

trademe

SeniorNet Workshop Notes

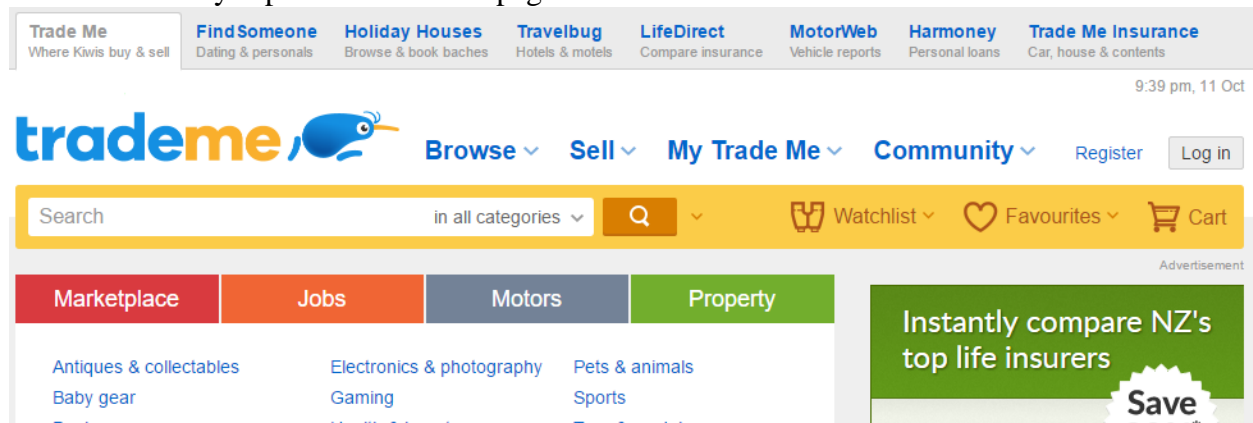
Site --- www.trademe.co.nz --- add to “my favourites” or “bookmarks”

Trade Me is an Internet auction and classified advertisement’s site where you can buy and sell almost anything **except** alcohol, cigarettes, fireworks, medicines, lottery tickets, body parts and sexual services! You cannot do a “general list” advertisement nor provide direct contact details with a few exceptions, nor use offensive language.

At any time during an evening you will find between 60,000 to 100,000 people on trademe browsing for an item or engaged in selling. Active registered members, nearly 4 million. Each Day about 850,000 visit Trademe for an average time of 8 minutes. The busiest day is Sunday.

**These notes largely refer to the auction and purchase of General items.
Buying or Selling a car is partly covered.**

Trade Me always opens at the Home page :-



Click on each in turn to explore. **Browse, Sell, My Trademe, and Community.** **Help** is under Community.

As with all commercial sites you can “transit” in nearly every direction without the need to especially exit the area you are in. Placing your cursor arrow on any blue heading will see it underline or become “boxed”. Left click and you will be taken to that location. To return use your normal Toolbar Back and Forward screen arrows or click on a blue heading.

Under **Community** click **Help**. **Selling Basics** under **New to Trade Me?** gives you details in written form. This will give you a quick overview. Click on any of the blue headings and when finished “back button” to return to **Help** or at the top click on any of the blue main headings.

For “fees” click on **Community > Help** and scroll down to **Selling & fees**.

Browse. The site is user friendly and quick. You can enter with confidence to Browse; you will not be “tricked” into making a bid.

Search

View Category Directory

- | | | |
|-------------------------|------------------|-----------------|
| Antiques & Collectables | Farming | Pottery & Glass |
| Art | Flatmates Wanted | Real Estate |
| Baby Gear | Gaming | Services |
| Books | Health & Beauty | Sports |
| Building & Renovation | Home & Living | Toys & Models |

Buying

Watchlist

Items I won



To make a bid you must be registered, this is free, see below. Even then you must “confirm” your bid before it is placed.

Click on say “[Home and Living](#)”, then try “[Home decor](#)”, then “[Pictures & prints](#)”, then “[Landscapes](#)”. This is now four levels out.

