



2026

The Reseller Handbook UK

Your guide to a six-figure reselling income.
Without working all hours.



ListingMonster.ai

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Contributors



Oli Brown, Reseller & Co-founder at Listing Monster AI

Started as a solo reseller, scaled to a mid-six-figure business, and sold it. Now building the tools and process he wished he'd had along the way.



Car Boot Chris, Full-time Reseller & Youtuber

Full-time reseller and YouTuber specializing in reseller life hacks, treasure hunting tips, and the unfiltered reality of reselling for a living.



Billy Burrige, ex #1 Menswear Seller On Depop

Built his one-person vintage reselling business Billy's Retro to £400k a year on Depop, reaching top seller status in 2021.



Patrick Cooper, 3x Vintage Founder

Three-time vintage business founder and active reseller. Real-world expertise across sourcing, pricing and multi-marketplace selling.



Rory Westbrook, £16m in Vintage Sales

Founded True Vintage – one of the world's largest vintage retailers. Now helps scaling resellers through his consultancy RDW & Re-Supply.



Myles Hunt, Founder of The Hub Vintage

Specialist in vintage wholesale, sourcing, curation, and processing of second hand items.



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Full-time 6-figure reseller who co-runs one of the leading reseller communities – helping sellers of all experiences learn and grow alongside long time pros.

01 Intro

This guide is written for resellers.

It's for one-person businesses, side hustlers, and independents who earn part-time or full-time income by flipping second-hand goods online.

You might be sourcing from charity shops, wholesalers, car boots, clearances, bulk lots or auctions. You might be listing from a spare room, garage, or kitchen table. You might have two hours a night or eight hours a day.

Whatever your setup, as a reseller, the constraints are the same:

- Your time is limited
- Your space is limited
- Your cash is limited

That makes **process** more important than hustle.

The goal of this handbook is simple:

Help you earn **more money** in **less time**, with **less stress**.

Which Reseller Are You?

There's no single right answer. It depends on the lifestyle you want. Some want a supplement income to a full-time job. Others want to replace a salary or be their own boss. Others want to scale and earn as big as they can go.

The goal is a process that delivers your target income in the most reliable, efficient, enjoyable and stress-free way possible.

WHICH RESELLER ARE YOU?				
	Side hustle A few hours on weekends	Part-time Half a working week	Full-time 5 days a week	Power seller All-in
HOURS				
Hours / week	10 hrs	20 hrs	40 hrs	60 hrs
REVENUE & PROFIT				
Revenue / week	£672	£1,344	£2,688	£4,032
Revenue / year	£34,944	£69,888	£139,776	£209,664
Profit / week	£400	£800	£1,600	£2,400
Profit / year	£20,800	£41,600	£83,200	£124,800
LIFE GOAL at £40 profit / hr	Supplement income save, treat, top up	Replace a salary lifestyle flexibility	Full-time living be your own boss	High income maximum output

Assumes £40 profit / hr • £24 ASP incl. shipping • 70% sell-through • 60% profit margin • 4 items / hr



Car Boot Chris, Full-time Reseller & Youtuber

Resellers have different goals – some want to grow a big business, others just want a good lifestyle and not work all hours. Either way, having an efficient process helps you get there.





