



ReSell

Turn Selling Secondhand Stuff Online Into a Superpower



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SELLHOUND

**WELCOME
GET COMFY**

A background image of a closet filled with clothes hanging on hangers and a pile of clothes on the floor. A semi-transparent dark grey rectangle is overlaid on the right side of the image, containing the text 'WELCOME GET COMFY' in yellow and white. The text is enclosed in a yellow rectangular border.

WHAT IS RESELLING?

resell

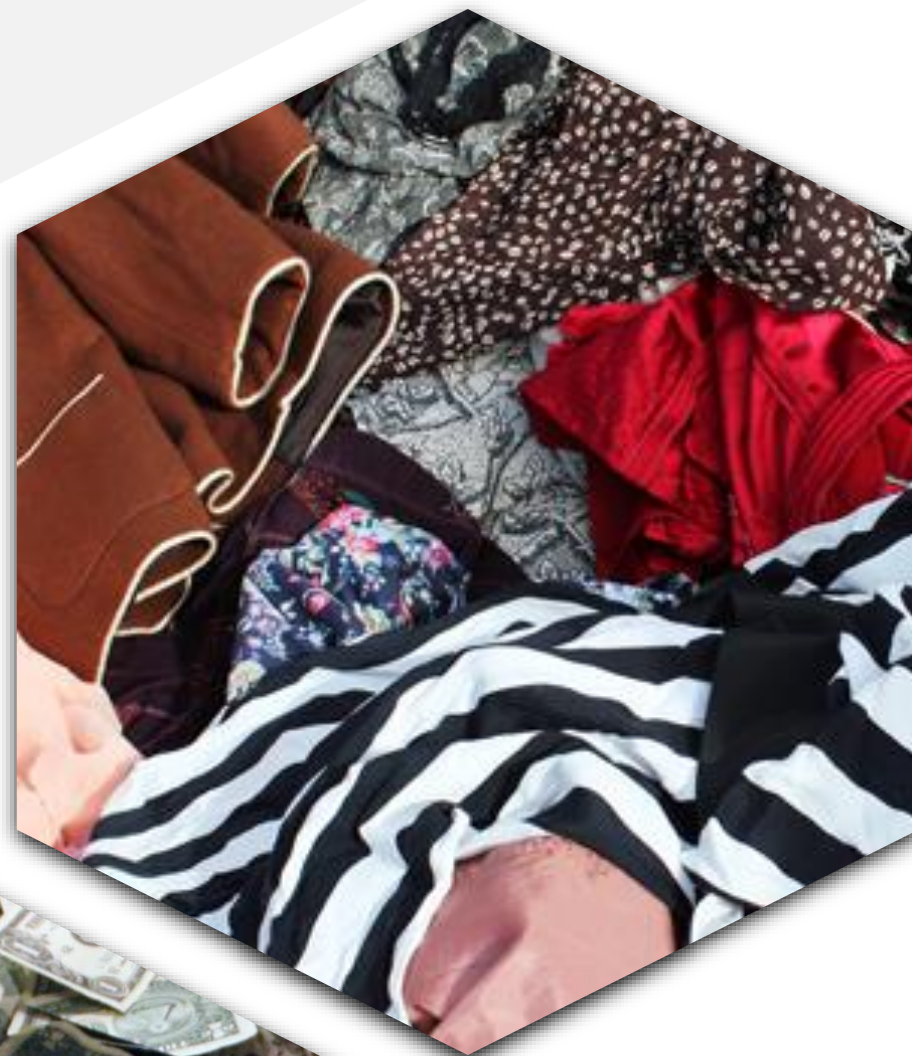
(ri:'sɛl)

vb (tr) , **-sells, -selling or -sold**

to sell (something) one has previously bought;

sell on

re'seller *n*



What is used stuff?

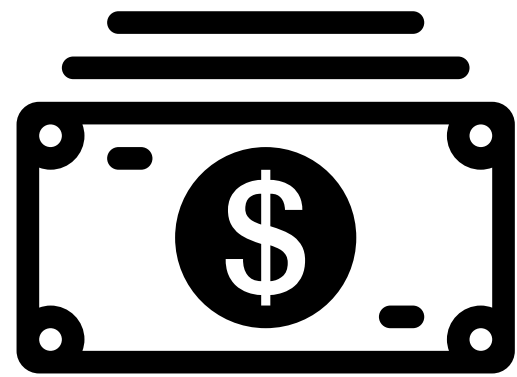
What is secondhand stuff?

