at least once a day, but ideally more. You can refresh manually by clicking "edit" and then "save" on each listing. Most Depop sellers use a bot like [SellerAider](#) to refresh.

3. Use Trending Hashtags. Hashtags are important on Depop, but it isn't just #anyhashtag. Use **trending hashtags** to help you rank in more searches. See above.

4. Use Discount Feature On the Depop mobile app (only), you can apply a discount to all (or some) of your items. If you apply a discount of at least 10%, all likers will be notified of the sale! This can be an amazing tool to promote sales when used occasionally and strategically.

5. Be Responsive. You are going to get quite a few offers and messages. Be sure to check your inbox regularly. e notified of the sale! This can be an amazing tool to promote sales when used occasionally and strategically.



Depop offers are not binding. If a buyer makes an offer and a seller accepts it, the sale is not final. A seller must complete the transaction within 24 hours for the sale to be official. After accepting an offer, you might choose to message the prospective buyer and encourage them to complete the sale!



What is Unique About Depop?

Scrolling Depop, you will quickly see that it's an artistic, young, cool place that is unlike the other reselling marketplaces.

What Makes Depop Unique:

- ✓ Style > Brand. Style matters as much (if not more) than brand. Selling on Depop will open up your sourcing because you won't necessarily be looking at brand tags the way you normally would.
- ✓ Depop is young and cool. All of the trending style cores and aesthetics are very popular on Depop.
- ✓ Depop is easy to use and straightforward.
- ✓ Depop has a global audience!

Depop Daily Checklist

- List 5+ new items
- Delist/Relist 25+
- Refresh your items at least twice
- Update 5 old listings with new style tags and hashtags
- Be sure to check your inbox regularly to be notified of the sale! This can be an amazing tool to promote sales when used occasionally and strategically.

For more resources about Depop, visit the Resources page at the end.



What is Facebook Marketplace?

Facebook Marketplace is a place for buying and selling- almost like a classified-ad section of Facebook. Facebook Marketplace started as sort of an “online” yard sale but expanded to allow shipping in 2020.

Facebook Marketplace has over **1 billion active monthly users**, seamlessly turning regular Facebook users into buyers and sellers.

Facebook Marketplace has amongst the most buyers and lowest selling fees.

What Can You Sell on Facebook Marketplace?

You can sell almost anything on Facebook Marketplace. In fact, It is easier to list what you can't sell on FBMP:

- Anything Illegal
- Anything Related to Healthcare
- Weapons or Hazardous Items
- Animals
- Perishables
- Intangible Things (lessons or services)

Learn more [here](#).



Be sure not to list prohibited items on FBMP. Not only will they remove the listings, but they only give sellers a couple chances before prohibiting you from selling.

Top-Selling Categories on Facebook Marketplace include:

- Automotive
- Home and Garden
- Electronics & Appliances
- Toys & Games
- Media
- Collectibles

The Facebook Marketplace Listing Form

The four components of a perfect Facebook Marketplace listing are **photos, title, description, and price.**

Facebook Marketplace Photos:

Looks matter, as the best photographs will stand out and help you to make sales. High-resolution, well-lit, clear photos with a lightly-colored background are always recommended. However, FBMP is more like an online yard sale, and you'll see images that are less than impressive. So, relieve your pressure a bit when it comes to your FBMP photos!



Facebook Marketplace also allows listing videos which are almost guaranteed to help your items sell. If a picture is worth a thousand words, a listing video is worth a *million.*

On FBMP, you're allowed **10 photos**, so you have plenty of room to show all of the item's angles, features, and flaws- if any. A listing video is a quick and simple way to show the item entirely.

Facebook Marketplace Titles:

Facebook Marketplace titles do not necessarily need to be skillfully keyword-stuffed, but they still need to be maximized for SEO in the practical sense: They should have the words the buyer is searching for so that they yield in relevant searches.



Facebook Marketplace automatically saves buyers' searches and notifies them when relevant items are listed for sale.

A Perfect FBMP Title:

Nintendo Switch 32GB Gray Console with Red and Blue Joy-Con Excellent Condition with Charger

Notice how it includes:

- ✓ Size
- ✓ Color
- ✓ Features/ Specs
- ✓ Brand
- ✓ Style Name
- ✓ What it is

Facebook Marketplace listings do not yield in major search engines, so you needn't consider common SEO-practices, just what the common person would type in the search bar if they were looking for your item.



Facebook Marketplace Listing Description

Your Facebook Marketplace description is not searchable, but it serves to provide the buyer with information about the item. Use the description to fully describe the item, any features, and flaws.

Facebook Marketplace Pricing

FBMP is still a bit of an online yard sale. While they have added features and shipping to make it more of a marketplace and less of a local classified section, it still is very much an online yard sale where buyers want to pay accordingly.

This does not mean that you need to offer low prices, but your listings will compete with casual one-off sellers who are just looking to make a few dollars for items they no longer need (as opposed to reselling for profit).

This means that with most categories, you will notice that comps are lowest on Facebook Marketplace. To get an idea of pricing, check out other similar listings available **locally**; those listings are your direct competition as they display next to yours in relevant searches.



Always leave room for offers and negotiation on your Facebook Listings. The very culture of Facebook Marketplace provides the expectation of offers and negotiations.

Selling in Facebook Groups

Do not forget about Facebook Groups and Pages! When you list your item on Marketplace, you have the option to “share” your listing to any eligible groups of which you are a member.

If you are selling on Facebook Marketplace, join groups! Search for groups in your town, surrounding towns, and your county. Also, you might consider searching for groups relevant to what you are selling (i.e. fashion and brand groups for apparel, gaming groups for video games, collectible groups for hardgoods).

There are millions of Facebook groups, and you can share a listing to up to 20 groups.



You can hide your Facebook Marketplace Listings from your Facebook friends by selecting the checkbox on the listing form. I **don't** recommend doing this as it narrows your audience, but you can use this feature if you don't want your friends and family to see what you are selling.

What are Facebook Marketplace Fees?

If you sell locally for cash, there are **no selling fees**. If you sell your items with shipping, the selling fee is approximately 10%

Facebook Marketplace fees are 10% of the final sale price. Note that the final sale price includes the total purchase value including shipping cost and any sales tax. For very inexpensive purchases, the minimum fee is \$0.80.

Example: If you sell a pair of jeans on FBMP for \$20, you will make **\$17.30** under the following parameters:

- The shipping cost was \$7.00
- There was no sales tax (varies by state)
-

Additional fees apply if you choose to sponsor or promote your listings for extra exposure in the search results.

Additional (optional) fees apply if you choose to sponsor or promote your listings for extra exposure and priority in search results. [Learn more here.](#)

Facebook Marketplace **waives all selling fees all the time** to incentivize people to buy and sell. They also waive fees for most holidays!



We are temporarily waiving our standard Selling Fee for all orders marked as shipped through 11:59pm Pacific Time on June 30, 2023.

How Do You Get Paid on Facebook Marketplace?

Facebook Marketplace automatically deposits your funds into your bank account.

However, expect to be paid 15-20 days after you confirm shipment or five days after the buyer confirms delivery; whichever comes first.

How Does Shipping Work on Facebook Marketplace?

As a Facebook marketplace seller, you have many choices. When listing, you will decide whether to:

1. Ship with Facebook Marketplace or ship on your own
2. Offer free shipping or charge shipping; and

Shipping with Facebook Labels:

If you choose to ship with Facebook Labels, you will need a reasonable estimate of the item's weight and size at the time of listing. Upon sale, Facebook will provide you with a label available for download. Depending on weight and category, you can choose between USPS and UPS.

Once your item sells, you will simply affix the label to your package, and shipping will automatically update in the app.

When you ship with Facebook Marketplace, you have the choice to **offer free shipping** (paying it yourself) or to charge shipping.



Obviously, free shipping is very incentivizing. Facebook Reports that your item is 30% more likely to sell with free shipping.

Shipping with Facebook Marketplace is almost a no-brainer:

✓ It is more **convenient**, as you do not have to create your own labels or provide tracking information.

It is often **more affordable**, as Facebook has amazing rates for shipping:

Package Weight	USPS rate 	UPS rate 
<0.5lbs	\$4.00	\$8.42
.5-1lb	\$5.75	\$8.42
1-2lbs	\$9.25	\$9.33
2-5lbs	\$12.44	\$13.50
5-10lbs	\$18.38	\$22

For items 10-50lbs, you will need to enter the weight and dimensions in the listing form for an estimate.

✓ The above rates are **very competitive**. Unlike other marketplaces where you will probably be able to get a better deal on PirateShip, Facebook Marketplace offers **fantastic shipping rates!**

✓ You also receive more **protection** when you ship using Facebook labels. With Facebook Marketplace Protection your order will be protected to the sale price if it is lost or damaged during shipment.



Facebook Marketplace offers free shipping all the time! They cover the shipping cost to incentivize people to sell items with shipping! You are only eligible for free shipping if you choose to use Facebook Labels.

If you use Facebook labels, you can charge your buyers shipping or offer free shipping (and pay the amounts above, yourself).

Shipping on Your Own with Facebook

If you ship with your own labels on Facebook, you will use a service like [PirateShip](#), [Sendle](#), or [Shippo](#) to purchase a shipping label. Then, you will confirm the shipment on Facebook and enter the carrier and tracking information.

Remember that the Facebook shipping rates are very competitive; you will probably get a better rate right on Facebook than you will elsewhere!

When you ship on your own, you still have the choice to offer free shipping (paying it yourself) or to charge shipping. However, there is no calculated shipping option, so you will have to charge a **flat rate**.



Facebook heavily promotes items with free shipping, it is even a filter option where buyers can choose to look at only items with free shipping. If you can, consider raising your price a bit to accommodate free shipping on your listings!

How Do Returns Work on Facebook Marketplace?

Facebook returns apply only to items where payment was completed on Facebook Marketplace. Most in-person transactions are not eligible for Facebook protection.

As a Facebook seller, you can establish your own return policy to decide if you will accept returns. But regardless of your policy, returns will be honored by Facebook Protection when:

- The order does not arrive, or it is received within 2 days of the estimated delivery date or within 16 days of the purchase
- The item is not as described in the listing.

Like other marketplaces, Facebook will not protect a return for a buyer who has changed their mind or does not like the item.

Before a buyer can open a claim, Facebook requires that they reach out to the seller to make an attempt to resolve the issue. Facebook has access to private messages between buyers and sellers for the purpose of review. If the buyer is unresponsive or if an agreement cannot be met, a buyer can open a claim for Facebook review. Facebook will independently make a decision.

Unfortunately, Facebook does **not** always make the buyer send an item back to the seller in the event of an approved return claim.



Facebook Marketplace does not have the best customer service... in fact, they don't really offer it. Facebook has a [customer service page](#) for Marketplace issues, but it is mainly instructional. The page explains that you are **not likely to receive a response**, encouraging you to browse their Help Center to learn more.

FBMP Daily Checklist

- List 5+ new items
- Delist/Relist 5 Items
- Renew eligible listings
- Check your inbox

Expert Facebook Marketplace Tips & Tricks:

1. Consistency is key. Like all platforms, Facebook Marketplace requires consistency and daily activity for the best results. One of the most important things you can do is list new items daily.



With Vendoo's Delist & Relist feature, you can have **dozens of brand-new listings** every day with just a few clicks! If you're a Vendoo user, make sure you use Vendoo's Delist & Relist feature and **not** FBMP's "Relist" feature as this will "break your sync" to Vendoo.

2. Renew your listings. On FBMP, you can renew your listing once every 7 days in your Marketplace Manager for a bump in the marketplace page and search results.. Once you have exhausted your ability to renew, use Vendoo to Delist & Relist .

Note: Vendoo users, do not use Facebook's Delist & Relist feature, as it will "break your sync" to Vendoo. Be sure to use **Vendoo's bulk Delist & Relist feature.**

3. Engage with buyers. Facebook Marketplace messages go to a different inbox and they're easy to miss! Get in the habit of checking your Marketplace Inbox!

4. Share to groups. Share your listings to various local and themed Facebook Groups. You can do this on the item details page.

For more resources about Facebook Marketplace, visit the **Resources** page at the end.