02 The Profit Framework

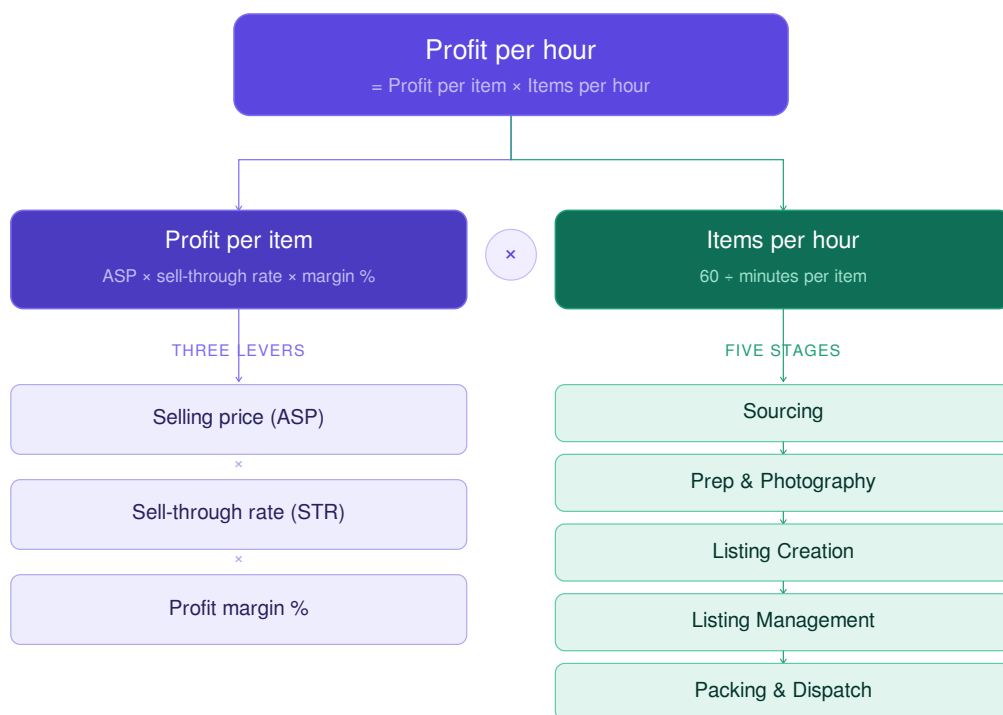
The North Star Goal → Profit Per Hour

As a solo reseller, your main constraint is time. So we focus on one metric: Profit per Hour.

It captures everything that matters – earning your target income in fewer hours, or getting the highest return from the hours you choose to work. It's the number you can compare to an hourly wage in a job and work out if the reseller life is worth it for you.

$$\text{Profit per Hour} = \text{Profit per Item} \times \text{Items Processed per Hour}$$

Think of your reselling operation as a factory line. Items and hours come in one end, money comes out the other. Your factory runs better in two ways: (a) each item generates more profit, (b) or items move through faster. Every decision you make – what to buy, how to list, how long to hold stock – is a lever on one of those two things.



Why process matters → Same £20 item. One reseller earns £12 an hour. The other nearly £100.

	Starting out	Optimised
PROFIT PER ITEM		ASP × sell-through × margin
Average selling price (ASP)	£20.00	£20.00
Sell-through rate (STR)	40%	70%
Profit margin	50%	70%
= Profit per item	£4.00	£9.80
ITEMS PER HOUR		60 ÷ minutes per item
Minutes per item	20 mins	6 mins
= Items per hour	3 / hr	10 / hr
PROFIT PER HOUR	£12.00	£98.00
Annual income if full-time	£24,000 / yr	£196,000 / yr

Levers To Improve “Profit Per Item”

Profit per item flows from three simple factors working together:

- Average selling price (ASP) – what items actually sell for
- Sell-through rate (STR) – the probability an item sells
- Profit Margin – how much you keep after costs and fees

$$\text{ASP} \times \text{STR} \times \text{Profit Margin \%} = \text{Profit per Item}$$

A high price doesn’t help if items don’t sell. A big % margin doesn’t help if each sale is tiny.

You need all three working together.

Levers To Improve “Items Per Hour”

This side of the equation is about time.

