

# Business Profile

by Julie Wood

## ezAuctioning Makes eBay Easy Street



Carrie Ruggles, Wes Jamison, and Jeremy Gersh

If you like the idea of selling your unwanted valuables on eBay, but are overwhelmed by the process that is involved, there is help in Old Town. Forget about setting the price, taking the pictures, monitoring the auction, shipping the product, and most important, worrying about getting your cash, ezAuctioning is committed to getting you the highest price.

Jeremy Gersh, Wes Jamison, and Carrie Ruggles started ezAuctioning in April 2004. They moved into their new storefront at 110 S. West Street in August. It is now bustling at the seams with goodies. They have over two thousand customers, and growing rapidly. They have customers from the United States, Canada, Asia & Europe. ezAuctioning has sold everything from board games to boats. Popular sales include electronics, antiques, jewelery, watches, musical instruments, and sporting goods.

eBay has become a worldwide phenomenon. There was over 24 Billion Dollars sold on eBay last year. That's more revenue than Goldman Sachs, Best Buy, Fed Ex,

and McDonald's. eBay would have been number 75 on the Fortune 500 list in 2003. If you're like me, you have a lot to sell, but not the energy or know-how to do it.

The days of the garage sale and new paper classifieds are over. Who wants people traipsing through their home or haggling over price? ezAuctioning will do all of the work for you. Here's how it works. You select the unwanted valuable to sell. You simply drop it off & they take care of the rest. ezAuctioning will take quality, digital photos in their professional studio. If your not sure of the value, no worries, they will do the research. ezAuctioning has access to eBay history. They can find out how much comparable items have sold for in previous auctions. Once sold, ezAuctioning packages and ships the item. They collect the payment, and most important, send you a check. Sold, to the highest bidder!

Most of ezAuctioning's posting start at \$9.99. Now this may sound low, but leave it to the experts. If you have ever been involved in an eBay auction, you know the competi-

tive nature of the bidders. Most valuables sold using the recommended process, sell for well over the expectations of the owner.

ezAuctioning's commission is based on the final sales price of your item. The only other charges to you are eBay's payment and processing fees. They collect 33% of the first \$500, 20% of the next \$500, 15% of the next \$1500, and 5% of the remaining amount. That's way more than your making from that roof rack sitting in your garage.

ezAuctioning is a great way to raise money for your school or favorite non-profit organization. One very successful program is with The Arlington Community Temporary Shelter (TACTS). TACTS offers shelter to woman and families in crisis. Donors can drop off their unwanted goods at the shop. All proceeds go directly to TACTS and are tax-deductible for you. The James Madison High School Girl's Lacrosse Team has also used ezAuctioning as a fundraiser. If you're interested in donating or setting up a program, just call the store.

So, get motivated. Clear out the basement. Dust off that old designer bag. Break out those not-so in style jewels. Aunt Alma and Uncle Buster have surely forgotten that they gave you that "stuff" to begin with. There are people waiting to buy. As my Mom always said, "One man's trash is another man's treasure."

*ezAuctioning is open Monday – Thursday 10:00-7:00, Friday – Sunday 10:00 – 5:00. Located at 110 S. West Street, Alexandria, VA 22314 703.842.7541 www.ezAuctioning.com*

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