FBMP Pros & Cons

- | | |
|----------------------------|-------------------------------|
| ✓ Audience | ✗ Strict |
| ✓ Categories | ✗ No Customer Support |
| ✓ Local & Shipping Options | ✗ Tough to Sell Clothing |
| ✓ Lowest Fees | ✗ Competitive Prices Required |

What is Grailed

Grailed is a “one-stop destination for buying, selling, and exploring menswear and womenswear”. It's an evolving marketplace with a global audience of over 10 million users and a rapidly increasing audience over the past couple of years.

Grailed was formerly a marketplace exclusively for men's fashion but recently expanded to include women's style, too!

What Can You Sell Grailed

Grailed is exclusively for men's and women's fashion:

MENSWEAR	WOMENSWEAR
 Tops	 Tops
 Bottoms	 Bottoms
 Outerwear	 Outerwear
 Footwear	 Dresses
 Tailoring	 Footwear
 Accessories	 Accessories
	 Bags & Luggage
	 Jewelry

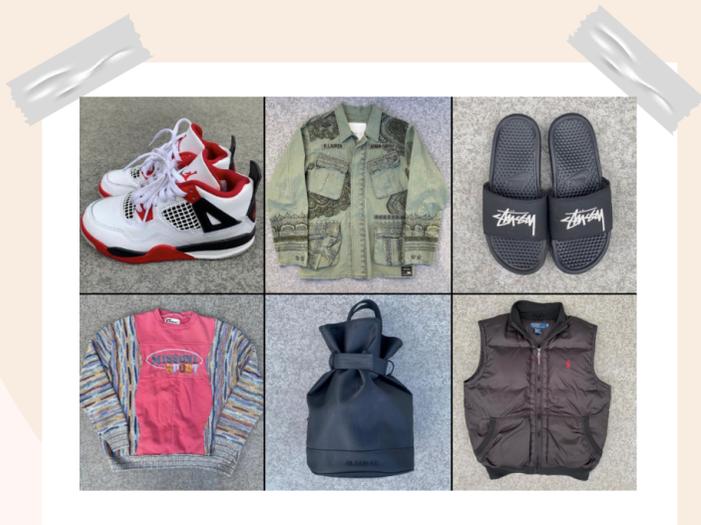
Note that Grailed is exclusive to fashion. There is not anything else you can sell.

Top-sellers on Grailed are **designer, sneakers, streetwear, and vintage**.

What Can You Sell Grailed

Top-Selling Categories on Grailed include:

- Designer
- Sneakers
- Streetwear
- Vintage



While you can list *all fashion* on Grailed, you might not choose to. Grailed is fairly niched in top-sellers. You might consider sticking to the top-selling categories in addition to trending styles and brands that sell quickly everywhere.

Want to learn more? Check out the article [2025 Grailed Review for Sellers](#).

The Grailed Listing Form

The Grailed listing process is straightforward.

The four components of a perfect Grailed listing are **photos, title, description, measurements, hashtags, and price.**

Grailed Photos:

Like everywhere, Grailed prefers high-resolution, well-lit, clear photos with a lightly-colored background. Flat lay or modeled photos are perfect for Grailed.

Some sellers use **stock photos** which aren't technically allowed but are also incredibly effective for selling.

On Grailed, you're allowed **18 photos**, so you have plenty of room to show all of the item's angles, features, and flaws- if any.



Did you know that on Grailed you can select multiple brands? This is particularly helpful when you're selling items that are from collaborations! You might also choose to use the brand "Vintage" as well as the actual brand for your vintage listings!

Grailed Titles:

Grailed allows **60 characters** in your title, which is significantly less than other marketplaces, so use those characters wisely!

A Perfect Grailed Title:

90s Vintage LEVIS 501 High Rise Straight Leg Mom Jeans 30"

Notice how it includes:

- ✓ Brand
- ✓ Style Name
- ✓ What it is
- ✓ Size
- ✓ Color
- ✓ Features

Grailed Listing Description

Your entire listing description is searchable. That means **anything** that you type in the description will help your item to rank in the search results (when relevant). Include as **much detail as possible** so your items appear in more searches

If the brand of your item is not recognized on Grailed, it does not mean you can't sell it. You can sell anything clothing or accessories on Grailed.

If you don't see a brand, contact them to request it to be added.



A **Grailed Perfect Description** includes the following, as relevant:

- ✓ What the item is & size
- ✓ The style name or brand's title of the item
- ✓ Style Type & Features
- ✓ Material Composition
- ✓ Colors and Patterns
- ✓ Relevant Measurements
- ✓ Style Tags and Keywords



Description

1990s Vintage LEVIS Jeans. Levi's Silvertab Jeans, Medium Wash Super High Rise Straight Leg Yoke Jeans. Retro 90s Fit Mom Style Jeans.

Men's Sizing, But Unisex. See Measurements.

- W 30" L 34"
- 100% Cotton
- Excellent Condition

Approximate Measurements; Not Exact

- Waist Approx. 30"
- Inseam Approx. 33"
- Rise Approx. 12"
- Hips Approx. 38"

👛 Bundle Discounts on Multiple Items
🚚 Fast Shipping
🌱 Sustainable Business
★ 5 Star Seller

Retro 90s Style Casual Classiccore Unisex Jeans Levi's Silvertab Collab Limited Edition

This information will help your listings appear in more Grailed searches and Google searches.

Grailed Measurements

You've got a 40% better chance of selling this item if you add measurements. Include as many as applicable.

in cm

Waist ⓘ	<input type="text"/>	in
Inseam ⓘ	<input type="text"/>	in
Leg Opening ⓘ	<input type="text"/>	in
Front Rise ⓘ	<input type="text"/>	in
Thigh ⓘ	<input type="text"/>	in
Knee ⓘ	<input type="text"/>	in

Unlike the other reselling apps, Grailed has a special field prompting you to include the measurements based on your item. This **helps buyers to find your items** when they search based on fit.

Grailed Hashtags

Hashtags are **crucial** on Grailed. Make sure to use all ten hashtags, and to use **trending hashtags** for best results.

If you're looking to learn more about trending hashtags and style aesthetics, check out the [Reseller's Guide to Cores & Aesthetics](#). Bookmark this page for perfect Grailed listings.

Grailed Pricing

Pricing competitively is important anywhere you are selling, but SEO should be the focus on Grailed; if your listings are not yielding in searches, they won't be purchased, period.

Of course, if your prices are substantially higher than all of the similar listings that appear in searches, your items will be a bit more difficult to sell.

You can take a look at "**comps**" (comparables) to see how other sellers are pricing their items by searching for your item right on Grailed.

Grailed Smart Pricing

When you list on Grailed, you want to use **Smart pricing**. Smart pricing allows you to select a "starting price" and a "floor" price. Grailed will continuously drop the listing price until it hits the floor price, promoting and exposing the listing to potential buyers at each update.



You will notice that comps for most items are substantially higher on Grailed compared to other marketplaces. Do not be afraid to raise your prices a bit, especially to allow for price drops and offers.

What Are Grailed Fees?

Grailed fees depend on the buyer's location, but they're approximately 13% of the sale price.

Grailed fees include a selling fee of 9% and a payment processing fee of 3.49% plus \$0.49 of the sale price for sales within the U.S. (or 4.99% plus \$0.49 for global orders).

Grailed accepts payments from most countries via Stripe, but in some instances, the processing fee varies.



Example: If you sell a pair of jeans on Grailed for \$20, you will make approximately \$16.97 after fees, so long as the buyer is in the United States.

For comparison, if the sale was made to Canada, you would make approximately 16.71.

These estimates assume that the buyer pays for shipping

How Do You Get Paid on Grailed?

You don't have to do anything to receive your funds on Grailed, just wait. Your Grailed earnings become available for withdrawal within 3 business days of delivery to the buyer. Thereafter, your funds are automatically released to your bank, and it can take a few more days (depending on your bank) for them to be available to withdraw.

How Does Shipping Work on Grailed?

On Grailed, all orders ship with a **Grailed label** and the buyer always pays shipping.

You will need a reasonable estimate of the item's weight and size at the time of listing to select the appropriate tier. Upon sale, you will simply affix the label to your package, and shipping will automatically update in the app. Grailed labels are via USPS or UPS (various services dependent upon weight).



Note that if you don't ship your item within 7 days, it will be automatically canceled and the buyer will be refunded.

How Do Returns Work on Grailed?

All sales are final on Grailed unless the item is not as described (including wrong item sent, undisclosed damage, not authentic, etc.). Remember, however, that a Grailed buyer might attempt a return via Grailed and/or PayPal, depending on how they paid.

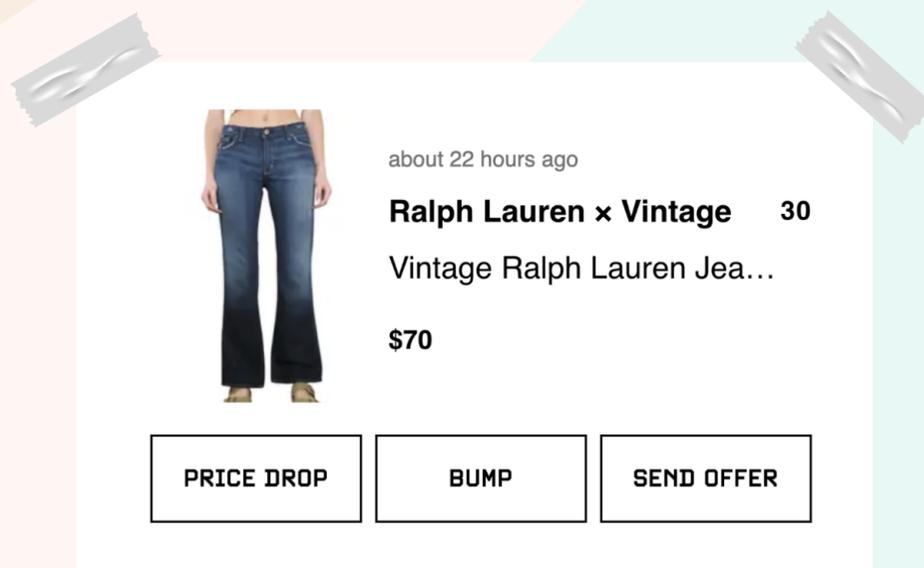
Grailed Daily Checklist

- Bump eligible items
- List 5+ new items
- Update 5 old listings with new tags
- Send offers on eligible items

Managing Your Grailed Shop

Grailed provides a few unique tools to promote sales including: Price Drop, Bump, and Send Offer.

You can access all of these tools when you view your active inventory.



1. Price Dropping is where you can drop the price of a listing by 10% and Grailed will notify buyers that have favorited your listing when the price is dropped. You can do this at any time.

2. Bumping is crucial on Grailed. Every 7 days, sellers have the option to “bump” their listing to the top of the newsfeed and search results.

Note that after a month, you’ll need to drop the price by at least 10% for your listing to move to the top of the feed using the Price Drop feature.

3. Sending Offers to likers. From your listing screen, you can send bulk offers to the last 100 users who liked an item.

Note that the offer price must be at least 10% below the current price of the item and that it excludes shipping.

👁️ Did you know that you can **Bump your listings** and send automated **offers to likers** on Grailed with Vendoo? Make more sales with Vendoo’s tools!



Get in the habit of bumping daily on Grailed for best results.

What is Unique About Grailed?

Grailed is a unique, “nixed” marketplace. While they do allow the sale of women’s items, it is known for **men’s fashion**.

- ✓ Men's style does very well there, especially within the niche of their top-selling brands and styles (see above).
- ✓ The ability to double-brand (or even triple-brand) your items enhances exposure
- ✓ Grailed categorizes all listings into four main style markets:
- ✓ **Grails** refers to high-end luxury and quality coveted designers like GUCCI, Rick Owens, Saint Laurent, etc.
- ✓ **Hype** includes highly anticipated new releases like Supreme, Jordan, Bape, and hot collabs.
- ✓ **Sartorial** is the market for high-end classics such as Brunello Cucinelli, Loro Piana, Tom Ford, etc.
- ✓ **Core** market includes the “bread-and-butter” mainstream brands like J.Crew, Levi’s, Ralph Lauren, etc.

