

What does eBay want to see?

- These are not required but eBay MAY move your listings down in a search if you do not do these things:
 - 6-24 pictures of every part.
 - “Floating” white background (only on 1st image).
 - As close to 80 characters as possible in listing title (you cannot go over 80).
 - Do not write titles in ALL CAPS.

What does eBay NOT allow?

- Phone numbers or contact information (including addresses and websites) in your template or images.
- Sharing direct contact information prior to an eBay purchase.
 - You are allowed to contact the customer AFTER they have purchased from you.
 - It's better to keep all communication through eBay messages.
 - You may also ask for a customer phone number on all purchases “just in case.”
 - This is a setting on eBay.

What to list?

- Parts that will give you good feedback.
- Low return items.
- Items that others don't have eBay fitment for, or Car-Part Interchange Plus (CPI+) parts.
- Great starter items:
 - Fuel tank doors
 - Steering Wheels
 - Antennas
 - Jack Assemblies
 - Headrests
 - Armrests

Why offer free shipping?

- It's not REALLY free! Shipping price can be built into the total price of the part.
- Offering free shipping and free returns can help you reach eBay “Top Rated Seller” status which also includes discounts on your seller fee.
- 80% of eBay shoppers are narrowing down their search results by checking the side bar boxes. If you do not offer free shipping the consumers that choose the free shipping box will not see your parts.

How to reduce returns on eBay:

- Have parts off and clean them BEFORE taking pictures.
 - Example: If you post a picture of a door mirror while still on the car, customers may think they are getting an entire door for \$50 with free shipping.
 - Show the OEM # in the last picture you take of every part.
 - It makes it easier for the person listing the parts to find it and put it in the title / description.
 - It gives the customer confidence that they are buying the correct item.
- Write good descriptions. If the part is scratched, take a picture AND make note of it in the title.
Example: 2012 Explorer Gas Fuel Tank Door Lid Red Paint Code=1V *Scratched

Increasing positive feedback on eBay:

- Test the parts that you say you tested.
- Understand that “free shipping” and “free returns” may be part of your eBay life, *but* also know that many yards have a less than 9% return rate on eBay.
- Treat eBay as one “big customer” and not as many “small customers.”
- Do your best to be honest on eBay and you will find out that the customers are a lot more forgiving on things like “light scratch on fender” or “headlight is faded” as long as you tell them about it *when* you list the items.
 - A good practice is to note any flaws or defects in the TITLE not just in the description.

What gets you put into “eBay jail” or “eBay probation”?

- The #1 reason Car-Part hears for why customers get into trouble with eBay is cancelling orders.
 - Broken parts
 - Out of stock
 - Can't find the item
- Try to never, ever cancel an order:
 - Buy it from a yard you trust to ship it blind.
 - Find it off of another car in your yard.
 - If you cannot find it, message the buyer, explain that the part is no longer available and ask if they want a refund. If the buyer asks to cancel, you will not get dinged by eBay if you don't do it more than a couple times – they now watch for this.
- Selling air bags, modules, seat belts or any SRS item without ARA certification:
 - You MUST be ARA CAR Certified to sell any passive restraint item.
 - Selling steering wheels with air bags will get you BANNED from eBay if you are not certified (yes, eBay is checking and cracking down on this).
 - This rule also applies to clock springs and sensors.
 - If you are certified right now to sell air bags on eBay, in 2026 you MUST have a 3rd party environmental inspector (approved by ARA) to perform an ONSITE inspection to renew your certification.
 - You must get a 70% or better to keep your CAR Certification
- Too high of a return rate:
 - eBay returns are a way of life
 - Be honest in your descriptions regarding flaws.
 - Take pictures pointing out any flaws.

Listing Changes & Delisting Questions:

If I make changes to prices does that change them on eBay?

- Not automatically, but when you edit a price in Checkmate, you'll get a pop-up that gives you the option to update the price on eBay, as well.

What about changes to descriptions?

- No – you would need to use the eBay tab to delist the part on eBay, and then relist the part with your new description.

What about changes to images?

- No – but you can go to the eBay tab and reload images to eBay. You can also update the images for your current listings in Inventory Pro.

What happens to a part if I delete it or sell it in Checkmate?

- It automatically delists from eBay

What happens if I sell a part on eBay?

- The part status changes to **C = Committed**
- Reminder – it will still remain on Car-Part.com until the next day.

If I use the delist and relist tool in Checkmate's Listing Manager, can I make changes to price or anything else?

- Yes, you can update the price, images, and eBay fitment.

If a part is in resolution and we assign interchange to the part, does it change on eBay?

- No, the part will delist from eBay and you will need to relist it.
 - Another reason that it is good to create your eBay titles in Checkmate Inventory Pro.

The information in this document represents our understanding of the current best practices for selling on eBay, as of March 2026. This information has not been reviewed, verified, or approved by eBay.