



Facebook Marketplace

To start selling on Facebook Marketplace, you must meet the following requirements:

- **Have an active Facebook account:** You must have an active Facebook account to sell on Facebook Marketplace.
- **Be at least 18 years old:** You must be at least 18 years old to sell on Facebook Marketplace
- **Follow Commerce Policies:** You must follow Facebook's Commerce Policies, which include rules about prohibited items.
- **Messenger** is required to talk to sellers & buyers



BUYING





How to Buy and Find Items on Facebook Marketplace

By Jacob LE

<https://www.youtube.com/watch?v=Q2CTjKvhlY>

Plan carefully

- Be sure to communicate timing, address and item placement details ahead of time. Consider sharing your meetup plan with a friend or family member or bringing a mobile phone with you. Learn more about buying and selling safely on Marketplace.
- For local transaction listings, if the seller has chosen how they prefer to meetup (example: door pickup, door drop off or public meetup), the preference(s) will be shown on the listing. If not, you can send the seller a message asking their preference.

Protect your privacy

- Don't share your financial information (example: PayPal login and password, bank account info) with buyers or sellers.
- If you're selling electronics, make sure you've cleared any personal information from the device.

Verify items

- If you're buying an item, make sure it's what you want before paying for it. For high-value items (example: watches, luxury bags), you can request a certificate of authenticity or proof of purchase.

Watch out for counterfeit items

- It's illegal to sell counterfeit items in most countries, and counterfeits aren't allowed on Facebook. We recommend that you review any items you buy to make sure that they're genuine. Learn more about counterfeit items.

Don't buy or sell recalled items

- In many places, it's illegal to sell recalled items. If you're unsure whether the item you're buying or selling has been recalled, look on the website of the item's manufacturer for this information.

Be cautious when buying or selling cars

- Double-check deals that seem too good to be true. Scammers may try to use underpriced items to lure buyers into a scam. Before purchasing a car, you can check Kelley Blue Book or other trusted sites to have an idea of what you would expect to pay for a similar car.
- You can also try getting a vehicle history report and arranging a car inspection before buying.
- If you're a seller, be careful about bouncing checks from buyers or paying for fake transportation or insurance costs for your vehicle.

SCAMS

Target: Buyers

- Selling the item in the wrong condition.
- Claiming they shipped an item but did not.
- Seller asking for a deposit before shipment.
- Do not contact or do business outside of Facebook Marketplace and Messenger
 - Share phone number at your own risk.

Selling



What products can you NOT sell on Facebook Marketplace?

You need to comply with Facebook's Commerce Policies with their listings. This means that the following are some of the things you're not allowed to sell on the platform:

- Anything that isn't a physical product
- Adult products
- Alcohol
- Body parts or fluids
- Digital media or electronic products that facilitate unauthorized streaming
- Documents, currency, or financial instruments
- Gambling products
- Hazardous products
- Services such as cleaning services
- Human exploitation services such as sexual services
- Healthcare-related products (e.g. thermometers, first-aid kits)

What you can sell on Facebook Marketplace?

Here's a list of things you're allowed to sell on the platform:

- Vehicles
- Property rentals
- Apparel
- Classifieds
- Electronics
- Entertainment
- Garden & outdoor
- Home goods
- Home improvement supplies
- Home sales
- Musical instruments
- Office supplies
- Pet supplies
- Sporting goods
- Toys and games

Photos

Good Lighting

Multiple Angles

- Close up
- Far away
- In-use

Shots of use & damage



How to take a phone photo for Facebook Marketplace
By Social Media Photographers

<https://www.youtube.com/watch?v=dQCkcZbc9Rw>

Description & Title

Use the search terms people may use to find the item.
Be honest

Example:

iphone

iphone mini

Green iphone

Used iphone 12

Apple iphone 12 mini 128gb

Item Condition

Why item is being sold



Pricing

Research your pricing

Probably not going to sell at the retail price.

Upcharge on purpose in anticipation for buyers to suggest an offer.

If not willing to negotiate price prepare to politely decline.