Expert Grailed Tips & Tricks:

1. Consistency is Key. Like all platforms, Grailed requires consistency and daily activity for the best results. One of the most important things you can do is **list new items daily**.

Get in the habit of bumping daily on Grailed for best results.



- 2. Bump** daily for best results. Also, use the price drop feature!
- 3. Send offers** to eligible items as often as possible.
- 4. Details.** Make sure your listings have all of the necessary measurements and ten trendy hashtags.

For more resources about Grailed, visit the Resources page at the end.



Vinted



Vinted



Vinted Vinted is an online reselling marketplace dedicated to secondhand fashion, beauty, and lifestyle items. Vinted offers a simple, no-fee marketplace where users can buy and sell pre-loved items directly. It's a top destination for sustainable shopping and affordable fashion.



With over 80 million members across Europe, the UK, Canada, and the United States.

What is Vinted?

Vinted is a vibrant community-driven marketplace for buying, selling, and swapping second-hand clothing and accessories.

Founded in 2008 by Milda Mitkute and Justas Janauskas, Vinted began as a simple idea to declutter closets and has grown into a global platform with over 80 million members across 16 markets. 🌍

With a mission to make second-hand the first choice, Vinted offers a user-friendly platform for people to sell clothes they no longer wear, discover unique pre-loved items, and participate in a sustainable fashion movement.



Vinted is the #1 peer-to-peer selling marketplace in Europe with a massive global audience!

What Can You Sell on Vinted?

Vinted is known for clothing and fashion accessories, but you can sell quite a few categories:..

✓ Collectibles

✓ Fashion

✓ Sports

✓ Home

Fashion includes women's, men's, and children's clothing, apparel, accessories, and shoes.

Home includes accessories like textiles, tableware, kitchen appliances, cookware, decor, tools, garden items, pet care, and more.

Collectibles include hobby items like arts and craft supplies, instruments, board games, media, stamps and postcards, coins, memorabilia, and more.

Sports include sporting gear, training accessories, and more

You can sell quite a bit on Vinted. Here is a [complete list](#) of selling subcategories and prohibited categories.

Fashion and apparel remain the top-selling category on Vinted.



Vinted does not allow [commercial selling](#) for individual (non-pro) users, meaning you cannot list items intended for resale, such as bulk purchases, drop-shipped goods, or multiple quantities of the same item.

The Vinted Listing Form

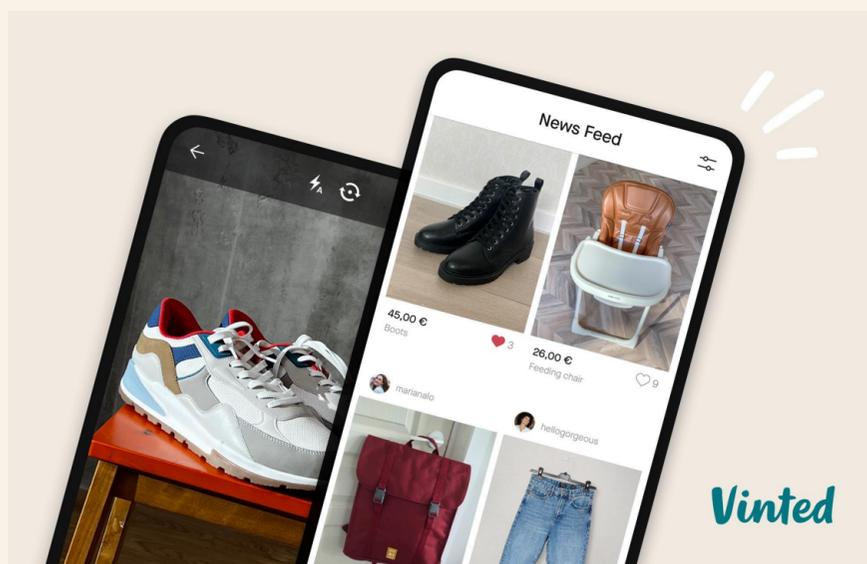
The Vinted listing form has four main components: photographs, title, description, and price.

Vinted Photos

Vinted prefers high-resolution, well-lit, clear photos with a lightly-colored background.

On Vinted, you can add up to **20 listing photos** to showcase every angle, detail, and any wear or flaws on your item to build buyer confidence.

Some sellers do flat lays, use mannequins or dress forms, model items, or hang garments on a clear hanger. All work very well, so choose the process that is most efficient for you.



Never use stock photos on Vinted. Vinted strictly disallows professional and copyrighted images, and uses software that automatically removes listings that use them. Using professional or stock images will jeopardize your account.

Vinted Titles

Vinted allows you up to 100 characters in your title, so you have plenty of room to maximize SEO with great titles.

A perfect Vinted title:

Topshop Moto Rainbow Stripe High Rise Straight Leg Jeans Pride Collection Raw Cut Denim Size 12 Waist 32"

Notice how it includes:

✓ Brand

✓ Style Name

✓ Type

✓ Color

✓ Size

✓ Features

Your description is just as important as your title on Vinted! Words from **both** your title and description will help your listings to yield in relevant searches!

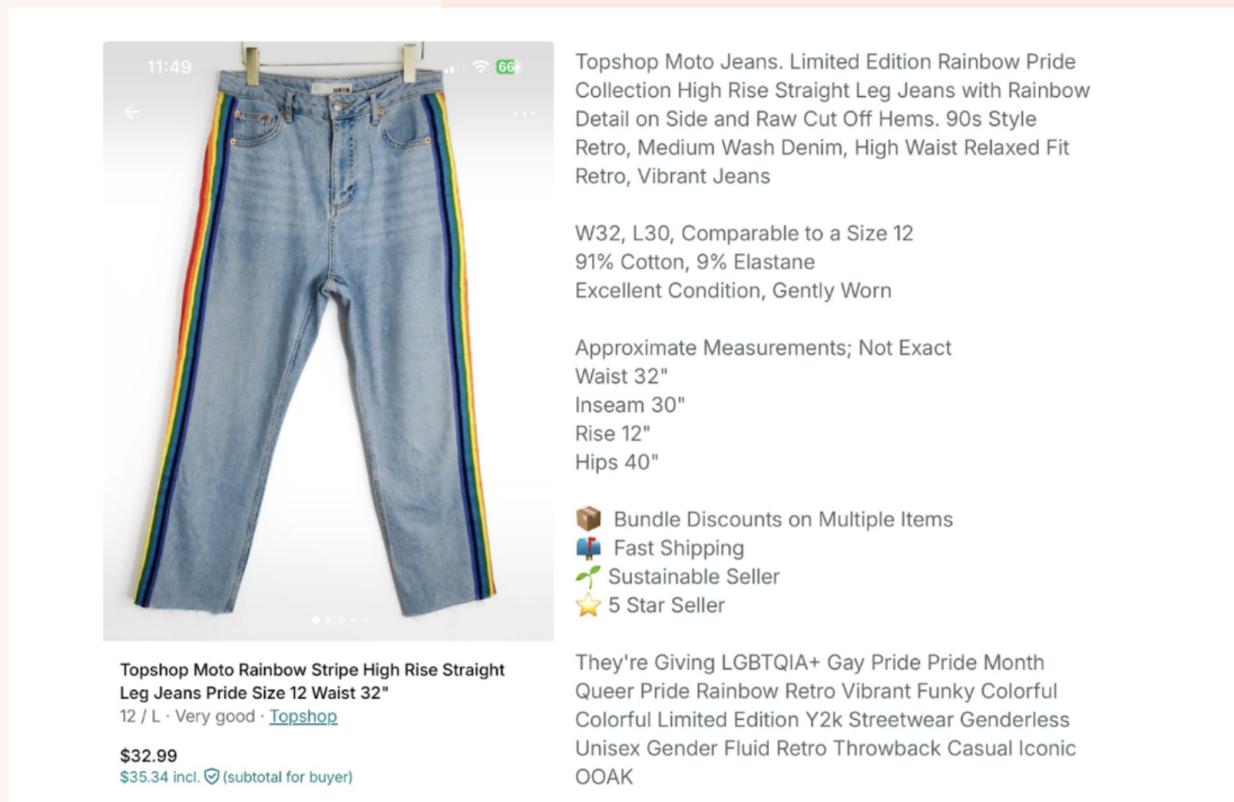


Avoid using emojis and symbols in your title. Not only do they look spammy, but they reduce your SEO and decrease the likelihood of your listings showing up in searches and newsfeeds

Vinted Description

Your entire listing description is searchable. That means anything that you type in the description will help your item to rank in the search results (when relevant). Your listing description is amongst your most powerful assets as a Vinted seller.

Vinted description example



A perfect Vinted description includes the following, as relevant:

- ✓ Brand
- ✓ What The Item Is
- ✓ Brand's Style Name & Style Number
- ✓ Style Type & Features
- ✓ Colors & Patterns
- ✓ Measurements
- ✓ Material Composition
- ✓ Gender
- ✓ Size & Size Type
- ✓ Features
- ✓ Material Composition
- ✓ Relevant Keywords
- ✓ Relevant Keywords
- ✓ Condition & Flaws

This information will help your listings appear in more searches on Vinted aswell as major search engines like Google.



Learn how to optimize your titles and descriptions for SEO (search engine optimization) in the article [A Reseller's Guide to Keywords & SEO](#).

Vinted Pricing

For best results, you'll want to price competitively on Vinted.

Vinted is known for discounts and deals for shoppers, but with no **selling fees** whatsoever, sellers can price more competitively.

Take a look at “comps” (comparables) to see how other sellers are pricing similar items.

Of course, if your prices are substantially higher than all of the similar listings that appear in searches, your items will be a bit more difficult to sell.

Remember, as a seller you keep 100% of your sale price!

What are Vinted Fees?



If you sell a pair of jeans on Vinted for \$20, you will make \$20.

Vinted is the only marketplace that truly has **no selling fees!** Vinted sellers keep 100% of the sale price.

Buyers pay a small fee with each purchase.

Of course, if you opt to **bump** your items, you pay promotional costs.

Bumping on Vinted: How to Promote Your Items

You might have noticed the “Bump Item” field on the listing form. On Vinted, bumping is an optional promotional tool that increases visibility by moving your listings to the top of search results and feeds.

You can choose to bump a single item or multiple listings. Bumping requires a small payment upfront. The exact costs depends on the item, category, and listing price.

You can opt-in to bumping on each listing form or in bulk from your profile.

How Do Sellers Get Paid on Vinted?

Once your sale is successfully closed, you'll receive the full selling price straight to your Vinted Wallet. Immediately after purchase, the payment appears as "pending" in your wallet. Once the item is marked as delivered, the buyer has two days to confirm receipt and inspect the item. If no claim is filed, the payment is automatically released to your available wallet balance.

From your wallet, you can either spend the money on Vinted or transfer to your bank account. Bank deposits take a couple days, depending on your financial institution.



Consider bumping your listings on Vinted for additional exposure in searches and newsfeeds. Without selling fees, you have more room to pay to promote your items. Learn more [here](#).

How Does Shipping Work on Vinted?

As a Vinted seller, most sales ship via integrated shipping (ship with Vinted-generated labels). Some heavy and oversized sales require custom shipping (ship on your own).

Almost all sales will ship via integrated shipping with Vinted-generated labels. Most labels are USPS, but it varies by category, item size, and the location of the buyer and seller.

