

# **InetFlea.com**

## **Seller's Guide**

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# InetFlea Sellers Guide

InetFlea.com is an online flea market that provides the processes and procedures necessary for Independent Sellers to open a booth and sell their goods. The InetFlea Seller's Guide has been written to provide Independent Sellers with the information necessary to successfully transact business on InetFlea.com.

## 1.0 SELLER REGISTRATION

Before you can list goods on InetFlea for sale, you must first become an InetFlea Registered Seller. Registering as a Seller with InetFlea.com is easy. Simply click the register link that can be found in the top right of any InetFlea page, and follow the instructions.

To Register as an InetFlea Seller, you will be required to purchase an annual seller membership. There are three (3) Seller Memberships options available - Standard, Gold, and Platinum - are available. The price and features of each option are described below:

### 1.1 Standard Seller Membership

The Annual Standard InetFlea Seller Membership allows the Seller to list an unlimited number of items and one FREE photo per item. Your items will remain listed on InetFlea until they are sold, removed by you, or your annual membership has expired. The price of this membership option is \$19.95.

### 1.2 Gold Seller Membership

The Annual Gold InetFlea Seller Membership allows the Seller to list an unlimited number of items and one FREE photo per item. Your items will remain listed on InetFlea until they are sold, removed by you, or your annual membership has expired. The price of this membership option is \$49.95.

Additionally, Gold Members will receive a package of the following "Premium Services" to promote your items with:

- **3 Home Page Featured Listings** - Gold Members can designate up to 3 of their listings for display on a random basis on our Home Page in the "Home Page Featured" section. These listings can be displayed indefinitely and the Gold Member can change the listings to be displayed on the Home Page at anytime.
- **5 Category Featured Listings** - Gold Members can designate up to 5 of their listings for display on a random basis at the top of "Category Listings". These

- listings can be displayed indefinitely and the Gold Member can change the listings to be displayed at the top of Categories at anytime.
- **10 Listing Highlights** - Gold Members can designate up to 10 of their listings to be "Highlighted" when they are displayed. These listings can be highlighted indefinitely and the Gold Member can change the listings to be highlighted at anytime.

### 1.3 Platinum Seller Membership

The Annual Platinum InetFlea Seller Membership allows the Seller to list an unlimited number of items and one FREE photo per item. Your items will remain listed on InetFlea until they are sold, removed by you, or your annual membership has expired. The price of this membership option is \$99.95.

Additionally, Platinum Members will receive a package of the following "Premium Services" to promote your items with:

- **3 Home Page Featured Listings** - Platinum Members can designate up to 3 of their listings for display on a random basis on our Home Page in the "Home Page Featured" section. These listings can be display indefinitely and the Platinum Member can change the listings to be displayed on the Home Page at anytime.
- **5 Category Featured Listings** - Platinum Members can designate up to 5 of their listings for display on a random basis at the top of "Category Listings". These listings can be displayed indefinitely and the Platinum Member can change the listings to be displayed at the top of Categories at anytime.
- **10 Listing Highlights** - Platinum Members can designate up to 10 of their listings to be "Highlighted" when they are displayed. These listings can be highlighted indefinitely and the Platinum Member can change the listings to be highlighted at anytime.
- **4 Additional Photos Displayed Per Item** - In addition to the FREE photo that can be displayed with each item listed, Platinum Members can display four additional photos per item at no additional charge.
- **Visit Seller's Store Home Page Display** - Platinum Members can create a custom advertisement for their InetFlea booth to be displayed on a random basis on the Home Page.

## 2.0 UPDATE YOUR SELLER PROFILE

After you have successfully registered as an InetFlea Seller, your "Seller Profile" should be update. Your "Seller Profile" can be accessed by clicking on the gold "MY

ACCOUNT” button located in the top right of any InetFlea Page and then clicking the blue “Seller Profile Management” link located on the “My Account” Page.

Information that is contained in your Seller Profile includes your PayPal Email Address, your “Return Policy”, and the banner graphic that will be displayed at the top of your “Seller Booth” Page. Additionally, if you are collecting Sales Tax, you will indicate this in your Seller Profile.

## **2.1 PayPal Account**

In order for you to receive payment for any goods that you sell on InetFlea, you will need a PayPal Account. Founded in 1998, PayPal, an eBay Company, enables any individual or business with an email address to securely, easily and quickly send and receive payments online. You can open a PayPal Account at [www.paypal.com](http://www.paypal.com).

## **3.0 CREATE NEW LISTING**

Once you have successfully registered as an InetFlea Seller and updated your “Seller Profile”, you can begin listing your items on InetFlea. To create a new listing, click the gold “POST/SELL” button located in the top right of any InetFlea page.

As a result of this action, the InetFlea "Create New Listing" page will be displayed. This page contains several fields for entering information about your listing as well as detailed help functions to assist you. Enter the Title of your item, the category you would like it to appear in, a detailed description of your item, and price, quantity, and delivery information. Additionally, if you would like to use our special "Premium Service Options" to promote your item, you can make your selections here.