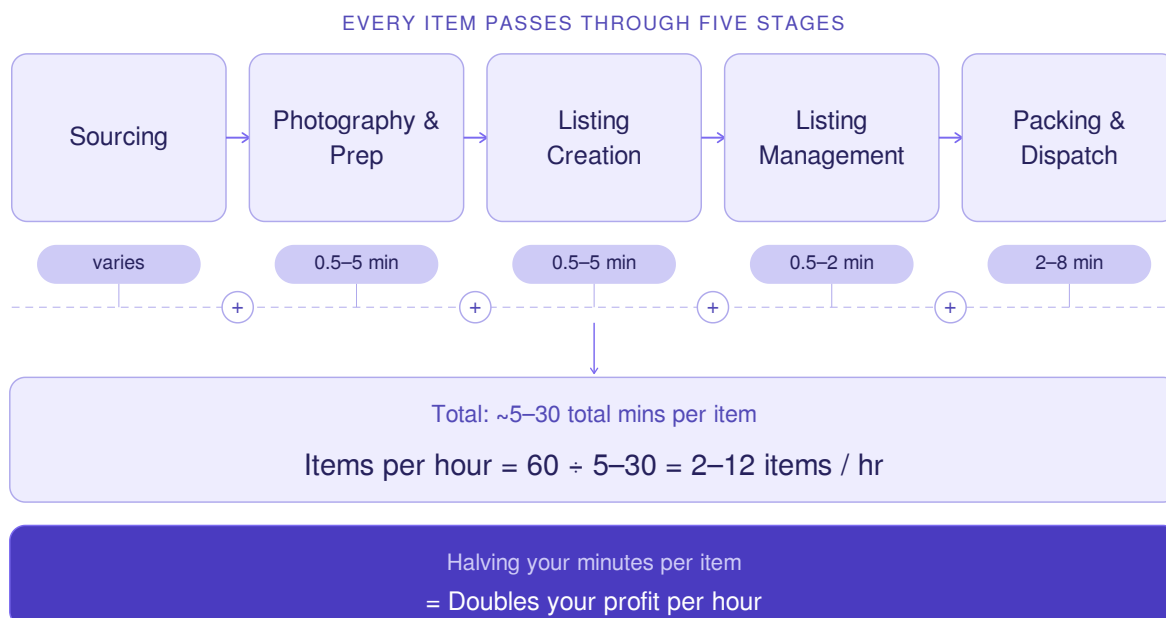
Every item takes a certain number of minutes to move from sourcing to sale:

- stock sourcing
- prep and photography
- listing creation
- live listing management
- storing and finding later
- packing and dispatch

Add those together and you get your total **minutes per item**.

$$60 \text{ minutes} \div \text{minutes per item} = \text{items processed per hour}$$

Small delays matter. An extra five minutes per item can cut your earnings dramatically without you noticing. The smoother items move through your process, the more you earn from the same.





Billy's Retro, reached #1 menswear top seller on depop

At one point I was spending hours tweaking my photo setup instead of getting items live. The turning point was realising this was just “busy work”, not actually productive. Once I simplified to one consistent setup and stopped overthinking it, my listings jumped from 40 to 60 a day – adding roughly £400 in revenue per week.



How To Think About This Manual

Every section that follows improves your profit per hour.

Some increase profit per item – sourcing, listing optimization, pricing and selling tactics.

Others increase items per hour – faster listing, better stock room organisation and scalable supply sources.

Small improvements stack, raising income without adding hours.

As you read, ask one question:

Does this increase my profit per hour?