Integrated Vinted Shipping

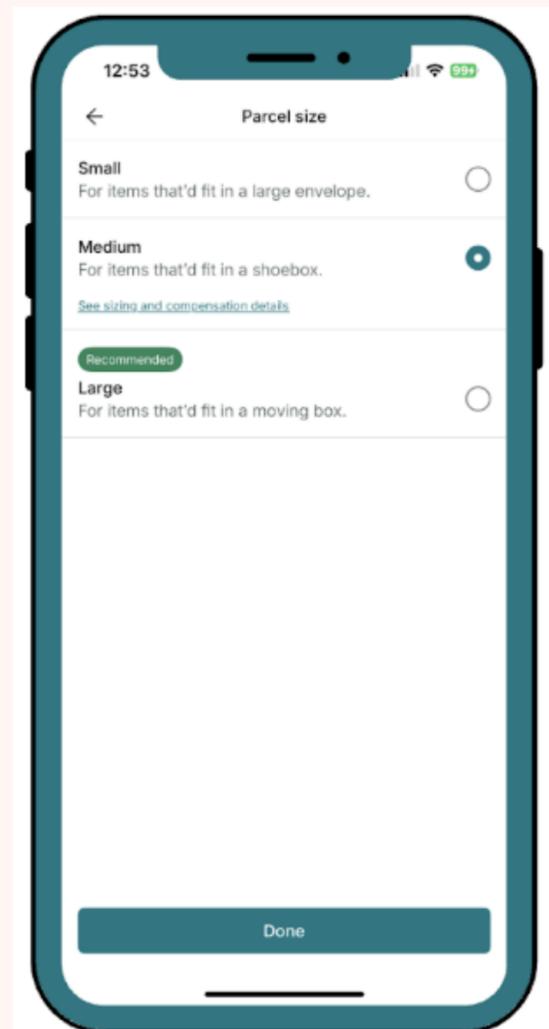
When a buyer checks out using the "Buy now" button and chooses one of the integrated shipping providers available on Vinted, they'll purchase a shipping label for the seller to send the order.

From there, the seller can print the label from their email or the order screen and ship the item, or bring their phone to the post office for QR digital scan and ship.

The buyer always pays for shipping on Vinted. Sellers cannot offer free shipping. The shipping expenses are added to the item's price and shown in the total order sum at the checkout. Shipping rates depend on the package weight and size and both the buyer's and the seller's locations.

Vinted makes shipping very **simple** for sellers.

When listing your item, you select the parcel size:



Options and sizes vary by category. For this example (jeans), the three sizes are as follows:

- **Small** items that fit in a large envelope ship via USPS Ground Advantage, with max dimensions 0.408 kg, $L + 2W + 2H \leq 108$ cm, $L \leq 22$ cm.
- **Medium** items that fit in a standard shoe box ship via USPS Ground Advantage, with max dimensions 1 kg, $L + 2W + 2H \leq 108$ cm, $L \leq 22$ cm.
- **Large** items that fit in a moving box ship via USPS Ground Advantage, with max dimensions 2 kg, $L + 2W + 2H \leq 108$ cm, $L \leq 22$ cm.

You don't need to worry much about weight and dimensions as a Vinted seller, unless, of course. For the most part, just select size based on the examples provided, "envelope," "shoe box," and "moving box."



Integrated shipping with prepaid Vinted labels generally ship via USPS and generally include \$100 in insurance protection (options vary, so check your listing form.)

Custom Vinted Shipping

For most items, sellers must ship with Vinted integrated shipping and custom shipping is not an option. Custom shipping is allowed only for items that are too large or heavy to fit Vinted's integrated shipping limits.

For custom shipping, you must choose a carrier in advance that provides tracking and insurance.

With custom shipping, the seller sets the shipping cost. You'll want to get a quote from a service like PirateShip based on your parcel's weight and dimensions, then enter that cost on your listing. Once the item sells, you'll ship it using your chosen carrier and upload the tracking information to Vinted. You'll be reimbursed for the shipping cost once the order is marked complete.

How Do Returns Work on Vinted?

Returns are not allowed on Vinted unless the item is significantly not as described (e.g., never sent, undisclosed damage, incorrect item, or counterfeit). Items that don't fit or aren't to a buyer's liking can only be returned if the seller voluntarily agrees to a refund.

To initiate a return, the buyer must report the issue within two days of delivery and provide photographic evidence. Vinted encourages buyers and sellers to resolve disputes directly, but will step in if no resolution is reached.

- If the seller agrees to the return, the buyer is responsible for return shipping costs, unless the seller offers to provide a label. Vinted does not issue return shipping labels.
- If the seller denies the return and the buyer asks Vinted to intervene, Vinted may approve the return and issue a refund. In some cases, Vinted does not require the item to be returned to the seller.

Unlike other marketplaces, this means a seller might not get their item back or recover their funds from the sale. For this reason, many sellers photograph their items next to the shipping label before sending.



Like most EU and UK marketplaces, offers on Vinted are **not binding for buyers**. Even if a seller accepts an offer, the buyer must still complete the checkout process for the sale to be finalized.

Vinted Daily Checklist

- List 5+ new items
- Delist & Relist 5+ items
- Bump new items (optional)
- Send offers to likers
- Respond to questions and offers

How Do Returns Work on Vinted?

Here are a few things you should do daily to maximize sales on Vinted:

- 1. List new items.** Brand new items receive the most exposure on Vinted newsfeeds and search results. List daily for best results.
- 2. Delist & relist.** Stale listings receive the least exposure. Each day, delete a few of your oldest listings and relist them as brand new listings to optimize reach.
- 3. Respond to messages.** Fast replies build buyer trust and improve your chances of closing a sale.
- 4. Send offers to likers.** From your newsfeed, use the “Make an Offer” feature to entice interested buyers with discounts.
- 5. Check trending categories and brands.** Take a few minutes each day to scroll the Vinted newsfeed to stay in tune with what’s selling so you can prioritize and price strategically.



With Vendoo’s Bulk Delist & Relist feature, you can have dozens of brand new listings in just a few clicks!



Shopify

[Shopify](#) is a leading e-commerce platform with over 46 million merchants, holding a 29% market share of e-commerce in the United States!

Shopify allows users to **create and design their own website** and storefront to feature and market their products.

What is Shopify?

Shopify is not a traditional marketplace- it's a platform. Shopify makes it easy to build and manage an ecommerce website with tools including website design, product listings, payment processing, marketing, shipping, and more!



Note that a buyer does not shop on Shopify; instead, they shop on **your website**. There is no Shopify newsfeed or search engine. You bring your buyers to your website through marketing and paid advertising.

What Can You Sell on Shopify?

You can sell nearly **anything** on Shopify; inventory of any type in addition to intangible products and services such as downloadables, lessons, courses, and more!

Shopify allows you to create your own website. Just be sure you're following the laws regarding the sale of consumer goods and services.

Shopify also allows users to create a catalog of inventory that can be used to fuel a **Facebook Business Store** or **Instagram Store**. Learn more [here](#).

Before you start selling on Shopify, be ready for the commitment. Understand that Shopify does not have a built-in audience. You will be responsible for your own marketing.



Creating a Shopify Account

Shopify offers a [14-day free trial](#), so you can explore the platform and get started selling without commitment to a monthly plan.

Some administrative work is required to set up your account settings, but Shopify walks the user through each step with clear instructions, video resources, and live support.

Give yourself a couple hours to sit down and create a Shopify and customize your storefront. Shopify makes it easy, but there are so many tools and features. You'll want to take your time setting it up and take advantage of the amazing resources to customize your storefront.



Shopify allows the seller to be **in control**. You will choose your domain (website URL), the design and layout of your website, and your preferred settings for selling, currency, shipping, sales tax, and returns.

Shopify also offers advanced tools and features to help run your shop and manage your reselling business.

Choosing a Shopify Subscription

After the free trial, Shopify has many plans to choose from:

1. The **Basic Plan** is designed for solo-preneurs and new businesses.
2. The **Grow Plan** offers more tools and features for small teams.
3. The **Advanced Plan** is best for larger, growing businesses that require more advanced features and analytics. The Advanced Plan can also accommodate physical storefronts.
4. The **Plus Plan** is for complex businesses, with unlimited staff accounts, high volume capabilities, and wholesale options.

Here is an overview of the rates and features available in each:

Basic Most Popular	Grow	Advanced	Plus
For solo entrepreneurs	For small teams	As your business scales	For more complex businesses
Starting at \$29 USD /month billed once yearly	Starting at \$79 USD /month billed once yearly	Starting at \$299 USD /month billed once yearly	Starting at \$2,300 USD /month on a 3-year term
Card rates starting at	Card rates starting at	Card rates starting at	Card rates
<ul style="list-style-type: none">✓ 2.9% + 30¢ USD online✓ 2.6% + 10¢ USD in person✓ 2% 3rd-party payment providers	<ul style="list-style-type: none">✓ 2.7% + 30¢ USD online✓ 2.5% + 10¢ USD in person✓ 1% 3rd-party payment providers	<ul style="list-style-type: none">✓ 2.5% + 30¢ USD online✓ 2.4% + 10¢ USD in person✓ 0.6% 3rd-party payment providers	Competitive rates for high-volume merchants
Standout features	Standout features	Standout features	Standout features
<ul style="list-style-type: none">✓ Up to 77% shipping discount✓ 10 inventory locations✓ 24/7 chat support✓ In-person selling by phone or POS device	<ul style="list-style-type: none">✓ Up to 88% shipping discount and insurance✓ 10 inventory locations✓ 24/7 chat support✓ 5 additional staff accounts✓ In-person selling by phone or POS device	<ul style="list-style-type: none">✓ Up to 88% shipping discount, insurance, 3rd-party calculated rates✓ 10 inventory locations✓ Enhanced 24/7 chat support✓ Local storefronts by market✓ 15 additional staff accounts✓ In-person selling by phone or POS device	<ul style="list-style-type: none">✓ Up to 88% shipping discount, insurance, 3rd-party calculated rates✓ 200 inventory locations✓ Priority 24/7 phone support✓ Local storefronts by market✓ Unlimited staff accounts✓ Fully customizable, high-volume checkout✓ Up to 200 POS Pro locations✓ Sell wholesale/B2B

Explore the Shopify subscriptions and features [here](#).



It is best to start with the **Basic Plan** and become comfortable and successful before exploring the pricier options. Note that all plans allow for an unlimited amount of inventory and listings.

How to Set Up Your Shopify Store

Shopify is different from other secondhand e-commerce marketplaces like eBay, Mercari, Etsy, Poshmark, Depop, and others.

Unlike the rest, Shopify allows users to **create their own website**. The buyer is not shopping on Shopify but shopping on your store.

You may choose a custom domain, so your URL does not necessarily indicate a Shopify store. Essentially, unlike a reselling marketplace, Shopify is an inexpensive but powerful website builder designed for online sales.

Once you start the free trial, select **“Get Started”** and Shopify will walk you through the step-by-step to designing and customizing your website and seller settings.

Before you can list an item for sale, you will have to design your store and establish settings and preferences. Shopify makes these things easy, with a clean interface and tons of resources.