The **View** box above gives you the option of browsing a gallery of item pictures, the default setting or list view of small pictures with price and other information to the right. I recommend this list view but the choice is yours. As you can see above there are 279 listings with 60 on this page. Place your cursor on the image or blue title and when a “hand” appears left click to view the details. A yellow flag indicates no reserve. If bidding has started a red flag will appear when reserve has been met and this item will sell to the highest bidder. The first person to bid may be the only buyer!

Pick an item of interest where there is some bidding under way and click on the gallery photo or the blue heading. Scroll down to view the bidding and further down any questions and answers that have been placed.

To help you perform an advanced **Search** use quotes “ ” to describe an item, e.g. “Bob the Builder”. Use an asterisk * to search a partial word e.g. Tea cup* matches cup, cups, cupboard. Use an uppercase **OR** between two search terms, e.g. Canon OR Nikon will give results for either brand. By default Trademe will find synonyms of search terms, e.g. fish will give results for fish and fishing. Use a plus sign + immediately before the term will find only that exact term, e.g. +fish.

Registration is free and necessary if you are going to buy or sell. To register click on –

[Register](#)

[Log in](#)

You must be “registered” to be “logged in”. You must be “logged in” to ask a question, bid on an auction or sell an item.

Follow the registration page requesting personal details, email address, street address, phone number, date of birth etc. First line is your email address, the second your password. Use a different password for Trademe, not your banking password.

Choose your “User Name” (Nom de Plume) carefully, **it cannot be changed**.

Your **locality** is important as it enables you to **filter search auction pages by region**, which saves “hunting” time.

To sell one must be “authenticated” which means you must open your account with a minimum \$10.00 deposit. Credit Card payments are processed through a secure and encrypted connection – directly into the EFTPOS network and appear immediately. The other payment methods are, Credit card over the phone, Internet or phone Banking and by Cheque.

It is also best to be “address verified” when selling. You can only use a street address. After applying Trademe will mail you a code number which you must input via your computer. This places **AV** (Address Verified) beside your User Name when listing auction items. Buyers are then aware that you have a street address and in theory can be located and therefore trusted.

Buying and Bidding – Click on **Help**, peruse the **Bidding & buying** items then under **FAQ's** (right hand side) click on **How can I buy safely & Safe buying advice**, makes excellent reading. To place a bid or ask a question you must “log in”.

You can email the seller with a question. The seller replies in the same way and these appear on the listing site for all to read. You can ask to be phoned. Supplying a phone number means this will appear to all visiting that particular listing site. Most people use a cell phone number. **Do not** supply your email address, it is not allowed.

It is not wise to buy an item that will be difficult and costly to ship. Better to buy **local** especially if there is any doubt that the item may not be “as described” e.g. a computer or a car. You can arrange to inspect an item before bidding.

The **Watchlist** enables you to keep track of auctions you are interested in even if you are not bidding. It holds up to 1000 items. To save details of an auction click the




“Watchlist” box plus you can click the **Add Note** in your Watch list to make private notes. These lists and notes are only available to you. If you are currently bidding on an item it cannot be deleted from your Watchlist but you can filter your watch list, deleting items you may no-longer be interested in however once the item sells in automatically deletes from your watchlist.

When bidding Trademe have built in minimum increments, up to \$20...50c, \$20-\$200...\$1...etc.

The **Autobid** option allows you to specify the maximum amount you are prepared to pay. If your autobid is greater than the reserve price then you are immediately entered into the bidding at that reserve price level thus avoiding going through the incremental steps with other bidders. From then on your autobid progresses through the incremental steps competing with other bidders until “your” maximum amount is reached. Should another autobidder enter with a higher maximum than yours your autobid may jump to your maximum. You can at any time increase your maximum. Autobids work on “first-in, first served which means they have priority over standard bids.

The **Buy Now** price appears beside the starting price and enables you to purchase at that price immediately without waiting for the auction to finish. Buy Now is not available once bidding has started. This price must be set by the seller at not less than reserve. Be careful to click on the “buy now” and do not enter your amount into the bidding. If you do the latter you cannot withdraw your bid, you have legally entered. It may not be a disadvantage because you were prepared to pay that amount however if another bidder out bids you then you have only two options, drop out or increase your bid.