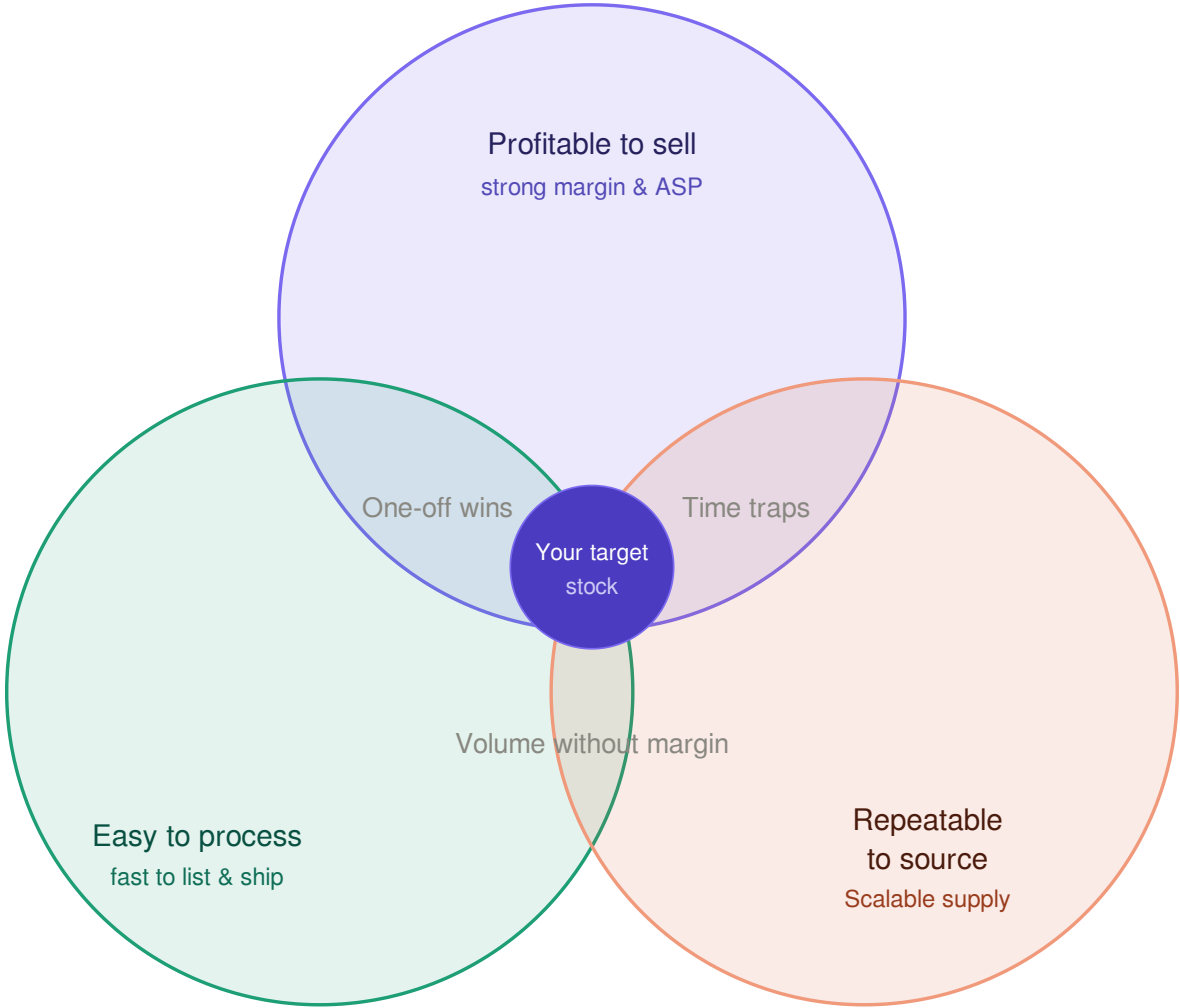
If yes, keep it.

If not, it's noise



03 Sourcing & Stock Selection

The Three Qualities Of Target Stock



Most resellers only get one or two. The sweet spot is all three.

Profit Is Decided Before You Buy

Most problems start at the buying stage.

If an item is hard to price, slow to list, risky to ship, or unlikely to sell – the mistake usually happened when it was picked up.

Once you've bought something, you've committed time to it:

- handling it
- listing it
- managing the live listing
- storing it
- eventually shipping it

So the goal of sourcing isn't finding interesting items. It's choosing items that move cleanly through your system.

Good resellers don't just ask "Is this valuable?"
They ask "Is this worth my time?"