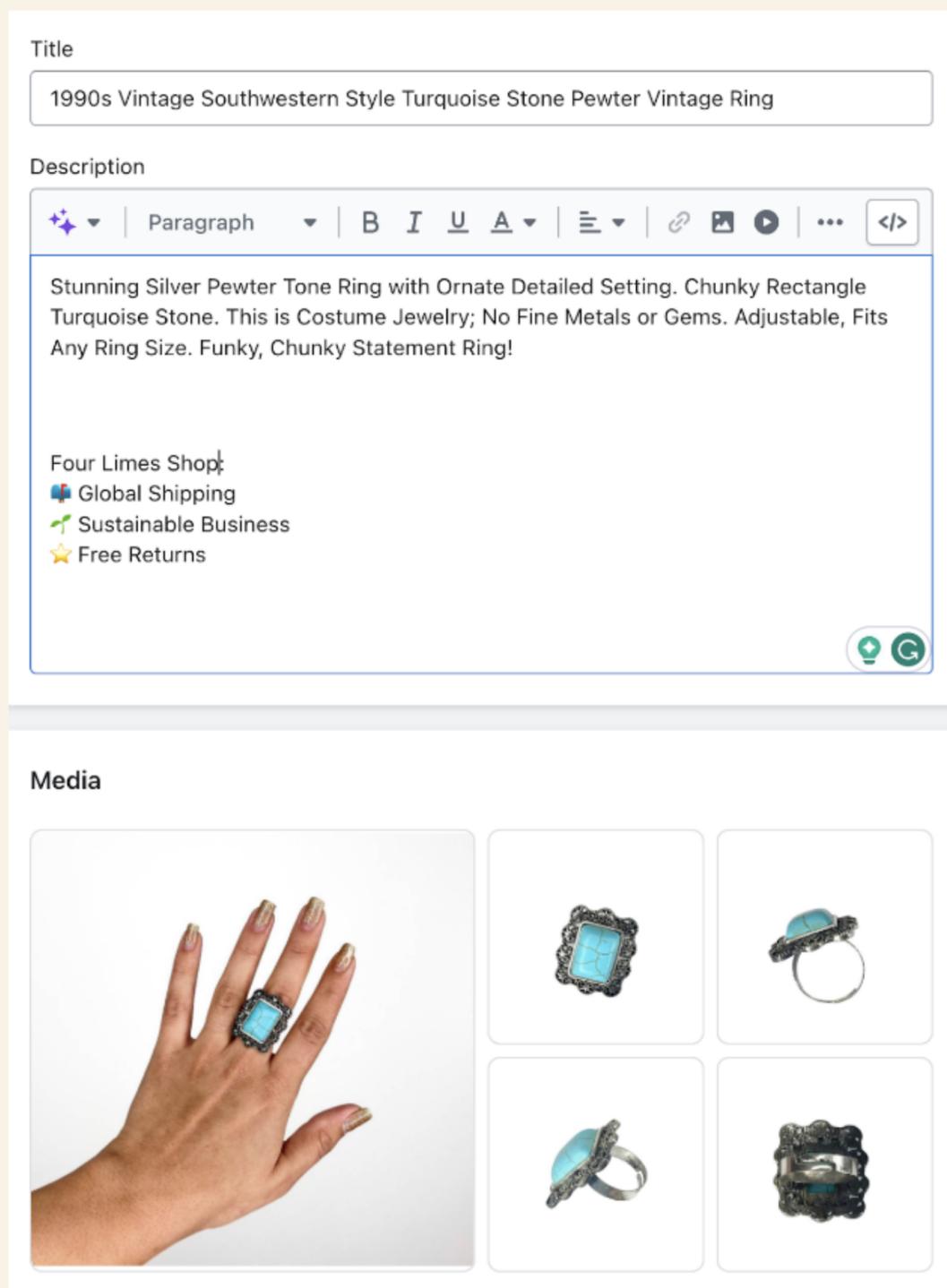


Shopify has a mobile app, but the best user experience is on the desktop website where there are more tools and features.

How to List Items for Sale on Shopify

When listing on Shopify directly, the listing form is similar to what you can expect on most reselling marketplaces, allowing for photographs and video media, a description, and several drop-downs about your item.

The interface is basic, but it is even simpler to crosslist to your Shopify catalog from [Vendoo!](#)



The four components of a perfect Shopify listing are photos, title, description, and price.

Shopify Photos:

Like everywhere, you want to use high-resolution, well-lit, clear photos with a lightly-colored background.

Before uploading, save your images with SEO-optimized titles (alt text) to optimize the performance of your images in search engines.



Use stock photos at your own risk on Shopify. If a brand chooses to pursue action for copyright infringement, you will be responsible for independently dealing with them (whereas, everywhere else will remove your listings and respond to a brand's demand on your behalf).

Shopify Titles:

Shopify titles are arguably the most important part of your Shopify listings.

Remember, there is no Shopify search; this is **your own website**. You should be prioritizing SEO in the major search engines as that is the only place your listings will yield in searches.

Also remember that your titles and descriptions are **marketing opportunities** for you. If you're selling your own (handmade or wholesale) products, you want to use creative, memorable titles that help with your branding.

Shopify Listing Descriptions

Your title is more powerful than your listing description on Shopify. Your description is not so much to yield in search results, but to describe the item and entice the buyer to purchase it!

These tips are straight from Shopify's [Help Center](#):

You might consider including the following information in your product descriptions:

- Product specifications such as size, material, and weight
- Suggested uses for the product
- Benefits of the product, including evidence
- Engaging details, such as stories about the product

Be sure to describe your product accurately and thoroughly. On Shopify, you don't have seller support and protection- you're running your own business and website; you are your own customer service department. You are responsible for the resolution of buyer disputes and attempts to chargeback. A detailed description will protect you in the event that a buyer is not satisfied.



To maximize SEO on Shopify, check out [A Reseller's Guide to Keywords & SEO](#).

Shopify Pricing

You're the boss of your website! On Shopify, "comps" aren't a thing. However, you might do some research about general industry pricing based on what you're selling. You're in total control of your prices.

Shopify has a feature called "compare-at price" where you can enter a higher price that appears next to your price with a slash through it. This gives the *illusion* that your item is discounted and on sale which is psychologically appealing to buyers.

Pricing

Price:

Compare-at price:

Charge tax on this product

Also note that **you are responsible for charging and remitting sales tax on Shopify**. This is largely important. Learn more [here](#).

Choosing a Shopify Plan

Shopify fees vary.

Shopify seller fees depend entirely upon what you are selling, how you sell it, and which Shopify plan you have.

On Shopify, you pay for your **subscription plan** and you pay a **selling fee** with each sale. Generally, Shopify fees after-sale are 2.9% + \$0.30 per transaction under a Basic Plan, and the fees are reduced with the higher-tier plans.

Overall, Shopify has very **low seller fees** compared to other reselling marketplaces.



Shopify fees vary greatly, but as a general example:

If you sell a pair of jeans on Shopify for \$20, you will make 19.12 after fees.

This example provides for a **Basic Plan** where the buyer pays shipping. However, many factors influence Shopify fees. Learn more [here](#).

How Do Sellers Get Paid on Shopify?

Sellers on Shopify get paid after a customer's payment is processed through their selected payment provider.

If using Shopify Payments, funds are deposited via Shopify Payouts within 1–3 business days, depending on your pay period.

For third-party payment gateways like PayPal or Apple Pay, payouts are handled directly by those providers, each with their own schedules and rules.



Shopify Payments avoids third-party transaction fees, but all credit card transactions still incur processing fees based on your plan.

Payments from credit cards go through multiple stages: authorization, capture, clearing, and funding, before reaching your merchant account.

How Does Shipping Work on Shopify?

You are in control of how you would like to ship with Shopify. You can choose to ship on your own or ship with Shopify.



Shopify also allows for third-party shipping services and drop-shipping!

Shipping with Shopify

“Shopify works directly with multiple carriers, each offering multiple mail classes to make the process as streamlined as possible.” -Shopify

If you choose to ship with Shopify, you will need a reasonable **estimate of the item’s weight and size**. You can create shipping services and settings, and print your label at the time of sale. You will simply affix the label to your package, and shipping will automatically update in the app.

Save up to 88% with industry-leading discounts on USPS, UPS, and DHL shipping rates.

Shipping on Your Own on Shopify

If you ship on your own, you can use any carrier of your choice, or a service like [Pirate Ship](#) or [Sendle](#). Be sure to confirm shipment and enter the tracking information on the sale page.

Shipping with Shopify is more convenient and usually more affordable!

Obviously, free shipping is very incentivizing. I highly recommend offering free shipping!



How Do Returns Work on Shopify?

You create your own return policy on your website powered by Shopify.

It is highly encouraged for Shopify sellers to accept returns but you do not have to.

Remember, that **you are your own customer service**. If a buyer chooses to pursue a return there is no support team where they can “open a case.”

If a buyer requests a return and/or refund, it is best to work with them to resolve the issue by agreement.

If you are not able to reach an agreement and the buyer is not satisfied, they will have to pursue action the way any consumer would from any website: by pursuing a chargeback with their payment processor or legal action. You are responsible for responding accordingly and in accordance with the law.



Unfortunately, a refund is the best way to handle this headache, especially if you receive your item back in the condition it was sent. You can easily restock and relist on Shopify.

Shopify has many resources available to help you navigate this process. Learn more [here](#).

Shopify Advertising & Marketing

Amongst the biggest culture shocks for online resellers who get started with Shopify is that you have to market and advertise your website.

If you do not do marketing, you will not receive many (if any) views.

Many resellers use their **social media** to bring buyers over to their Shopify website.

Shopify also provides marketing tools and resources for marketing to get views on your listings and to convert those views into buyers.

1. **Content marketing** helps to build your audience and drive traffic to your Shopify website.
2. **SEO tools** help people to find your store (and your individual listings) with enhancements to your title, tags, meta descriptions, etc.
3. **Ads** are paid promotions where you can advertise under controlled parameters.

The most successful Shopify stores use all three of these to yield traffic to their Shopify store. Learn more [here](#).

What is Unique About Shopify?

Shopify is the **#1 website builder for e-commerce merchants**. However, unlike the traditional reselling marketplaces, it is a create-your-own-website platform that also helps with business management through each step of the buyer and seller journeys.



Do not be overwhelmed. Shopify is certainly more complicated than the traditional marketplaces, but it is a huge step in the growth of your business! You've got this!

- ✓ Shopify allows you to quickly list your items on a Facebook store or Instagram store.
- ✓ Shopify will enhance your branding with thousands of layouts and customizable options!
- ✓ Shopify has a POS system that allows you to manage your sales online and in person, all over the world!
- ✓ Shopify handles all currency conversion.
- ✓ Shopify has incredible SEO tools.

- ✓ Shopify provides many analytic tools to help you be a data-driven business.
- ✓ Shopify has real merchant tools like abandoned cart reminders, text messages, and more!
- ✓ Shopify is integrated with Vendoo for fast crosslisting!

Shopify Daily Checklist

- Add items to your store
- Review marketing and ads
- Keep an eye on your email or messaging
- Review your analytics
- Keep up with the latest tools and features on Shopify

Managing Your Shopify Shop

There are **so many tools and features** on Shopify from sending email and text message notifications to viewers, to hosting a formal sale. Be sure to take the time to review all of the resources and courses available on Shopify.



Did you know that Gymshark, Redbull, Tesla, Sephora, Heinz, Whole-foods, and Budweiser are just a few of the **major brands** who manage their websites via Shopify?

For more resources about Shopify, visit the resources page at the end.

Vestiaire Collective

Vestiaire Collective is the leading global online marketplace for luxury resale and desirable pre-loved fashion, dedicated to “transforming the industry for a more sustainable future by promoting the circular fashion movement as an alternative to overproduction, overconsumption, and the wasteful practices of the fashion sector.”

What is Vestiaire Collective?

Vestiaire Collective is the leading global marketplace for designer and luxury pre-loved fashion. Vestiaire reports **35 million members** worldwide in 78 countries with 20 thousand products added daily.



Vestiaire acquired the Tradesy marketplace in late 2022. Vestiaire has over ten times the amount of active users than Tradesy did!

Buyers and sellers love Vestiaire due to the unique customer experience; all items are **reviewed for condition, quality, fair pricing, and authenticity.**

Vestiaire also provides unparalleled customer support, safety in delivery, and the **largest online collection** of exquisite designer and luxury fashion.

What Can You Sell on Vestiaire Collective?

Vestiaire is exclusive and exquisite, they allow only higher-end brands in acceptable condition.

Click [here](#) for the list of accepted brands on Vestiaire Collective.



Image source: [Vestiaire Collective](#)

In addition to designer, luxury, and high-end, you can sell vintage on Vestiaire Collective.



Vestiaire Collective prioritizes ethical and sustainable fashion. Check out their [Environmental Impact Report](#).

No Fast Fashion! Vestiaire Collective rejects overconsumption, poor quality, and overproduction, and has [explicitly banned fast fashion brands](#) to reinforce the idea of quality over quantity.

The Vestiaire Collective Listing Form

All listings are **reviewed by Vestiaire Collective** for authenticity and completion prior to being published. If your listing does not meet their strict requirements, it will be **rejected**.

While Vestiaire requires some specific information, the listing process is straightforward. You will simply follow the prompts and proceed with listing!

The four components of a perfect Vestiaire listing are **photos, description, unique listing fields, and price**.

Vestiaire Photos:

Vestiaire prefers high-resolution, well-lit, clear photos with a lightly-colored background.



Stock photos are not allowed on Vestiaire Collective.

Vestiaire has unique photo requirements, and they require them in a specific order for their quality control and authenticity review.

For example, here is what the form looks like for a handbag:

PHOTOS *
Please note: We cannot approve items that use photos taken from the internet.

Main photo *
Front side photo

Add a photo



Example

2nd photo *
Back side photo

Add a photo



Example

3rd photo
Inside brand tag photo

Add a photo



Example

4th photo
Photo of underneath

Add a photo



Example

5th photo
Photo of inside

Add a photo



Example

Each required image (front side photo, back side photo, inside brand tag photo, photo of underneath, photo of inside) must be submitted in the **exact order requested** for the listing to be approved.