Is Reselling A Superpower?

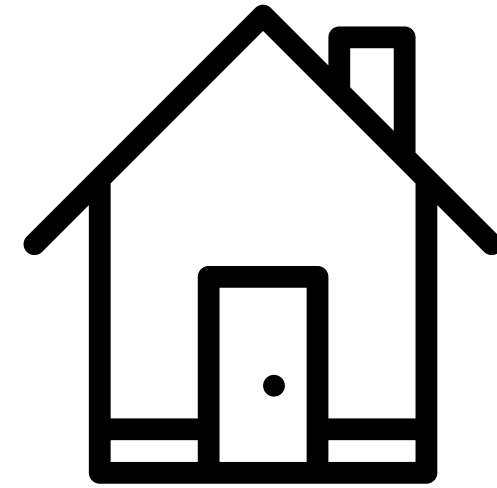


Reselling

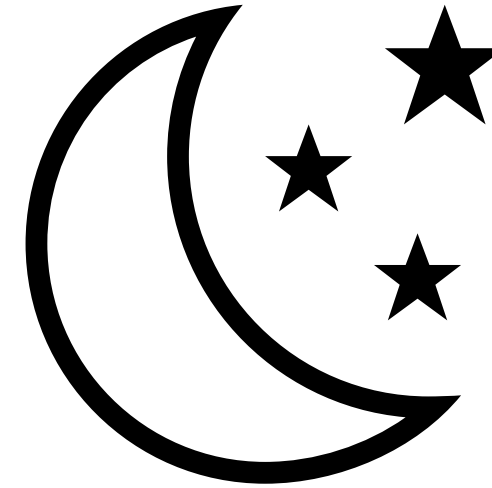
WHY SHOULD YOU SELL?



Extra Money



Tidying



**Swedish
Death Cleaning**



Treasure Hunting

Reselling

WHAT SHOULD YOU SELL?

FASHION

AND

ELECTRONICS

BOOKS & MEDIA

COLLECTIBLES

HOUSEWARES

SPORTING GOODS

MUSIC EQUIPMENT

KIDS & TOYS

Reselling

WHO IS BUYING USED STUFF ONLINE?

STELLA MCCARTNEY

Fashion Designer
and
Reselling Advocate

Secondhand [Apparel] Market Will Reach **\$51B** In 5 Years

-ThreadUp 2018 Annual Report

“64% of women bought or are now willing to buy second hand products”

-ThreadUp 2018 Annual Report

“Thanks, Marie Kondo! The resale market is becoming bigger than fast fashion”

- [Fast Company](#)

“Millenials and gen z are adopting secondhand shopping, especially apparel 2.5 X faster than other age groups”

-ThreadUp 2018 Annual Report

“Consumer behavior is shifting: Getting a deal on eBay, shopping at Ross or Goodwill, or hitting up a consignment shop to find a secondhand treasure is now brag-worthy. Plus, people like the idea of sustainability.”

- [RetailDive.com](#)

NETFLIX

TIDYINGUP
with Marie Kondo

Reselling

WHERE DO I GET STUFF? - SOURCING

YOUR OWN HOUSE

FRIENDS & FAMILY

THRIFTING

ESTATE SALES

YARD SALES

RETAIL ARBITRAGE

Reselling

WHERE SHOULD I SELL STUFF?

ONLINE PEER 2 PEER

- eBay (everything)
- Poshmark (fashion)
- Grailed (men's fashion)
- Mercari (everything)
- Amazon (books)
- Etsy (handmade/vintage)

LOCAL

- Letgo
- NextDoor
- Craigslist
- Facebook (marketplace)