## **4.0 PREMIUM SERVICES PROMOTIONAL OPTIONS**

InetFlea Sellers are offered several “Premium Service” options to promote their items on InetFlea. Whenever you create a new listing or modify an existing listing, you will have the option of selecting “Premium Services”. These options and their fees summarized below.

### **4.1 Home Page Feature Display**

If you purchase this option to promote your item, your item will randomly appear on the InetFlea Home Page in the "Featured Item Section" for 30-Days. The cost of this option is \$4.95.

## **4.2 Category Feature Display**

If you purchase this option to promote your item, your item will randomly appear at the top of "Category" listings, for 30-Days. The cost of this option is \$1.25.

## **4.3 Listing Highlight**

If you purchase this option to promote your item, your item will be "Highlighted" for 30-Days when it appears in browse and search listings. The cost of this option is \$0.25.

## **4.4 Gift Icon**

If you purchase this option to promote your item, a "Gift Icon" will be displayed with your item for 30-Days when it appears in browse and search listings. The cost of this option is \$0.25.

## **4.5 Additional Photos**

You may select this option to display additional photos of your item. All additional photos will be displayed for as long as your item is active. The cost to display an additional photo is \$0.10.

## **5.0 PREMIUM SERVICES ACCOUNT**

The cost of all "Premium Service" options will be deducted from your "Premium Services" Account. Therefore, before you can select a "Premium Service" option to promote your item on InetFlea, you must first add funds to your "Premium Services" Account.

To add funds to your "Premium Services" Account, click the gold "MY ACCOUNT" button located in the top right of any InetFlea page, and then click the blue "Premium Services Account Management" link located on the "My Account" page. You can add funds to your "Premium Services" account using PayPal or a credit card. A minimum amount of \$5.00 must be added.

## **6.0 MANAGING YOUR ACCOUNT (MY ACCOUNT)**

InetFlea provides a number of administrative functions to assist you in managing your account. These functions are located on the "My Account" Page. You can access the "My Account" Page by clicking the gold "MY ACCOUNT" button that is located in the top right of any InetFlea Page.

There are four (4) administrative topics in “My Account” – Personal Account Information, Messages and Feedback, Seller Listing Management, and Seller Membership Management. These topics and their functions are described below:

## **6.1 Personal Account Information**

This topic contains the administrative functions necessary to manage the personal details of your account. The following administrative functions are available:

### **Sign In**

This administrative function allows you to sign onto InetFlea by entering your UserId and password.

### **Sign Out**

This administrative function allows you to sign off InetFlea.

### **Change Password**

This administrative function allows you to change your InetFlea Password.

### **Change Name and Mailing Address**

This administrative function allows you to change the name and mailing address associated with your InetFlea account.

### **Change Email Address**

This administrative function allows you to change the email address that is associated with your InetFlea account.

### **Forgotten Password**

This administrative function will send your InetFlea Password to the email address that is associated with your InetFlea account.

### **View Previous Orders**

This administrative function allows you to view the details of all the purchases that you have made from other InetFlea Sellers. It also provides information on shipping.

## **6.2 Messages and Feedback Management**

This topic contains the administrative functions necessary to manage all communication between you and other InetFlea Buyers and Sellers. The following administrative functions are available:

### **Manage Your Offers to Sellers**

This administrative function allows you to manage any offers that you have made, via the “Electronic Negotiation” Interface, to other InetFlea Sellers on items that they have listed. (See Section 8.0 Electronic Negotiation for details).

### **Manage Seller Responses to Offers Made By Buyers**

This administrative function allows you to manage any offers that have been made, via the “Electronic Negotiation” Interface, to you by Inetflea Buyers on items that you have listed. (See Section 8.0 Electronic Negotiation for details).

### **Compose Message**

This administrative function allows you to send a message to an InetFlea Buyer or Seller using the InetFlea internal message system.

### **Message InBox**

This administrative function allows you to view messages that have been sent to you by InetFlea Buyers and Sellers using the InetFlea internal message system.

### **Message OutBox**

This administrative function allows you to view messages that you have sent to InetFlea Buyers and Sellers using the InetFlea internal message system.

### **Leave Feedback for Seller**

This administrative function allows you to send feedback to an InetFlea Seller on a purchase that you have made from them.

### **View Feedback from Buyers**

This administrative function allows you to view feedback that has been left for you by InetFlea Buyers.

### **6.3 Seller Listing Management**

This topic contains the administrative functions necessary to manage your InetFlea listings. The following administrative functions are available:

#### **Create New Listing**

This administrative function allows you to create a new listing on InetFlea.

#### **Manage Current Listings**

This administrative function allows you to modify or end your current listings on InetFlea.

#### **View Ended Listings**

This administrative function allows you to view listings that have ended because they were sold or ended by you.