Note that you can also add additional photos (up to ten photos, in total). While this is generally optional, it might be a requirement depending upon the condition to show any wear or flaws to the item.



Items that you list as new with tags on Vestiaire Collective cannot have any flaws.

Vestiaire Listing Description

You do not create your own title on Vestiaire Collective, Vestiaire does based on your item.

However, you'll want to draft a great description to **maximize searchability** on Vestiaire as well as major search engines.

Your entire listing description is searchable. That means **anything** that you type in the description will help your item to rank in the search results (when relevant).

This article is a game-changer for SEO in your Vestiaire Descriptions: [A Reseller's Guide to SEO](#).

A Perfect Vestiaire Description includes the following:

- ✓ What the item is
- ✓ The style name or brand's title of the item
- ✓ Style type and features
- ✓ Size and size type
- ✓ Material composition
- ✓ Colors & patterns
- ✓ Relevant measurements

In this example, the General Information section comes from the drop-down selections in the listing form. See below.

Dooney & Bourke Brown Leather Shoulder Bag. Pebbled Leather Hobo Style Shoulder Bag. Chocolate Brown Leather with Cognac Leather Accents & Gold Logo Plate. Red Accents on Straps Red Lining. Good Condition, Subtle Wear on Leather Strap As Shown. Stunning Designer Bag

Approximate Measurements; Not Exact

- Depth (Height) Approx. 9" At Center, 13" at Sides
- Side Width Approx. 3"
- Length Approx. 13.5"
- Strap Drop Approx. 10" Adjustable

[READ LESS](#)

General information

- Online since: 2023-03-16
- Categories : Women
- Category: Bags
- Sub-category: Handbags
- Designer: Dooney and Bourke
- Condition: Very good condition [More info](#)
- Material: Leather
- Color: Brown
- Location: United States, from the seller Erynn
- Reference: 31728829

Measurements

- Width: 13.5 in
- Height: 9 in
- Depth: 3 in



Vestiaire Collective will review and potentially revise your listing description. If you try to put **keywords, hashtags, or emojis** in the description, they will likely remove them.

Vestiaire Collective Unique Listing Fields

Here are some required listing fields that are unique to Vestiaire that you'll want to know about:

1. The Proof of Origin Field

For some items, Vestiaire requires proof of origin. Proof of origin can include proof of purchase, an authenticity card or certificate, or a photograph of the internal tags including the serial number.

2. The Condition Field

Vestiaire does not accept everything. All items must meet their quality control standards and the appropriate corresponding condition must be selected on the listing form.

If your item has imperfections, check out this form to be sure that you can sell it, and how to select the correct condition.

Color marks/stains					
	Never worn with original tags	Never worn	Very good condition	Good condition	Fair Condition
Colour marks/stains	Refused	Refused	Up to 3 spots of 0.5-1cm.	4-6 spots between 2-3 cm.	More than 6 spots between 3-4 cm.
Underarm stains (deodorant stains, white stains)	Refused	Refused	Pass if mentioned and visible on pics	Pass if mentioned and visible on pics	Pass if mentioned and visible on pics
Silk item with stains will be refused	Refused	Refused	Refused	Refused	Refused
All crotch stains will be refused	Refused	Refused	Refused	Refused	Refused

Pulls					
	Never worn with original tags	Never worn	Very good condition	Good condition	Fair Condition
Pulls	Refused	Refused	Up to 3 pulls	4-6 pulls	More than 6 pulls

Snag/Hole					
	Never worn with original tags	Never worn	Very good condition	Good condition	Fair Condition
Snag/Hole	Refused	Refused	Refused	Up to 3 snags/ holes of up to 0,5cm.	More than 3 snags/ holes of more than 1cm,

Pilling					
	Never worn with original tags	Never worn	Very good condition	Good condition	Fair Condition
Pilling	Refused	Refused	Not noticeable from 15 cm distance; pilling area matches normal use e.g. underarms, lower sides, cuffs	Noticeable and may be found on the body of item	Overall pilling

Image source: [Vestiaire Collective](#)

3. The Measurements Field

Relevant measurements are required for many categories on Vestiaire Collective. They're what you would expect- nothing too crazy. For example, I recently listed a handbag and it required height, width, and depth.

Vestiaire Pricing

It is important to price your items comparably to “comps” on Vestiaire Collective.

You'll want to take a look at “**comps**” (comparables) to see how other sellers are pricing their items.

Not only will this help you to make sales, but it is important to note that your listing will be **rejected** if Vestiaire determines that it is too high or too low, based loosely in consideration of comps on Vestiaire Collective.

You do not need to follow the Vestiaire recommended pricing, although it is a helpful tool.

Try to price with enough room to send offers and participate in the site-wide price drops and promotions explored below.



Once your listing is live, you can no longer edit it. If you want to make changes to a live listing you have to request them here. Non-urgent requests are not approved, so you might be better off just relisting with Vendoo.

How Long Does it Take for Vestiaire to Approve my Product Listing?

All listings are reviewed by Vestiaire before being officially published. The listing review may take up to **48 hours**. You will be notified via email and app notification when your listing is approved or if additional information is required.

If your listing is rejected, it is likely a matter of missing information; the condition not selected appropriately, or additional photos required to determine authenticity. Learn more about why listings are commonly rejected in [this](#) article.

What are Vestiaire Fees?

Vestiaire Collective fees are dependent on the brand and the sale price.

For sales within the United States, Vestiaire fees include both a **selling fee** and a **payment processing** fee.

Vestiaire Selling Fee

- For items priced between \$100 and \$16,500, the selling fee is **12%** of the sale price.
- For items priced below \$100, there is a **fixed selling fee of \$12**.
- For items priced above \$16,500, the selling fee is capped at **\$2,000**.

★ There are no selling fees on [select brands](#)!

Vestiaire Payment Processing Fee

- A **3% fee** is applied to cover external payment processing.
- For items under \$100, the fee is \$3 flat.



Also, you do not have to pay for shipping! Vestiaire covers all shipping costs from the United States. See more below!



Example: If you sell a pair of jeans on Vestiaire for \$20, you will make **\$5** after fees.

But, if you sell a pair of jeans for \$80, you will make approximately **\$68** after fees.

Note: Note that you cannot list anything on Vestiaire below \$18, and you wouldn't want to. Vestiaire fees require a high sale price to be feasibly profitable.

How Do You Get Paid on Vestiaire Collective?

Sellers receive funds quickly: typically within 1–2 business days after the item ships out from Vestiaire's hub, or within 1-2 business days after direct delivery.

Shipping, packaging, and authentication take up to 2 business days, then payment follows on the next working day. Times also vary based on the buyer's payment method. Here's how it works:

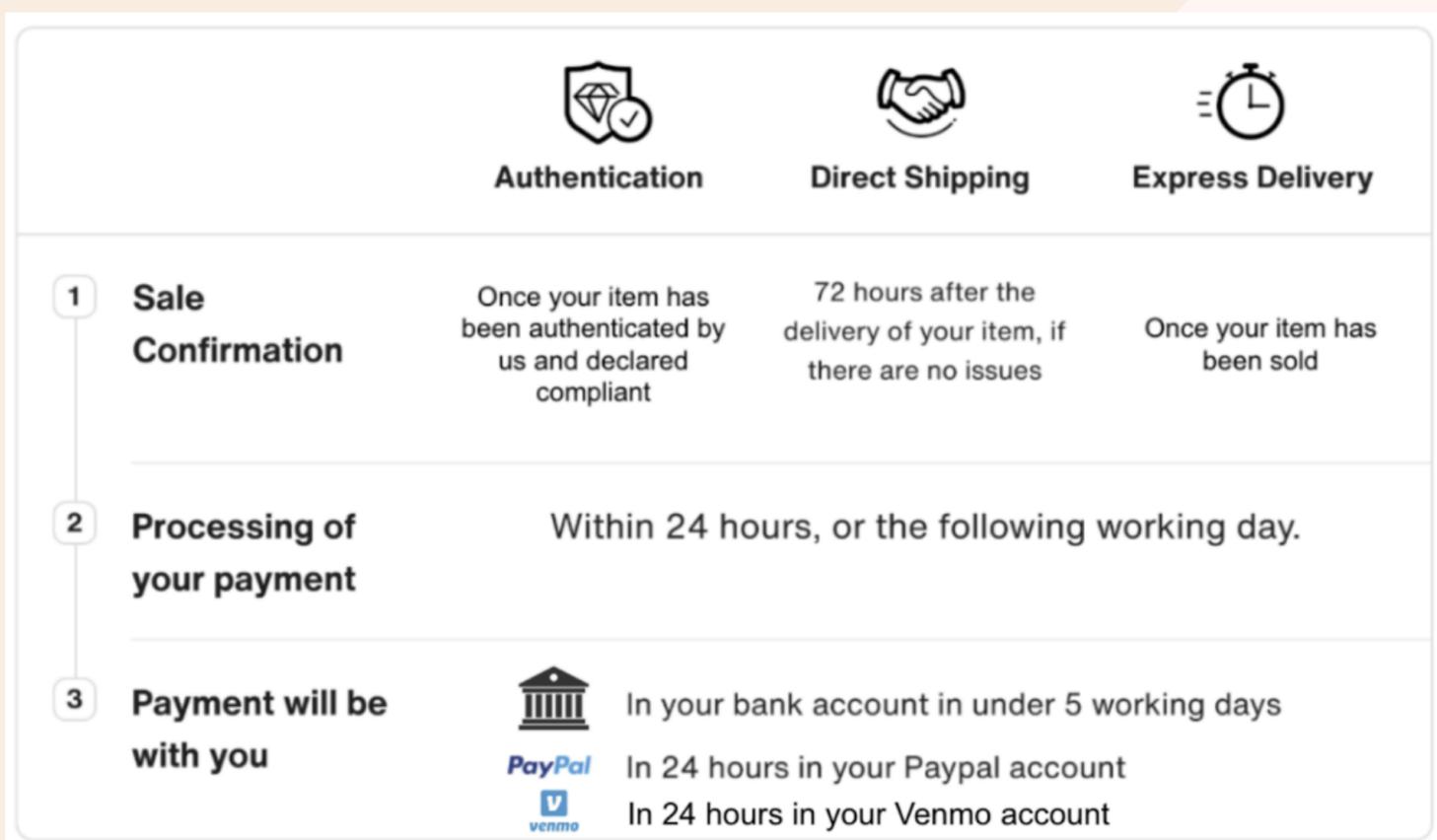


Image source: [Vestiaire Collective](#)

If your item is sent to Vestiaire for **authentication**, you're paid as soon as authentication is completed (usually within 5 business days).

If your item is **shipped directly to the buyer**, you will be paid 72 hours after delivery if there are no issues.

You can choose to have your funds immediately released to your **Paypal account** or **directly deposited into your bank account** in your account settings.

How Does Shipping Work on Vestiaire Collective?

Good news! If you're in the United States, or any of the countries listed here, **Vestiaire Collective covers all shipping costs.**

Vestiaire's shipping process is very simple: you will receive a **prepaid shipping label** available for download.

It is important to know that you **must ship orders within 7 days** or they will be automatically canceled.

The shipping service will depend upon the item, its weight, and your location. You just download the label from your email or your sales details page, print it out, stick it on your package, and ship it!

Most **sales on Vestiaire will go directly to Vestiaire's offices** for authentication before being shipped to the buyer. This is true of all international sales and all sales over \$1,000.

How to do Direct Shipping on Vestiaire Collective?

Most sales on Vestiaire will go directly to **Vestiaire's offices for authentication** before being shipped to the buyer. This is true of all international sales and all sales over \$1,000.

Direct shipping, when you ship the item directly to the buyer, is only available for some sales at the buyer's discretion. Direct shipping is available to national sales within the United States when the sale price is under \$1,000, and the buyer has declined Vestiaire's authentication services and selected direct shipping.

You cannot opt-in or opt-out of direct shipping. You simply use the label they provide based on their rules and the buyer's selections.

You can learn more about shipping on Vestiaire [here](#).