ONLINE CONSIGNMENT

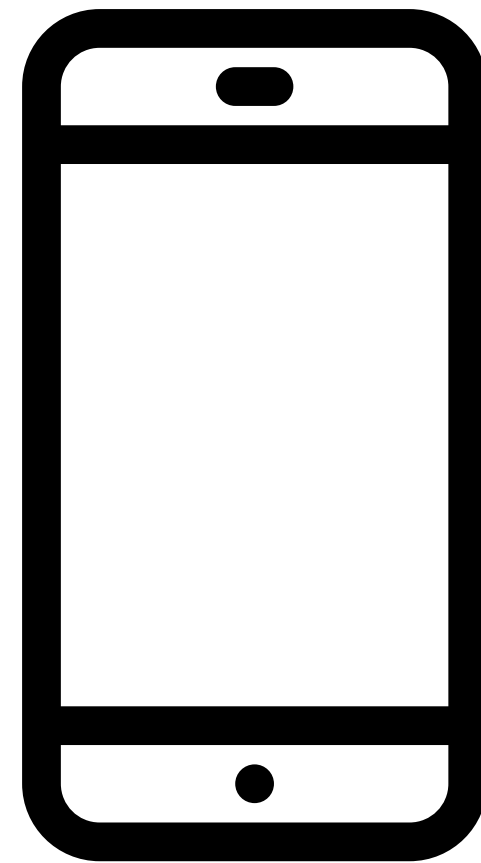
- ThredUp
- Tradesy

Reselling

HOW DO I SELL?

All you really need is these two things:

a smartphone



a bank account



Reselling

ELEMENTS OF A GOOD LISTING

RESEARCH

PRICING

PHOTOS

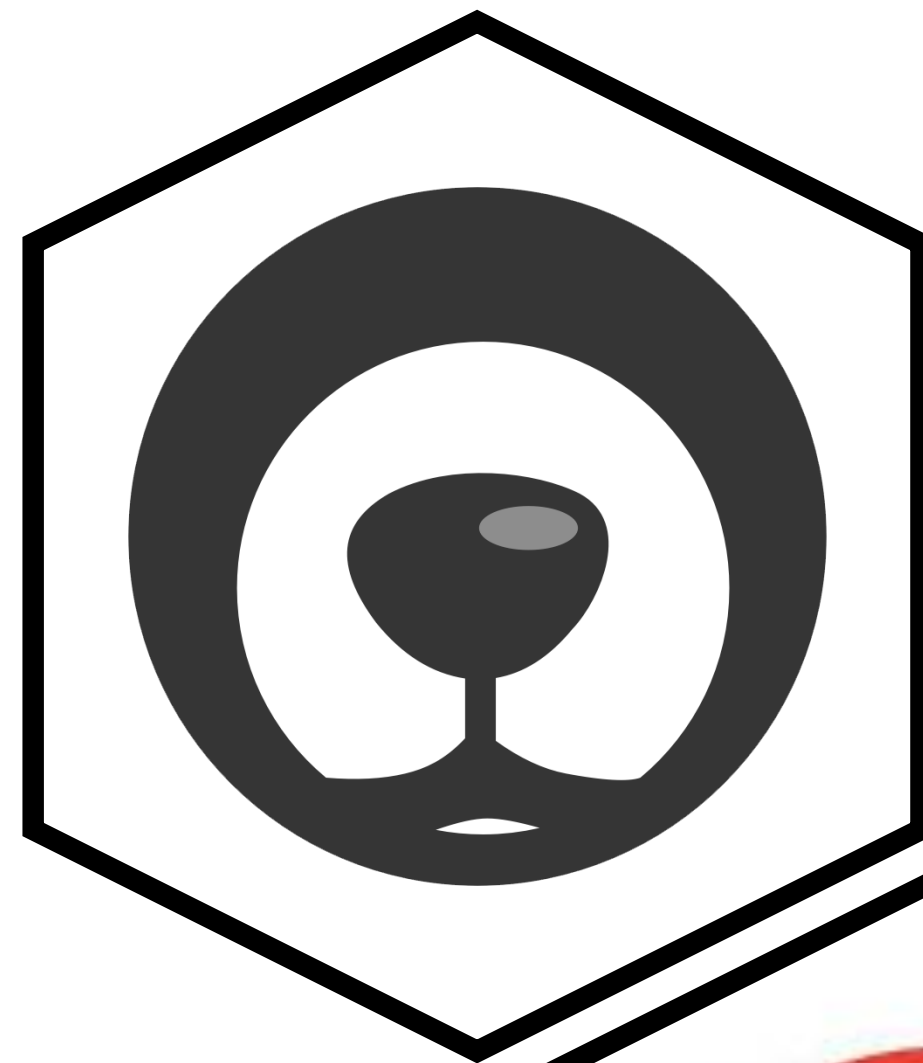
TITLE & DESCRIPTION

CUSTOMER SERVICE

SHIPPING

Reselling

RESEARCH



USE THEM ALL

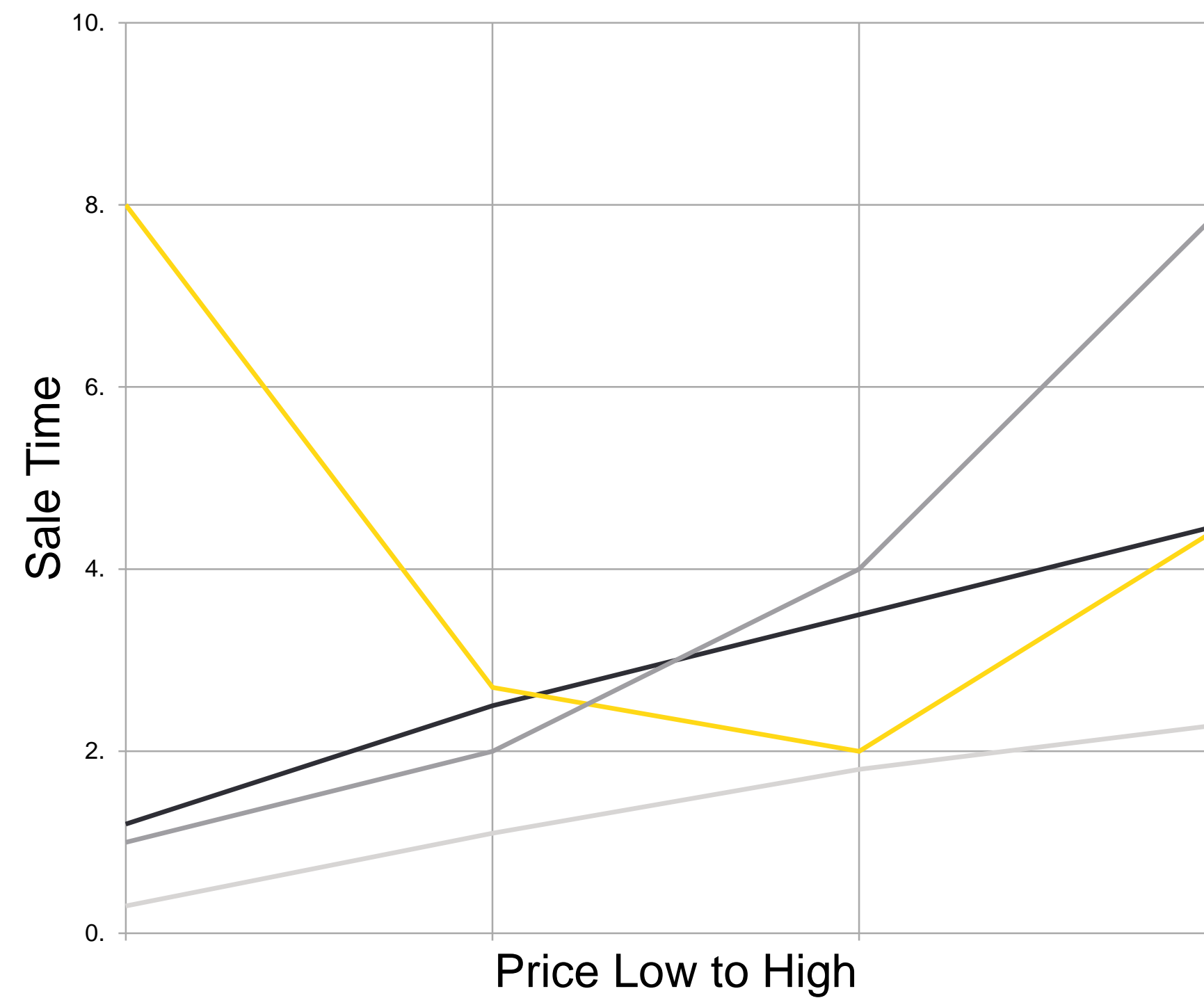


Reselling

PRICING

Decide your pricing philosophy

- 1) price higher, which may lengthen the selling time
- 2) price lower for a potentially quicker sale