After your successful purchase you will be emailed automatically by Trademe giving you the email address of the seller. Clicking on this link enables you to make direct email communication with the seller regarding arrangements for payment and delivery, presupposing the seller has given you an option. Sometimes it pays to wait a few days because the seller who has also been given your email address will send you their bank account number or address to pick up from, phone number etc. . Go to [Help](#) page right hand side. Info is available under **Staying safe online**.

For large value items, provided the seller agrees, you can use **SafeTrader**, an ASB trust account operated by Trademe. **SafeTrader** will not pay out until you are happy the goods are as described. The minimum fee is \$4.95, 3.5% to a maximum of \$24.95 for items up to \$20,000 payable by the buyer or seller or split per prior agreement. There are other ways of protecting yourself by paying upon pickup or making some other arrangement between you. **Pay Now**  enables you to use your credit card. Cost is 1.95% of purchase price including shipping cost.

After the transaction has been completed Trademe send the buyer and seller an email, with a link to trademe to place “**feedback**”. By reviewing a member's feedback you can see what other traders thought of their trading behaviour. It will help you assess whether they are a reliable trader or not. Enter a brief comment, e.g. quick trade, goods were exactly as described, nice folk to deal with, A1 trader, etc. The seller is asked to respond in the same way with a comment.

Shipping is your cost. (Also refer to Selling below for more on this). A Trademe rule is that the seller is only allowed to add on a reasonable amount for packaging but not for the time and general hassle of sending off your purchase. If the seller is asking far too much to ship your purchase you should email them with your preferred option and known shipping cost **unless** the cost has already been inserted under “shipping cost” in the auction listing.

Insurance is your responsibility. The Carriage of Goods Act 1979 limits claims. NZ Post quotes: - Packet, Parcel and Registered \$250 maximum; Courier Post \$1500. For valuable items consult your insurance company.

There are fortunately few bad buys. However it is still **Caveat Emptor**, let the buyer beware.

Selling.

With a few clear exceptions you are not allowed to include contact details in auction listings. Exceptions are vehicles, property, rentals, pets, travel, and sale of a business. Trademe has a **set fee** for those listings in Help Menu under **Selling & fees**. While there click on [Placing a listing](#). Listing length, Auto extend, Uploading a photo and many more items are explained. Scroll down from “Selling & fees” to:- **Policies, terms and conditions**. Peruse these to acquaint yourself with more interesting information.

General Item auctions last 7 days. For a small fee you can vary this time, 25c for say 10 days. If the item does not sell you can re-list for free within 45 days. When relisting you **do** have to pay for the features you selected when doing your first listing. Gallery (essential, a picture beside your title) 55c, Bold Title 95c, Extra photos 10c each. From time to time trademe run a promotion where you can pay 65c for up to 3 Gallery listings. Worth the extra 10c if the item doesn't sell in your first auction. Success fees upon sale are: - 7.9% up to a maximum of \$149.00. GST is included.

Phone support, 24/7 costs \$1.99 per minute plus GST.

Research your **Reserve Price** carefully. You are legally obliged to sell when bidding reaches your reserve price.

Buy Now is frequently used by sellers who have multiples of the same item for sale under General Item however you can offer a “buy now” provided you have an “**AV**”, see above. Your “Buy Now” price must equal or exceed your reserve.

When selling property or a motor vehicle the listing will quite often show “O N O” (Or Near Offer). There is no opportunity to bid; the buyer must make an offer.

The buyer must click on the “**Buy Now**” option before bidding commences where there is the choice of entering a bid or taking the Buy Now option. Once your auction has started you can only withdraw your auction if bidding has not commenced.

Each auction automatically receives an **Identification Number**. Use this number for any communication with Trademe staff and to control your operation when selling a number of items. This number appears in all bids, listings, emails and on your statement of account. Entering this number in the Search box will take you directly to the item under auction.



When “re-listing” a failed auction it receives a new number.

Buyers may add your item to their **Watch List** which shows they are interested. Should you not be successful Trademe will email you automatically suggesting you offer your item at a reduced price to those watching. You of course do not know who they are. The choice is yours entirely. If you don't have any “watchers” Trademe suggest you review your price and **Relist**. Beware the **Quick Relist** does not allow you to change anything.