If your item is going directly to Vestiaire, you can skip the fancy packaging. Vestiaire will replace it with their own wrapping packaging supplies before sending to the buyer.

How Do Returns Work on Vestiaire Collective?

The Vestiaire return policy depends on the type of seller that you ordered the item from. Here are the two types of sellers on Vestiaire Collective:

Individual Sellers: are “fashion lovers with pre-loved items that they're looking to sell.”

Professional Sellers: are “Registered businesses specializing in pre-loved fashion, that sell coveted pieces on Vestiaire Collective.” This is an application-only program that is relatively tough to qualify for.

Items purchased from **Professional Sellers** can be returned within 14 days for a full refund. This means that professional sellers must offer returns for any reason.

Items purchased from **Individual Sellers** cannot be returned.

If a buyer changes their mind about an item, they can **list it for sale** within 72 hours of purchase and incur **no Vestiaire fees!** Vestiaire makes this free and it only takes a few clicks to “relist.”



Of course, if an item is **not as described** it can always be returned. However, if a buyer claims that an item is not as described or not authentic, Vestiaire will usually require the buyer to ship the item to Vestiaire for inspection.

If Vestiaire finds that the item is not as described, they will offer a full refund to the buyer and note the seller's account accordingly. They have a **zero tolerance policy** for non-authentic items.

If Vestiaire finds that the item is as described, they will keep the item for safe storing and list it for sale on the buyer's account. If it sells, the buyer will receive all proceeds for the sale (subject to the regular selling fee). If it does not sell within one calendar year, it will be returned to the buyer. Learn more about this very unique policy [here](#).

Vestiaire Daily Checklist

- List 5+ new items
- Send offers to each liker
- Do Flash Price Drop on eligible listings

Managing Your Vestiaire Collective Store Page

Vestiaire provides sellers with many tools to increase visibility and sales: namely **sending offers to likers** and doing **flash price drops**.



Turn on Vestiaire notifications to see random promotion opportunities on a given day. They often have flash sales and promotional opportunities where, for instance, they'll promote your item if you drop the price slightly!

How to Send Offers to Likers on Vestiaire

You can send offers to likers on Vestiaire, and you can also opt-in to receive offers from potential buyers.

With Vendoo, you can automatically send offers to likers as soon as you get a like, or send them in bulk all at once.

Sending offers is simple. In the newsfeed, you will see likers, and you can click the notification to send them a direct offer.

How to Do a Flash Price Drop on Vestiaire

Flash price drop is a feature that you can use as a “last chance opportunity” to make a sale. If an offer that you have extended is rejected or times out, Vestiaire gives you a chance to honor that offer price, making it available to **all of Vestiaire** for 48 hours only!

During this time, your item will be featured in the **Best Deals feed** on the app!

Expert Vestiaire Collective Tips & Tricks:

In some ways, selling on Vestiaire is like selling anywhere: for best results, we recommend that you **list consistently, take amazing photographs, maximize your descriptions for keywords**, and promptly **engage with likers**.



With Vendoo, you can use the bulk Delist & Relist feature to have dozens of brand-new listings every day with just a few clicks!

Here are Five Selling Tips Directly From the Vestiaire Collective Help Center:

1. Choose brands wisely. Vestiaire explains how premium luxury brands like Hermès and Louis Vuitton sell for the best profits.

2. Track Trends. Trends matter everywhere, and we recommend that you keep up with what is in by exploring Instagram, TikTok, and other socials.

3. Sell Seasonally. Vestiaire explains that “shoppers buy for the upcoming season,” and recommends strategically listing items in consideration of the time of year.

4. Price Fairly. According to Vestiaire Collective: “Pricing is all about balance — high enough to match your piece’s value, but low enough to sell quickly.”

Vestiaire provides a price recommendation based on comps. Check it out!

5. Use the Mobile App. For the best experience and to stay updated on likes and inquiries, download the Vestiaire mobile app.

What is Unique About Vestiaire Collective?

- ✓ Huge international audience! Vestiaire is the largest online marketplace for luxury and designer in the world!
- ✓ Niche to “higher-end” items: luxury & designer.
- ✓ Listings are submitted to Vestiaire for review and authentication prior to publishing.
- ✓ Most sales are sent to Vestiaire Collective rather than directly to the buyer.
- ✓ Listings require manual renewal or they will expire. Stay tuned to your notifications.

Vestiaire Collective Pros & Cons

- | | |
|---------------------------|------------------------------------|
| ✓ Niche to higher end | ✗ High fees for lower-priced sales |
| ✓ Massive global audience | ✗ Only some brands & designers |
| ✓ Free authentication | ✗ Not much seller control |
| | ✗ Very strict |

For more resources about Vestiaire Collective, visit the [Resources](#) page at the end.



Live Selling

Live selling is taking over ecommerce!

Live selling is a social, interactive twist on the classic auction style of selling where sellers and buyers can showcase their items and connect in real time!

[Poshmark](#) and [eBay](#) both have live-selling opportunities to qualified sellers.

In addition to social media, marketplaces like **Whatnot** and **Jamble** have emerged for interactive selling!

Some sellers use **social media** including Instagram, Youtube, TikTok, and Facebook to host live sales.

How To Host a Live Sale

Live sales are an amazing way to connect with buyers and sell inventory quickly. They can be very lucrative when done strategically, however they require quite a bit of organization.

While live selling allows you to skip much of the traditional listing process such as photographing, drafting descriptions, and listing, it does require quite a bit of organization and administration.

Social Selling:

Instagram Live Sales, TikTok Lives, Youtube Lives, Facebook Lives, and more!

If you do **social selling** on social media, you are solely responsible for the scheduling, advertisement, organization, invoicing, payment processing, remitting sales tax, and shipping. While this is a lot of work, you do not have to pay marketplace fees.

Learn more about how to host a successful live on social media sale in this [article](#).

If you sell on a marketplace with a live selling feature, much of this is taken care of for you and included in the selling fees.

Social selling requires a social media presence. While you do not have to have a huge following to be a successful seller, it certainly helps.

However, the emergence of live selling on other marketplaces makes live selling more accessible to the average seller.





Whatnot

Whatnot is a social selling platform based on live auctions. Founded in 2019, Whatnot is growing at a rapid pace bringing thousands of new buyers daily.

Whatnot is the most popular livestream platform, currently reporting over 9 million active users.



Whatnot isn't just for live sellers. **Whatnot Marketplace** also supports traditional, static listings. Even if you don't go live, you can still sell on Whatnot!

Whatnot bidding follows a live stream model, allowing users to place real-time bids during a scheduled auction event, creating an interactive and engaging experience for buyers. The highest bidder wins!

Whatnot is an application-only selling platform that requires formal onboarding to teach sellers how it works. You can apply to sell on Whatnot [here](#).

Whatnot makes bundling easy for live sellers- everything purchased during a live show is automatically combined into one shipment. For classic sales, Whatnot uses a tiered shipping system with USPS labels



What Are Whatnot Fees?

Whatnot Fees are low at *approximately* 12% of the sale price.

A break-down of WhatNot fees:

- An 8% commission on the sale price
- A 2.9% plus \$0.30 payment processing fee per transaction!

If you sell a pair of jeans for \$20 on Whatnot, you'll make **\$17.52** after fees!



Whatnot seems to always have a [promotion](#) going on with reduced fees, too!

For more resources about Whatnot, visit the resorces page at the end.



Live Selling on Jamble

Jamble is a newer and rapidly growing live selling marketplace to buy and sell second hand fashion. For now, it's all about the sustainable style- it is just for clothes and accessories!

Jamble was launched in July 2022 and has a rapidly growing audience in the U.S.



Did you know that 89% of Jamble users are GenZ? It makes sense because Jamble has a modern, trendy, cool vibe.

“We empower resellers with video and live streaming tools to sell more effectively; and buyers with a unique, compelling experience.” - Jamble

Jamble an application-only selling platform. You can apply to sell on the jamble mobile app.

Jamble bidding follows a live stream model, allowing users to place real-time bids during a scheduled auction event, creating an interactive and engaging experience for buyers. The highest bidder wins!

On Jamble, you can **sync your Poshmark Closet and/or Depop Shop** and make sales right from the marketplace even if you don't sell live!



What Are Jamble Fees?

Jamble fees are 6% of the selling price.

There are no additional payment processing fees.

Jamble processes payments through Stripe

For more resources about Jamble, visit the resources page at the end.



Consignment Selling

There are many benefits of selling your items on consignment rather than listing and selling them yourself. Consignment is a great way to send your items off to someone else to do all the work and just receive cash when your items sell!

In fact, many resellers have adopted consignment selling as a **part of their business model**. If you can source items inexpensively, have someone else sell them, and still profit from your payout, this model can be incredibly lucrative.

There are many places to sell your items on consignment including companies such as ThredUp and The RealReal, as well as private consignment clients and brick-and-mortar consignment shops.



Did you know that some sellers source inexpensively for the sole purpose of taking items to consignment stores or buy-sell-trade stores for a quick flip



Consigning with ThredUp

ThredUp is an online consignment and thrift store that delivers a “modern resale experience on one of the largest online platforms for women’s and kids’ secondhand apparel.”

Note that you can consign only **women’s** and **kids’ apparel** with ThredUp.

ThredUp features **55k brands** from GAP to Gucci and up to 90% off estimated retail prices.

ThredUp has an emphasis on sustainability and “the circular closet,” powered by proprietary technology.



Currently, ThredUp processes **100 thousand items per day**, features over 2 million items actively for sale, and can store 5.5 million items in their distribution centers located across the United States.

With ThredUp, you can order a [Cleanout Kit](#), fill it up, and send it in! ThredUp handles all the rest, and notifies you when your items sell!

Note that if you want your items back if they don't sell, you'll have to pay to have them returned. The payouts are not exactly *fabulous*, so many resellers use this as a last effort to make quick cash on unsold inventory before considering donation.

What Are ThredUp Fees?

Thredup payout rates start low (3%-15%) on inexpensive items sold under \$20. Payout rates increase with higher-value sales. After the 14-day buyer return window closes, you're eligible to cash out via PayPal, Stripe, or keep site credit.

Here is the current payout table:

SELLING PRICE		YOUR EARNINGS
\$5-\$19.99	→	\$0.15-\$2.99 3%-15%
\$20-\$49.99	→	\$3-\$14.99 15%-30%
\$50-\$99.99	→	\$15-\$59.99 30%-60%
\$100-\$199.99	→	\$60-\$159.99 60%-80%
\$200+	→	\$160+ 80%

Image source:
ThredUp. Learn
more [here](#).

ThredUp might also be a great place to source for items to resell!





Consigning with TheRealReal

The RealReal “TRR” is a consignment marketplace for staff-authenticated designer and luxury goods.

The RealReal sells consigned mens and womens contemporary, luxury and marquee clothing, fine jewelry, watches, shoes, handbags and upscale home decor.

As of 2025, The RealReal has offset over 14,300 metric tons of carbon and saved more than 600 million liters of water through its commitment to circular fashion and sustainability.

TheRealReal only accepts contemporary and high-end luxury designer items in new or excellent condition. Browse the full list of accepted brands [here](#).

To consign with The RealReal, you can ship your items, schedule a pickup, or drop them off in person at a distribution center. TRR will then inspect, authenticate, photograph, and list your items for sale. You get paid once they sell.

What Are The RealReal Fees?

As a consignor with The RealReal, you can expect to receive between 20% and 70% of the sale price as a commission payment per item, sometimes up to 90% for high-value luxury pieces!

The Commission Guide is based on multiple factors, including your **seller rank** and the **type of item** you consign. The higher the sale price, the more you earn.

First, your seller rank refers to your level in The RealReal Rewards Program. The more you sell, the higher your tier, and the better your commission rate. Top sellers unlock exclusive perks, higher payouts, and early access to premium services.

Next, the commission structure depends on the item category. Consignment rates vary across categories such as apparel, handbags, fine jewelry, watches, home decor, and more.

