

ebay™ Auction Lengths Broken Down

1 DAY AUCTION

When a potential buyer searches on eBay for an item they would like to purchase, they will sometimes sort their items by “auctions ending soon”. This is where your one-day auction will come in handy and stand out from the rest

Rule of thumb when listing item using the One-Day Auction:

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NOTE:

To earn even more money on your initial investment, you can add an inflated “Buy It Now” price. This adds even more excitement and a sense of urgency around your item. The “Buy It Now” option gives the bidder a chance to skip the auction process if they’re afraid someone could swoop in and buy it out from under them. It’s all about keeping the buyers intrigued with your item until the very end.

3 DAY AUCTION

This auction is very similar to a one-day auction but it will give your business more exposure. If your inventory consists of several high-value or highly sought after items, you can list them in three-day and seven-day auctions. Listing the item as a seven-day auction may bring in more bids over the extra four days it’s up and could lead to more profit on your overall investment though.

5 DAY AUCTION

This sort of auction is best used to bridge the gap between auction times on your shorter auctions. It is mainly used during long holiday weekends when people are home relaxing and searching on the web. Same goes for holiday weekends when people are looking for accessories for their new electronic items they just received as a gift.

NOTE:

The Buy it Now feature can be used but you may not get the high dollar amount as you would on the one and three day auctions because people are looking for deals on their items during a long holiday weekend like Memorial Day or the day after Christmas.

7 DAY AUCTION

By far the most used auction style by novice, Power Sellers, and big vendors alike. This style of auction is so popular because it covers at least one weekend and gives the seller's business optimal exposure. It will also allow the bidders and watchers of your item time to look at other items you are selling because they will frequently visit the item to assure their bid is still the highest bid.

10 DAY AUCTION

This auction style is uniquely suited for high-end, hard-to-find, and expensive items. The best aspect of this auction is that it gives your item maximum exposure and time for buyers to search and find your item and start bidding.

10 days is a long time in the eBay bidding world and the downfall of this type of Auction is that in this high paced world you may actually lose a couple of bidders that will simply forget about the item leaving only the serious bidders and perhaps drive the price up at the very last minute; not necessarily a bad thing.

Happy Listing from your friends at CrossPostit!