—T- shirt
—Rolex
—Phone Case
—Vape Cozy

TITLE AND DESCRIPTION

Gather as many keywords as you can for your item, most importantly:

BRAND

STYLE / MODEL

GENDER

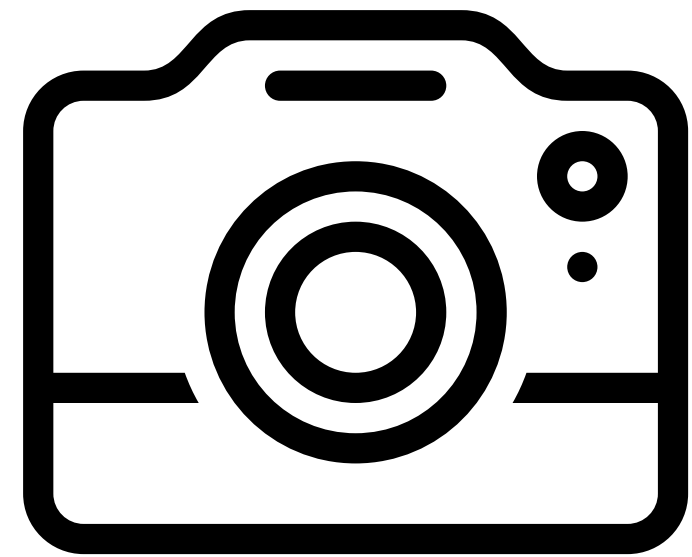
SIZE

COLOR

STORY!

Reselling

PHOTOS



SMARTPHONE FOR EASY POSTING
BRIGHT NATURAL LIGHT
AFFORDABLE STUDIO LIGHT
PLAIN BACKDROP
INCLUDE 4-12 PHOTOS



Reselling

CUSTOMER SERVICE



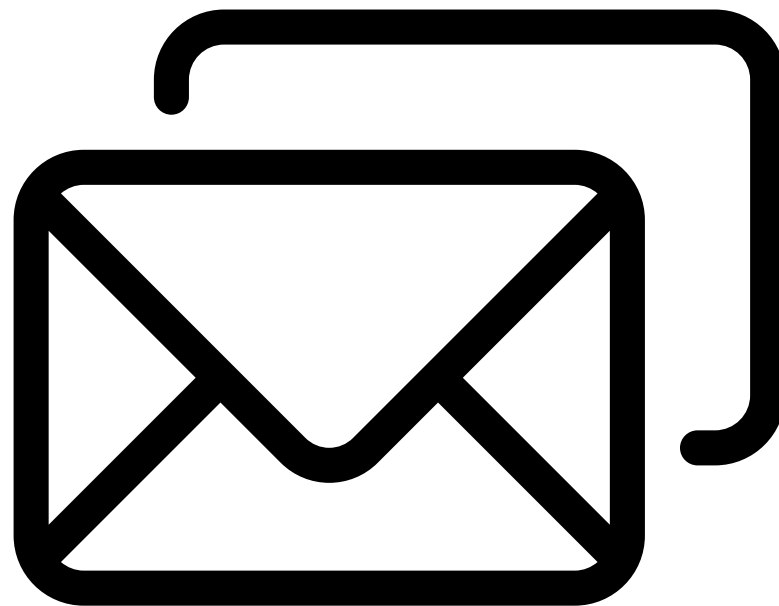
RESPOND QUICKLY

WRAP IT NICELY

INCLUDE A THANK YOU NOTE

Reselling

SHIPPING



FIRST CLASS MAIL: Under 1 Pound? First Class Mail in box or envelope is very easy and inexpensive. Usually between \$3-\$5