Legal Aspects. You can only sell that to which you are legally entitled and is in your possession. The item must comply with our laws; e.g. A cracked bicycle helmet would not comply because it is not of merchantable quality for the intended purpose. Alcohol, fireworks, menacing dogs, offensive weapons and many more such items cannot be sold.

You must go through with the sale or purchase after you have agreed as you have made a legal binding contract.

When selling you cannot multi-list the item as this would result in creating many auctions for the one item.

From 17 June 2014 sellers must make it clear if they are 'in trade' when selling items online. This will mean that consumers know when they are protected under the Fair Trading Act and the Consumer Guarantees Act. If you're selling items 'in trade' or are a professional seller, the law requires you to disclose this to members when you're selling items on Trade Me. If you don't, the Commerce Commission can fine you. When you see this on an auction it means the Consumer Guarantees Act will apply to the product and you will have protection.

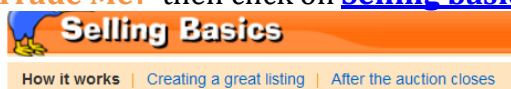
I'm a seller – what do I need to do? You need to work out whether you're 'in trade', not in trade or a mixture of the two. Refer to the Help section for details however if you're regularly or habitually offering to sell goods or services online for profit, or GST registered, or obtaining goods with the intention of on-selling them, then you are considered to be 'in trade'. Otherwise do nothing.

Trademe have made it easy for you to disclose you're 'in trade' by creating a label that appears next to your user name in “About the seller” section on your listings.



Essentially this means IRD expect you to pay tax on your profit!

Create a Great Listing . This is well worth visiting. Click on [Help](#) scroll down to **New to Trade Me?** then click on [Selling basics](#) then click on [Creating a great listing](#).



Further to “Title” in this section you need to choose a

Category carefully after Browsing to see where similar items are listed. Write down the path to the end of your chosen category ready to follow when you are in the [Sell](#) menu, e.g. [Home & living>Kitchen>Fridge & freezer>Fridges](#). This all forms the path.

Your Heading description is the first thing buyers see, keep it short, precisely descriptive, and for example if the item can honestly be described perfect condition use it. Don’t exaggerate otherwise you may create a serious legal problem with a dissatisfied buyer.

Include dimensions of the item if necessary and the weight. These facts help the buyer in determining if it is worth bidding taking into account the cost of shipping which is an added cost to them.

Take a few photos with a digital camera and put into a folder named “trademe” in My Pictures. You can then easily and quickly locate when prompted to during the listing for sale process. **Important**, set your camera to 1600x1200 pixels or thereabouts (noted as Normal on some cameras). You can “resize” on your computer later. If you don’t it can take longer to download into your auction and if over 5MB (the Trademe limit) you may suddenly find you cannot progress without first reducing your photo so ensure it is correctly sized first. Take care your photo is not on the shadow side of your item and it is in focus. If the picture is not clear sellers will ask for a better picture and one can see the frequent requests for better pictures.

Note, on the last page is an Appendix:- Downloading your pictures.

Try to research shipping costs these should be included in the separate line available, as they do not form a part of the bidding price. If you did it means you would pay a “success fee” on the shipping cost as well as on the item sold. Shipping to the South Island is more expensive. Allow a little extra for packaging costs.

NZ Post appears to be the cheapest. Set up the following on your computer web site locator under Bookmarks or Favourites www.nzpost.co.nz/tools/rate-finder . Trademe have now aligned with Pass the Parcel – Post Haste. It may suit you but for the “odd item” it is easy to take it to a NZ Post Shop.

When measuring add a generous amount to cover packaging dimensions. Similarly include package weight. Allow to pack well; you don’t want a dispute over the goods arriving damaged.

When weighing using bathroom scales weigh yourself then yourself holding the item. Deduct one from the other. Bathroom scales are not very accurate at low kg’s.

If “pick up only” include your suburb .e.g. “Pickup Kingston area, Wellington”. This saves answering the inevitable question.

After the Auction – a part of [Selling basics](#) peruse this area.

