

Should You Open an eBay Store?

Author:
Resale Rights

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Are you an eBay seller? If you are, there is a good chance that you have heard of an eBay store before. In fact, you may even have your own eBay store. eBay stores are increasing in popularity. For that reason, if you currently don't have an eBay store, you may be wondering whether or not you should open one. To determine whether or not you should open an eBay store, you may want to examine the advantages and disadvantages of having one.

Before examining the advantages and disadvantages of having an eBay store, you may be wondering exactly what one is. In a way, having your own eBay store can be compared to having your own retail store. By paying a small monthly fee, you are able to create your own customized "storefront." This storefront is what customers will see when they visit your eBay store. For instance, you can make your own logo, create your own eBay store, and do much more. As previously mentioned, you must pay a small monthly fee to have an eBay store; however, you must also pay traditional final value and insertion fees. Despite having to pay traditional eBay fees, they are much lower than normal, if you have an eBay store.

Perhaps, a decrease in eBay fees is one of the biggest benefits to opening up your own eBay store. If you only sell a few items a month on eBay, it might not necessarily be worth it for you to open up an eBay store, but if you are a medium or high volume seller, you could save a considerable amount of money by opening up your own eBay store. It is also important to mention easy of use. Creating your own eBay storefront page is easy to do, as well as creating your own eBay listing. Despite being listed in your eBay store, you create all of your eBay listings the same way as you did before, with eBay's step-by-step guide.

Although there are a number of advantages to having an eBay store, there are also a number of disadvantages or downsides to doing so as well. One of those downsides is marketing. Unlike many traditional auction listings and "Buy It Now," listings, which show up in eBay searches, items inside eBay stores do not. Essentially, this means that it is your responsibility to get traffic to your eBay store. Without traffic, your eBay store items will not be able to sell. While there are easy ways to get traffic to your eBay store, like using traditional auction style listings, which will appear in eBay searches, and then place a link to your eBay store, and such, it can be time consuming to do. How you will make money is definitely something to consider before opening up an eBay store.

As you can see, there are a number of advantages and disadvantages to opening up an eBay store. The decision as to whether or not you want to open up an eBay store is yours to make, but you are advised to at least look into to doing so. Thoroughly researching and examining eBay stores is a great way to learn more about them, as well as gain insight into whether or not you can profit from having one. While having an eBay store isn't for everyone, there are a number of eBay sellers who have noticed an increase in profit since opening their own eBay stores.