Myles Hunt, Founder of Hub Vintage

When sourcing products, the costs and time to prepare an item for photography cannot be disregarded. It directly increases your time to list and decreases your profit per hour. Sellers should aim to source products that are ready to list after purchase and do not require washing, testing or repairs.



Three Questions at Point of Purchase

Every sourcing decision should be answerable in seconds:

1. What will it realistically sell for? (Not the top example online – the normal one)
2. How likely is it to sell? (regular demand beats rare potential).
3. Will it be easy to process? (Easy to list, store, and post)

The clearer the answers are, the lower the risk. And vice versa.

Buy for Predictability, Not Hope

New resellers often chase:

- rare items
- big potential flips
- unusual or “instagram-worthy” finds

But unpredictable items are time-traps and slow everything down:

- harder pricing and listing
- slower sales
- more messages

Reliable categories build income because they can be easily sourced at volume and are quick and consistent to process. You don't need every item to be amazing. You need most items to be dependable.



Rory Westbrook, £16M in vintage sales, Founder RDW & Re-Supply

Having sold hundreds of thousands of pieces and worked with some of the world's leading vintage businesses, sourcing is the factor I come back to every time. A great supplier looks after you by giving access to their best stock, at the right price, and in the condition you agreed. The best ones then grow with you with volume discount and payment terms. Get your supply chain right and everything else gets easier.

Margin Comes From Buying, Not Pricing

You can't fix an overpaid item later. If you buy too high you either:

- price high and it doesn't sell
- or discount and sell at a loss

Strong buying gives you options:

- price competitively
- accept offers
- move stock quickly

Avoid “Death Piles” accumulating

A reseller "death pile" is stock you've bought but haven't listed. It grows when purchasing outruns processing — a few items at first, then a corner of the room, then a problem you avoid thinking about.

Every item in the pile is tied-up cash you can't reinvest and a sale that isn't happening. At volume it also becomes a severe mental drag.

The fix is balance: **what comes in must match what gets processed**. A simple rule of thumb — don't buy more than 2-3 weeks of processing.

There's More Than One Way to Win

You are not trying to maximise profit on a single item. You are trying to maximise reliable profit across many items.

Good sourcing produces stock that generates consistent profit per hour – but there's no single formula for what that stock looks like. Different categories have different characteristics. Some are low value but easy to source / process. Others are high value but hard to source / process. Both can arrive at the same profit per hour through different combinations of ASP, sell-through, margin and processing speed.

The comparison below shows three valid routes to £40 profit per hour. None is inherently better – the right mix depends on what you can source reliably and process efficiently in your market.

The word that matters most in all of this is reliable. When buying improves, every later step becomes easier.

	High Volume media, books, fast fashion	Mid-range collectables, branded, electronics	Premium vintage, antique, rare
PROFIT PER ITEM			ASP × sell-through × margin
Avg. selling price	£9.60	£24.00	£80.00
Sell-through rate	70%	70%	50%
Profit margin	60%	60%	50%
= Profit per item	£4.00	£10.08	£20.00
ITEMS PER HOUR	60 ÷ minutes per item		
Minutes per item	6 mins	15 mins	30 mins
= Items per hour	10 / hr	4 / hr	2 / hr
PROFIT PER HOUR	£40.00 10 items × £4.00	£40.00 4 items × £10.08	£40.00 2 items × £20.00

Different stock. Different strategy. The same profit per hour.



04 Listing

Listing Setup - How Do You Compare Today?