If you have said “pick up only” you will need to provide to the successful buyer your address, phone, and email address so you can arrange a suitable time, plus your bank account number as this form of payment may be more convenient. If the item is to be shipped add your bank account number. After payment is received it might be convenient to leave the goods at a particular location where the buyer can pick up at their convenience, e.g. behind the garage, in the back porch, etc.

A suggested format of the email you must send the buyer is: -

“Thankyou Ethel for purchasing the wizzle gig. Please pay \$00.00 into my Westpac, (or what-ever bank account) 00 0000 0000000 00. This includes \$0.00 for postage. Address 21 Main Street, Brooklyn, Wellington 6021. Email xxxxxx.actrix.co.nz. Bob Trader”.

There is a section under “Template” in Trademe where you can prepare a standard message. Then it is only necessary to insert \$ amounts.

Trademe Motors. Currently listing about 75,000 used cars, plus boats, trucks, caravans/motor homes, motorbikes, aircraft, etc.
This speciality site covers private sellers and dealers.

Buying - Selling: - From the Trademe Home Page over on the top right click on [Browse](#) then [Cars, Bikes & Boats](#) then scroll down to :-



A red button labeled "Sell my vehicle" is shown. Below it, the text "Sell your vehicle from \$39 until sold!" is displayed. To the right, a list of links is visible: "Car buying and selling guide", "Find a dealer", and "Services for dealers".

(This is so it seems the only way to access this section!)

For a Classified, \$39-\$79. For an Auction, \$39 plus 1.95% to a max of \$49.

Car buying and selling guide is full of excellent easy to follow information. Under **Creating a quality listing** you will find Setting the Price. Within the notes on **Price** click on [market valuation](#), a link to [RedBook.co.nz](#). There is a direct link to [VIR](#) (Vehicle Information Report), now called MotorWeb to check for a registered security on the vehicle you are going to bid on.

Under **Buying guide** and **Checking Out The Car** there are links to print out the [Dog & Lemon Guide's 5 Minute Car Check](#)Also:- Consumer online for members and AA.

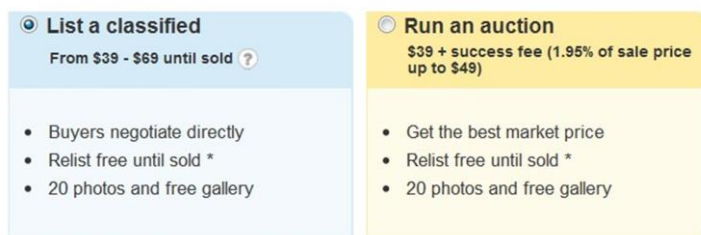
On the Trademe Motors home page there is an “Insert Box” to help you find a vehicle within body type, make, model in Key word, C/C size, price range, age range. Presuming you have registered you can filter your search to Wellington unless you say otherwise.

A link to **Consumer** is under **Checking out the car**.

Selling: - From the home page click on [Sell](#) in the tab bar and select [Car, motorbike boat](#) or other option.



Choose how to sell your car



Two options are presented in a grid. The first option, "List a classified", is highlighted in light blue and includes the text "From \$39 - \$69 until sold" and a list of features: "Buyers negotiate directly", "Relist free until sold", and "20 photos and free gallery". The second option, "Run an auction", is highlighted in light yellow and includes the text "\$39 + success fee (1.95% of sale price up to \$49)" and a list of features: "Get the best market price", "Relist free until sold", and "20 photos and free gallery".

* Extras (e.g. bold) will be charged on relist

Car details



The form prompts the user to "Please enter your number plate or VIN." and states "We use this information to make it easier to list your car." Below this is a search input field with the placeholder text "Enter your number plate or VIN" and a magnifying glass icon. At the bottom, there is a link that says "Or, enter your car's details manually".

Follow through all the required information then by inserting your car registration or VIN (Vehicle Identification Number) in Car Details the connection trademe have with the Govt Registration Centre will see those details, CC of engine, colour etc. all inserted into your listing, automatically.