#### **Order Processing**

This administrative functions allows you to process and ship orders to InetFlea Buyers. It contains all the functions necessary to create and complete shipments and generate a packing slip for your shipments.

### **6.4 Seller Membership Management**

This topic contains the administrative functions necessary to manage your InetFlea Seller Membership. The following administrative functions are available:

#### **Seller Profile Management**

This administrative function allows you to manage your Seller Profile information including your PayPal Email Address, your Seller Booth banner Graphic, your Return Policy, and whether you are collecting Sales Tax.

#### **Premium Services Account Management**

This administrative function allows you to add funds to your Premium Services Account. It also provides a complete debit and credit history.

### **Upgrade/Renew Membership Management**

This administrative function allows you to upgrade and/or renew your current InetFlea Seller membership. It also provides a detailed history of your membership(s).

### **Home Page Featured Item Management**

If you are a Platinum or Gold InetFlea Seller, this administrative function allows you to manage your 3 “Home Page Feature” selections.

### **Category Feature Item Management**

If you are a Platinum or Gold InetFlea Seller, this administrative function allows you to manage your 5 “Category Feature” selections.

### **Highlighted Listing Item Management**

If you are a Platinum or Gold InetFlea Seller, this administrative function allows you to manage your 10 “Highlighted Listing” selections.

### **Seller’s Booth Promotion Management**

If you are a Platinum or Gold InetFlea Seller, this administrative function allows you to manage your “Seller Booth Promotion” that will randomly be displayed on the InetFlea Home Page.

## **7.0 SALES COMMISSION FEE**

When a Sales Transaction has completed on InetFlea (i.e. A Buyer has added one or more of your items to their Shopping Cart and completed a PayPal transaction to pay for them), you are charged a Sales Commission Fee of 5% on that transaction. The Sales Commission Fee is computed on the total amount paid for the item(s). It is not assessed on shipping and handling charges or sales tax charges.

## **8.0 ELECTRONIC NEGOTIATION**

Among the many factors that make Flea Markets attractive to shoppers is the ability to negotiate price. If you see something you want, but the price seems too steep, you are always free to offer less.

In keeping with the best traditions of the flea market, InetFlea.com offers Registered Users the ability to "Electronically Negotiate" prices on most of the items listed on the site. Our "Electronic Negotiation" process allows Buyers to submit offers to Sellers for

immediate consideration, and be notified instantly when the Seller has either accepted, rejected, or countered the offer. Prices that are adjusted through "Electronic Negotiation" remain in effect for a period of time that is specified by the Seller allowing the Buyer to decide whether to make the purchase now or at some future date.

### **8.1 Submit an Offer to a Seller**

When an InetFlea Seller lists an item on InetFlea.com, the Seller must specify whether or not a Buyer can negotiate the price of the item with the Seller. If the Seller specifies that Buyers can submit offers on the listed item, a green colored "Negotiate Price With Seller" box will be displayed with on that item's details page. A Buyer wishing to make an offer will enter the details of the offer in the "Negotiate Price With Seller" box, then click the "SUBMIT" button contained in the box to submit the offer to the Seller for consideration.

After the Buyer's offer has been submitted to the Seller for consideration, the "Negotiate Price With Seller" Box will contain a message indicating that the offer is currently under consideration by the Seller and that the Buyer will be notified when the Seller has made a decision.

### **8.2 Accepted Offer**

If the Buyer's offer on an item has been "Accepted" by the Seller, the "Negotiate Price With Seller" Box will display the adjusted price for that item as well as the date the adjusted price will expire. As long as the item is available, the Buyer may purchase it at the adjusted price.

### **8.3 Rejected Offer**

If the Buyer's offer on an item has been "Rejected" by the Seller, the "Negotiate Price With Seller" Box will display a message stating that your offer has been declined by the Seller.

### **8.4 Counter Offer**

If the Buyer's offer on an item was "Countered" by the Seller (i.e. the Buyer's initial offer was rejected, but the Seller has made the Buyer a counter-offer), the "Negotiate Price With Seller" Box will display a message stating that the Buyer's offer has been countered. It will also display the adjusted price for that item as well as the date the adjusted price will expire. As long as that item is available, the Buyer may purchase it at the adjusted price.

### **8.5 Seller Not Accepting Offers**

Sellers may or may not be willing to negotiate the prices of items that they have listed on InetFlea. If a Seller is not accepting bids on an item, the "Negotiate Price With Seller"

Box will display a message stating that the list price is the lowest price the Seller will currently accept.

## **8.6 Managing Offer Made By Buyers**

The manage offers made by Buyers, Sellers will utilize the “Manage Responses to Offers Made by Buyers” option located in the "MY ACCOUNT" view (to access this option, click the gold "MY ACCOUNT" button located at the top right of every InetFlea Page). This option will allow Sellers to respond to Buyer offers as well as review the complete history of all offers made by Buyers.