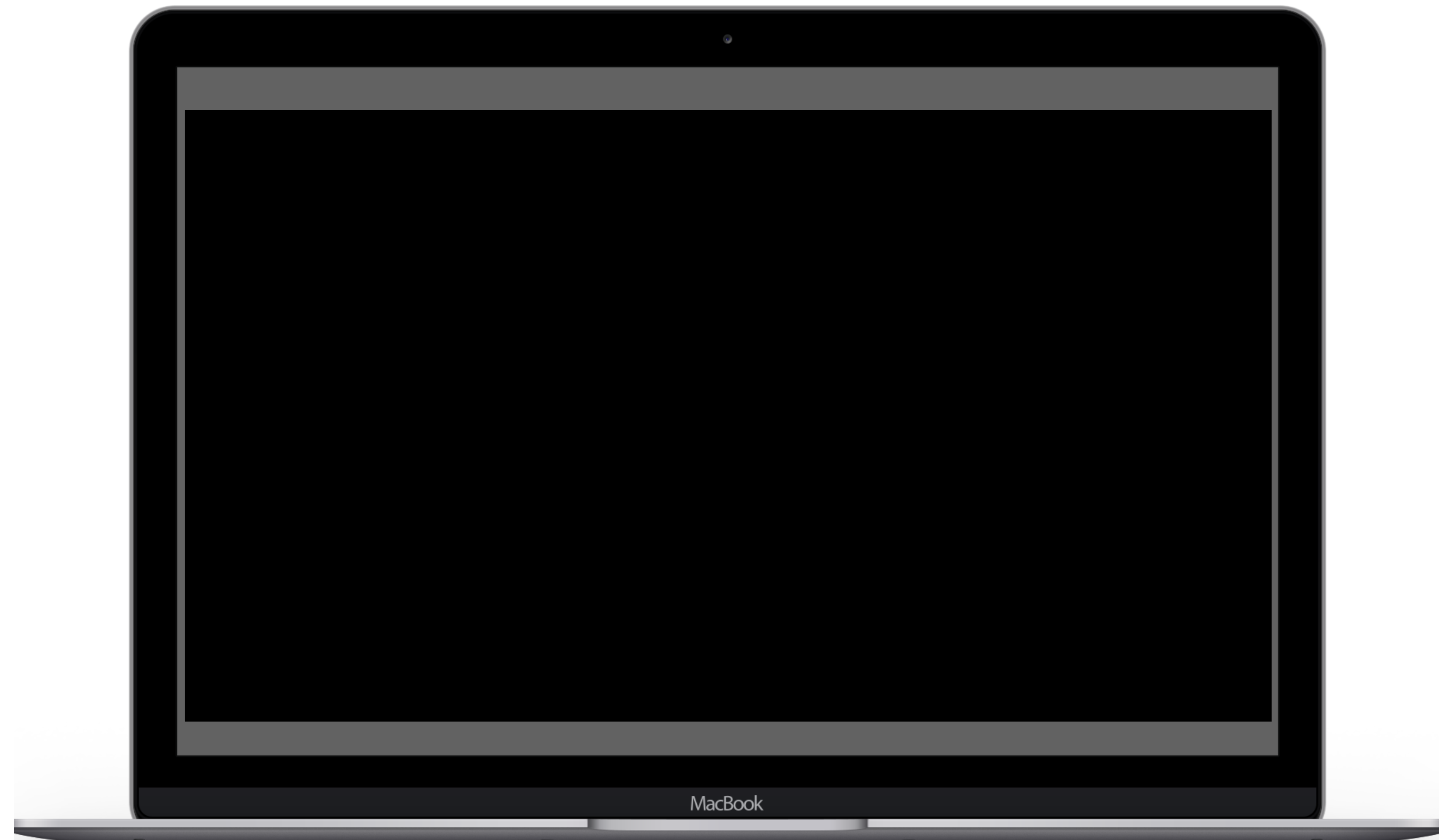
PRIORITY MAIL PADDED FLAT RATE ENVELOPE: can ship in 1-3 days for \$7.50 no matter the weight

PRIORITY BOXES: As you get into bigger stuff, look into priority small, medium and large boxes. Its fast (1-3 days) and its insured up to \$50 and USPS gives away priority boxes and envelopes for free at the post office, or shipped to your door

Really heavy items up to 150 Pounds can be shipped UPS ground or FedEx ground.