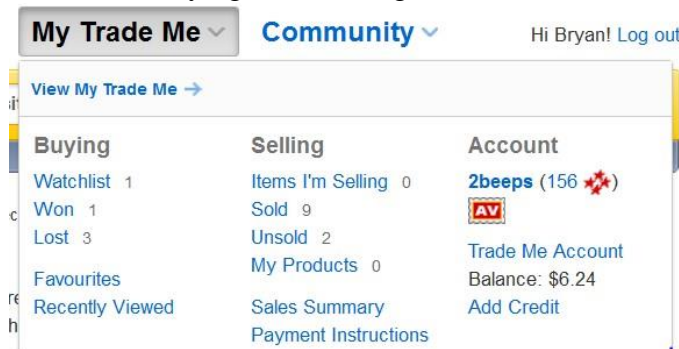
Still ensure you have details on your car written down ready in case something is different and your photo's loaded into your computer and know where these are. They **must** be in "Pictures" or "My Pictures" where you need a separate file called "Trademe". Right click to create this new folder. Do be quick making your listing because **Trademe will cut you out from the Sell site after 15 minutes**. They tell me this is for security reasons!

You can sell by running an auction or placing a classified listing. Classifieds are best for newer cars and auctions for older cars and collector's vehicles.

Setting a realistic price is essential. Browse for similar vehicles-models and gain information from sellers by asking questions on say paint, upholstery condition, any rust, any body ripples resulting from a "prang". This will assist you in preparing a fair and accurate description. A dealer may give you a retail price quotation which will help you to set a price.

Trademe allow 20 photos as part of the basic fee. Refer to [Creating a quality listing](#) above, which emphasises the need to take good photos. Clean and polish the car before taking photos.

If it does not attract any bids after 7 days you can re-list for free and **Edit** (adjust) your price. After several such re-listings it may pay to wait a week or two to try and catch a fresh batch of potential buyers. Buyers who put your listing on their [Watch List](#) can follow your attempts to sell for a while. See Buying and Bidding above.



This workshop does not cover the following speciality sites: -

[Rentals and Flatmates, Jobs or Stores](#). The latter under "Categories" on the Home Page, is a separate mini-site where an individual store and its products are displayed.

Trademe [Community](#), is worth an explore. There are links to Newsletters.



Feel the **vibe** of the community



View our **site statistics** or **sell through rates by category**



Read the latest **Trade Me, MOD's Motors, Property or Jobs** newsletters



Get to know other **community members**



Don't trade naked,
buy a Trade Me t-shirt!

Trademe **Real Estate** Wellington covering all districts (Carterton, Kapiti south) has 1312 gallery listings of residential properties for sale, 695 for rent plus 20 retirement villages. This is as at 11/10/16. If you are buying or selling a property you should consider this as an option. If selling do remember you will may also need to spend some thousands of dollars on newspaper advertising and do all the “recommended” things to enhance your property plus have good listening and communication skills, otherwise use an agent.

Travel Accommodation. Click on **Browse** then [Travel, events & activities](#) then



It is so easy to find just the accommodation you require from 16,000 listings

Do enjoy using this facility. You would be helping our planet by re-cycling items you no longer want rather than send to the local tip and if you feel so inclined you can contribute money received to a charity.

Need something, try Trademe first; you may be pleasantly surprised. Happy Trading.

Appendix, downloading your pictures.

You should always download your pictures into "Pictures" or "My Pictures". Never download into "Documents" or into a created hard-drive site. All photographic software programs including Trademe automatically look for pictures in "Pictures" or "My Pictures". Nowhere else is going to work.

You need to create a file called TRADEME in Pictures, that way you can locate your "trademe" pictures quickly otherwise you will spend critical time searching. To create a folder right click and from the drop down box select "New Folder". Type in "TRADEME" and click "OK".

If you are using the Faststone program taught at Seniornet then you click on the Camera Icon, top left on your screen, it will download to **Pictures** with individual files for each day you took your shots. You can then drag these to your TRADEME folder.

If using Windows copy the following URL to your web browser for a 56 second video on "how to download from your camera".

<http://tinyurl.com/lgfn6s5>

If you are using an Apple Mac copy the following URL to your web browser for directions.

support.apple.com/kb/ht2498