1993 Ford Lincoln Town Car

\$1,500

168,000 Miles - Automatic Transmission

MESSAGE SELLER



Interested



Make Offer



Save



Share



Kevin

Posted in Pittsburgh, PA · about an hour ago ·

1993 Lincoln town car Cartier no rust on car low miles 168,000 asking \$1500.00-clean title, automatic transmission, full-size, gas, Rwd,... Read More

Posting Time

Make a draft before posting.

Aim for evening time on weekends and pay days.

- After holiday's will be the slowest time for sellers.



BBQ baked Bean christmas ornaments

\$25

Listed 4 minutes ago in Memphis, TN

 Send seller a message

Hello, is this still available?

Send



Message



Save



Share

Seller Information

[See Profile](#)

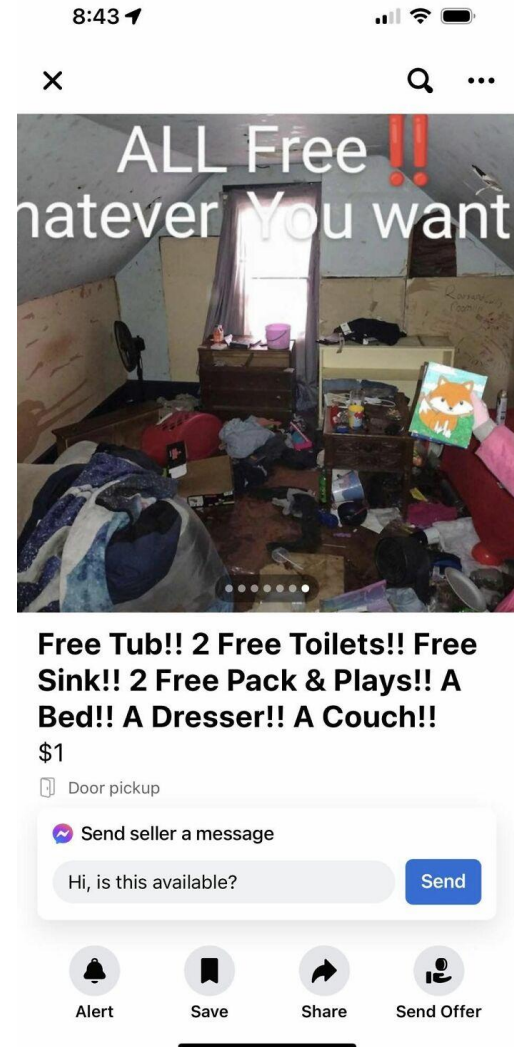
How to entice people into your listing?

Bundles & Freebies

Selling at low prices

Marking your item for \$1*

Sell your item at high price than put it on sale a little later.



The item has interest now what?

Have a predetermined negotiation minimum dollar amount.

Respond to messages ASAP

Remember to be professional and respectful.

Buyers can dropout of a conversation without warning. (ghosted)

Don't make plans:

Do not promise to hold an item unless it's the day of the transaction.

Do not mark item as sold til the money is in your hand.



Hand off / Shipping and Transaction fees

Local Sale: \$0 charge

Shipping Fee: 10% : selling fee is 5%, or a minimum of \$0.40.

Everything Else: 2.9% - 3.49% : credit card transactions

<https://influencermarketinghub.com/facebook-marketplace-selling-fees/#toc-2>

Shipping Timeline

Should item be at post office before 3 days after sell date.

Buyer should receive item within 7 days after post office drop off.



SCAMS

TARGET: Seller

Reporting their transaction as fraud after they receive the item from you.

Claiming they never received the items when they did.

Not paying for an item they received.

False Payment

Me creating multiple accounts to lowball someone's car on facebook marketplace and make them think my original offer wasn't that bad:



Resources & Web Links

<https://instapage.com/blog/facebook-marketplace-ads/>

<https://www.facebook.com/help/1889067784738765/>

<https://www.facebook.com/help/561376580709359/>

<https://www.bigcommerce.com/articles/omnichannel-retail/selling-on-facebook-marketplace/>

<https://www.junglescout.com/resources/articles/how-to-sell-on-facebook-marketplace/>

<https://www.youtube.com/watch?v=oD9WJ-fqoJk>

<https://www.youtube.com/watch?v=jykDS5XfX-o>

<https://www.youtube.com/watch?v=aICyfjusOL0>