For example, here is the earnings schedule for the clothing category:

What Your Item Sells For	×	Your Percentage	=	Your Payout
Over \$5,000 ⓘ		70%		Over \$3,500
\$750 - \$4,999 ⓘ		65%		\$487 to \$3,249
\$300 - \$749		60%		\$180 to \$449
\$200 - \$299		55%		\$110 to \$164
\$150 - \$199		45%		\$67 to \$89
\$100 - \$149		30%		\$30 to \$44
\$0 - \$99		20%		\$0 to \$19

Image source: The RealReal. Rates above apply to clothing, but earnings vary by category and seller rank. Learn more [here](#).

Private Consignment

Many sellers also engage in **private consignment**, selling things for clients under the terms of an agreement or contract.

Consignment models differ but generally, the seller (consignee) takes possession of the client's (consignor) items and agrees to sell them, perhaps within a specified period. The client and the reseller agree on how the profit from the sale will be divided and paid out to each party.

- To learn more about being a consignment client to have other people sell your items, check out [this article](#).
- To learn more about being a consignment seller, selling items for other people, check out [this article](#).

Don't forget! There may be commercial or (mom-and-pop) consignment stores in your area! Plato's Closet, Buffalo Exchange, and private businesses may sell your items on consignment!

Audience & Demographics

Take note of the amount of active users on each marketplace. Selling on larger marketplaces generally provides more exposure.

However, be mindful that even the smaller marketplaces have large audiences that are niched to the specific types of items on those marketplaces. They can be just as lucrative, or even more lucrative for some sellers.

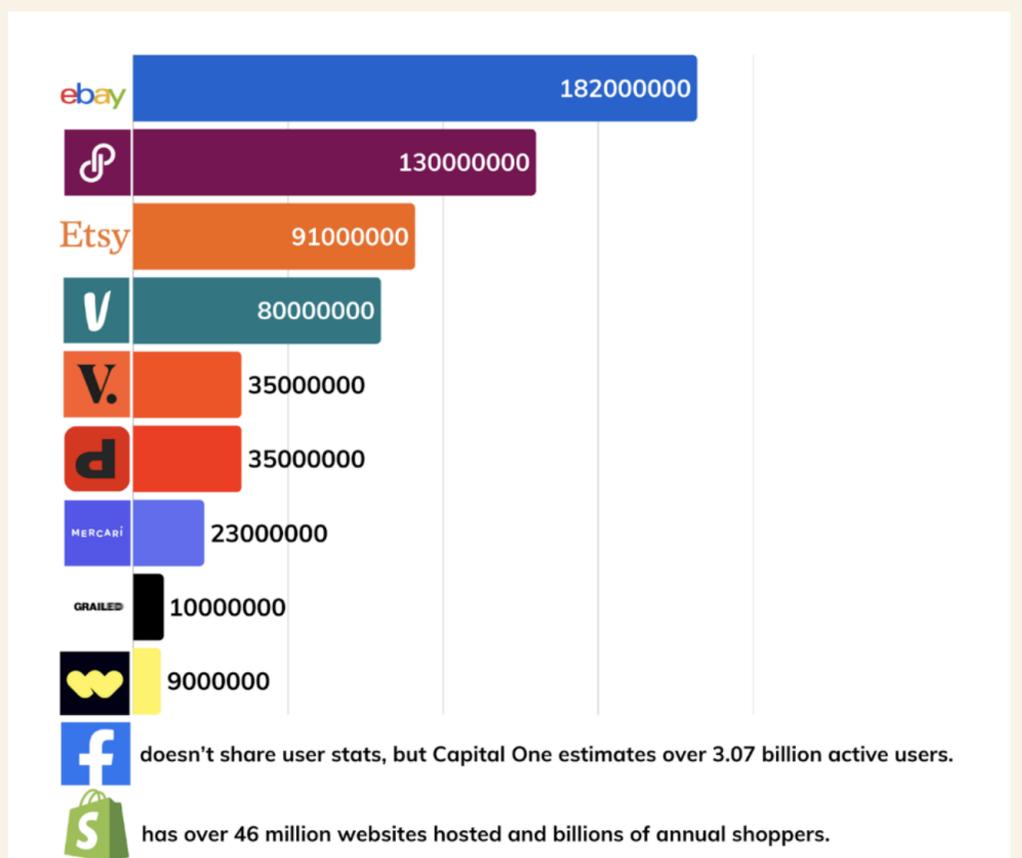


Take a screenshot! These graphics will help you to understand audience and grow and scale your business!

Marketplace	US Only	Global
Poshmark		
eBay	✓	
Mercari	✓	
Etsy		✓
Shopify		✓
Grailed		✓
Depop		✓
Vinted	✓	
FBMP	✓	
Vestiaire		✓
Whatnot	✓	

While some marketplaces allow for national sales only, **grow your audience** by selling globally!

Here are the approximate active users across marketplaces.



facebook does not publish total marketplace user stat, only total social media user total.

Shopify has over 4 million websites hosted and billions of annual shoppers. The stats would exceed this chart.

Of course, with [Vendoo](#), you can cross list your items to all of these marketplaces with just a few clicks!

Fee Comparison

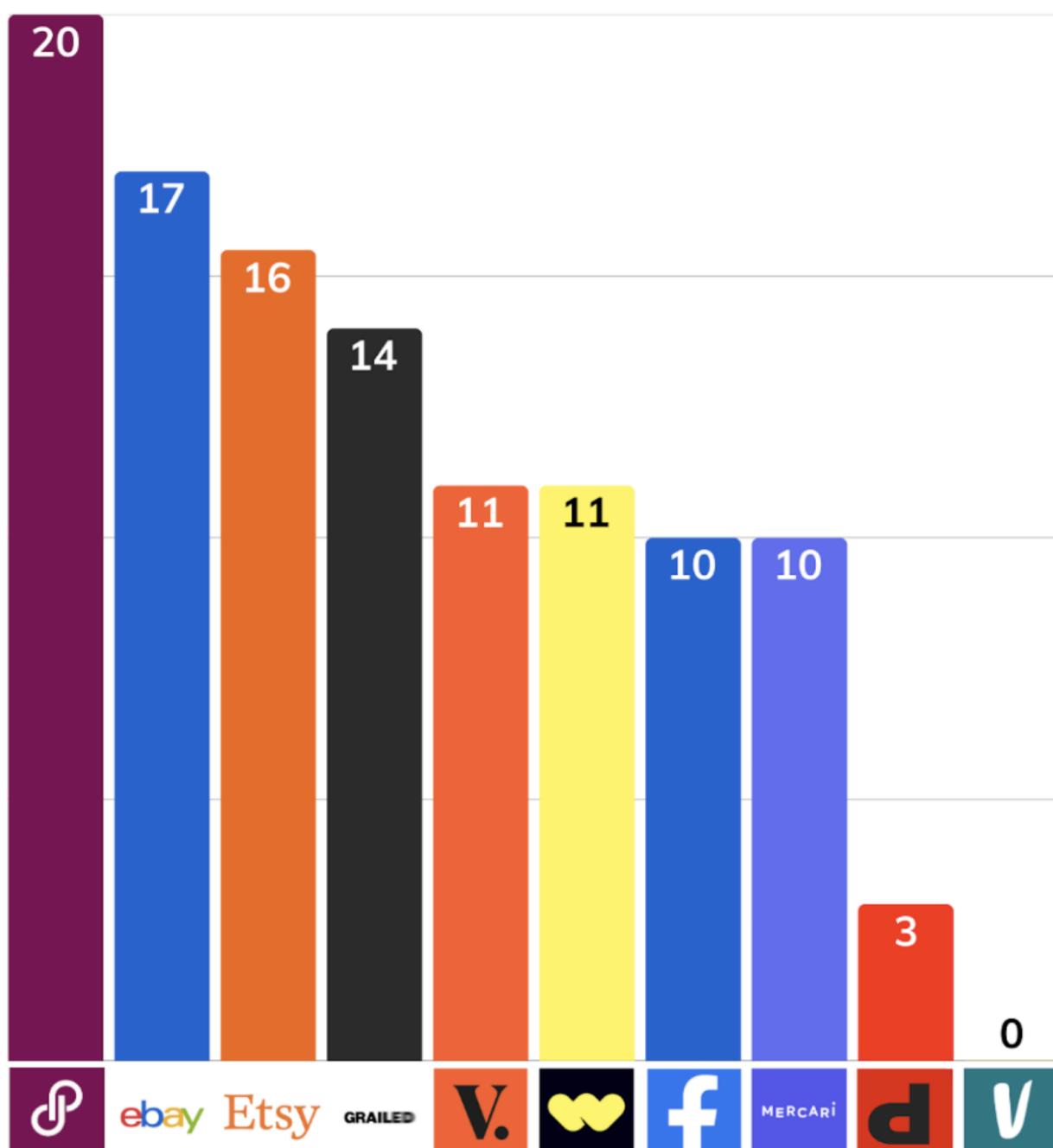
Here is a fee comparison from marketplace-to-marketplace.

Note that this is **very generalized**. This information **cannot be graphed** accurately as there are **so many unique factors** that influence fees including account type, sale price, shipping method, buyer's payment method, seller's withdrawal method, promotions, discounts offered, shipping fee, etc.

Take a screenshot! These graphics will help you to understand audience and grow and scale your business!



Take this chart with a grain of salt and read the fee information in each marketplace section above for a breakdown of how fees are calculated and the many factors that might influence fees on each marketplace.



Conclusion

Vendoo really is a Seller's Best Friend! When it comes to everything reselling, we've got you covered.

Save this guide for a reference to help you improve your listings and make more sales!

Be sure to subscribe to our blog and Youtube where we publish new reseller content all the time!

Stay tuned for an updated version of this guide for 2024

What are you waiting for? Try Vendoo for [free!](#)



Reseller Resources

General Resources

- [The Ultimate Reseller's Guide: Make 6 Figures Selling Online](#)
- [Reseller Fashion Core Aesthetics & Trending Style Hashtags](#)
- [A Reseller's Guide to Keywords & SEO](#)
- [Reselling Platforms: 11 Marketplaces Every Reseller Should Consider](#)
- [A Reseller's Guide to Marketplace Fees](#)



eBay Resources

- [How to Sell on eBay: A Guide for Beginners](#)
- [A Guide to Shipping on eBay in 2025](#)
- [Best Selling Items on eBay in 2025](#)
- [eBay Fee Calculator](#)



Poshmark Resources

- [How to Sell on Poshmark: A Step-by-Step Guide to Success](#)
- [Trends & Best Brands to Sell on Poshmark in 2025](#)



Mercari Resources

- [How to Sell on Mercari: Become an Expert in 9 Steps](#)
- [What Sells Best on Mercari in 2025](#)



Etsy Resources

- [How to Sell on Etsy: The Guide to Setup, Initial Steps, & Growth](#)
- [Top-Selling Items on Etsy in 2025](#)
- [A Reseller's Guide to Vintage Fashion](#)



Depop Resources

- [How to Sell on Depop: Tips, Tricks, and Strategies to Stand Out](#)
- [Make More Sales on Depop and Become a Top Seller](#)
- [What's Trending on Depop in 2025? Also Includes Hashtags!](#)



Be sure to subscribe to the Vendoo [blog](#) and [YouTube](#) for weekly reseller content!



Facebook Marketplace Resources

- [How to Sell on Facebook Marketplace: Key Tips for Success](#)
- [Best Selling Items on Facebook Marketplace in 2025](#)



Grailed Resources

- [The Holy Grailed: How To Get Started Selling on Grailed](#)
- [A Guide to Grailed Shipping: How to Use Grailed Shipping Labels](#)



Vinted Resources

- [How Does Vinted Work? A Step-by-Step Guide on How to Sell on Vinted](#)
- [What Sells Best on Vinted? Top Brands and Items to Sell in 2025](#)



Vestiaire Collective Resources

- [Everything You Need to Know About Vestiaire Collective](#)
- [Top Selling Items & Brands on Vestiaire Collective 2025](#)



Whatnot Resources:

- [How Does Whatnot Work? How to Sell on Whatnot 2025](#)
- [How to Sell on The Whatnot App](#)
- [Top Selling Items On The Whatnot App 2025](#)



Shopify Resources

- [What You Need to Know to Start Selling on Shopify](#)
- [Launching Your Own Online Store With Shopify For Resellers](#)
- [How to Promote Shopify Store on Instagram & Facebook Marketplace](#)



Check out more reselling resources in the Vendoo [Help Center](#)