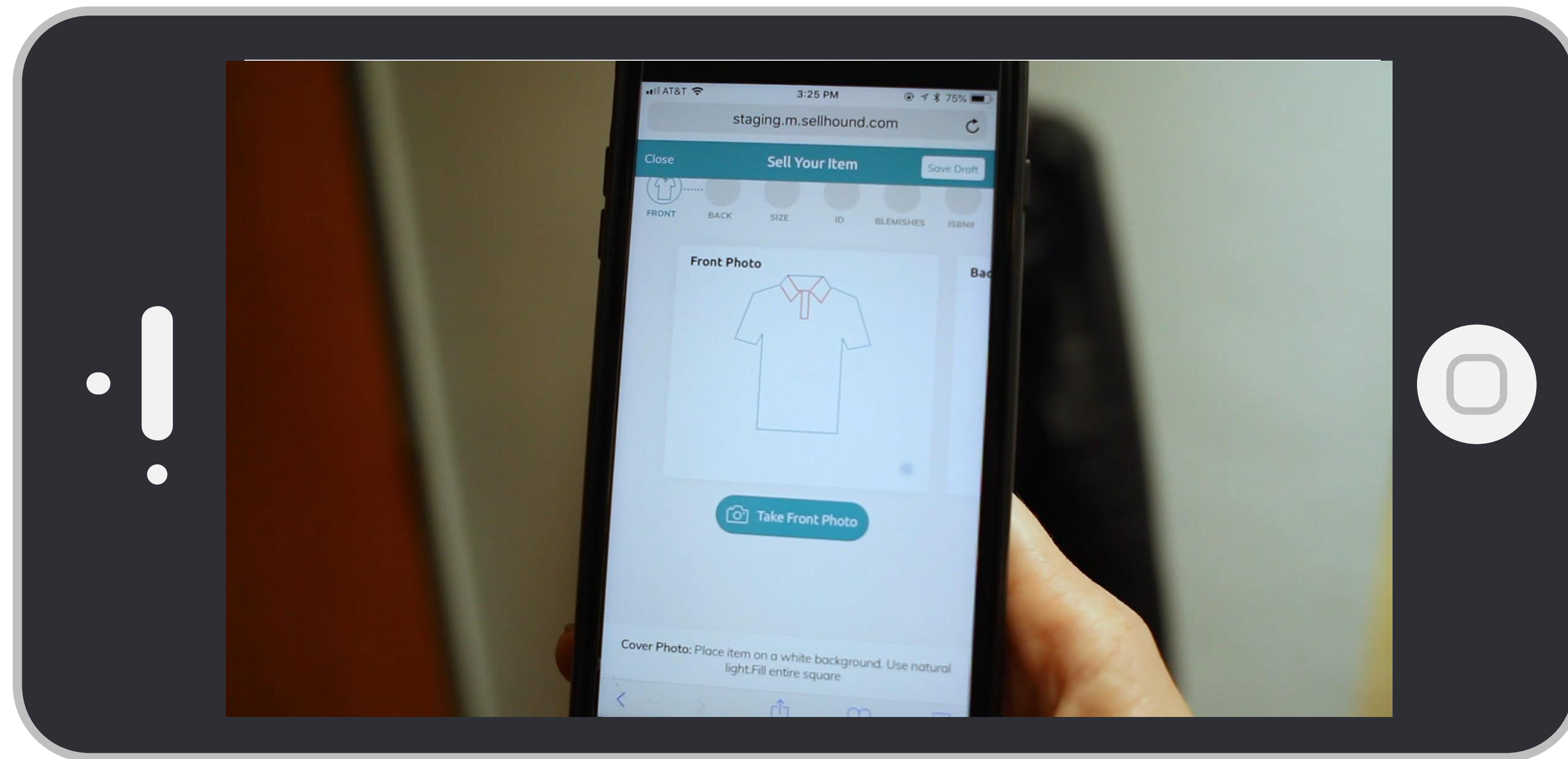
Reselling

SELLHOUND DEMO - AGGREGATOR



Reselling

SELLHOUND DEMO - POSTING APP



Reselling

SELLHOUND DEMO - POSTING APP



From your photos we identify, research, and determine your product's value.

We send you your proposed eBay listing to review.

You make any changes to the proposed title, description, selling price, and shipping cost.

Once you approve the post your listing automatically goes live to your eBay account.

Reselling

CONCLUSION

**YOU CAN DO THIS
IF YOU WANT TO!**



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