	Manual direct in marketplaces	ChatGPT + a crosslister + spreadsheets	Listing Monster complete reseller platform
LISTING CREATION			
Time per listing including photos, research, creation, publish	10–20 mins	5–10 mins copy/paste + manual fill specifics	2–5 mins photo → published
Listing quality & SEO title, item specifics, keywords	Varies by effort	Semi Optimised no marketplace training	Fully Optimised personalised+marketplace trained
Marketplace compatibility valid fields, categories, conditions	Manual errors time-consuming to fix	Frequent rejections no validation rules built in	Auto-validated rejections surfaced instantly
MULTI-PLATFORM			
Crosslisting list to multiple platforms	Manual per platform hours of extra work	Separate crosslister another tool to manage	Built in photo once → multiple listings
SELL-THROUGH & PRICING			
Sell-through tactics repricing, refreshing etc	Fully manual stock goes stale unnoticed	Fully Manual	Fully automated reprice, refresh on schedule
Analytics & Stock Mgmt skus, locations, throughput, STR, sales, profit	Marketplace dashboards	Marketplace dashboards + home-made spreadsheets	Built in all data in one place
OVERALL for a serious reseller	Unsustainable at any real volume	Fragmented stack time lost between the gaps	One connected system efficient and scales well

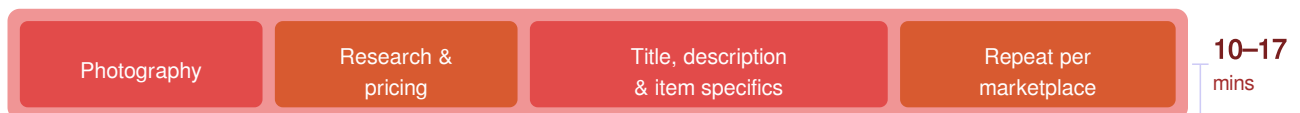
Intro To Listing: Manual vs AI-assisted

Listing eats reseller time like nothing else. Manual listing, done item by item, takes several times longer than it needs to. But an **overly simplistic AI approach is also a trap** — a generic prompt, no personalisation, no marketplace compatibility — creates as much remedial work as it saves.

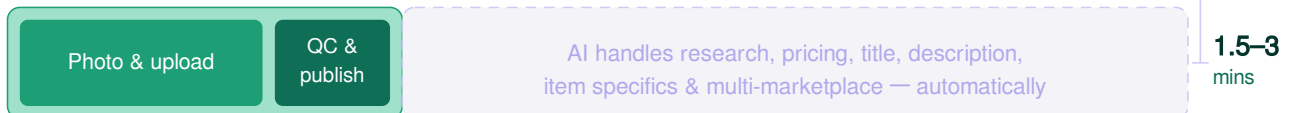
The optimal approach is personalized and marketplace compatible AI creation paired with a human QC step. Fast, accurate and tailored. **This guide covers how to get the best out of an AI-assisted process.**

Comparison: Time To List One Item

Manual



AI-assisted



AI-assisted listing is 4–5× faster per item — and lists to every platform automatically. The time you save is time you can spend listing more — or not working.



Benjy, Full-time Reseller & Co-founder of *The Reseller Group*

Listing is all about being as efficient as possible whilst maximising sales. Don't waste time on things that don't matter, the majority of lifting will be done by high quality photos and actually relevant keywords so spend time speeding that up and improving your knowledge.



Getting Your AI Setup Right

Good AI listing output needs to satisfy two things:

- **marketplace compatibility**
- **your personal preferences**

Without clear guardrails on both, output looks plausible but requires heavy editing or gets rejected on upload – erasing your efficiency gains.

Personal preferences are straightforward to configure. Write step-by-step instructions with target output examples and add them to your AI's system prompt. Treat it as a living document – every repeated edit is a signal to update your instructions and eliminate the error at source.

Marketplace compatibility is (much) harder. Each platform has thousands of validation rules – required fields, permitted values, category-specific attributes. A generic AI tool generates output that looks right but fails on upload: wrong category, invalid condition, missing specifics. And generating the right data is only half the problem. Auto-inserting it into the correct field on each marketplace (without copy & paste), staying in sync, and surfacing rejections instantly so you can fix in one place – that's a separate technical challenge.

This is where a dedicated listing platform earns its place – handling sync, validation and rejections for you, so QC stays seconds per item (not minutes).

Batch Your Two-Workflows

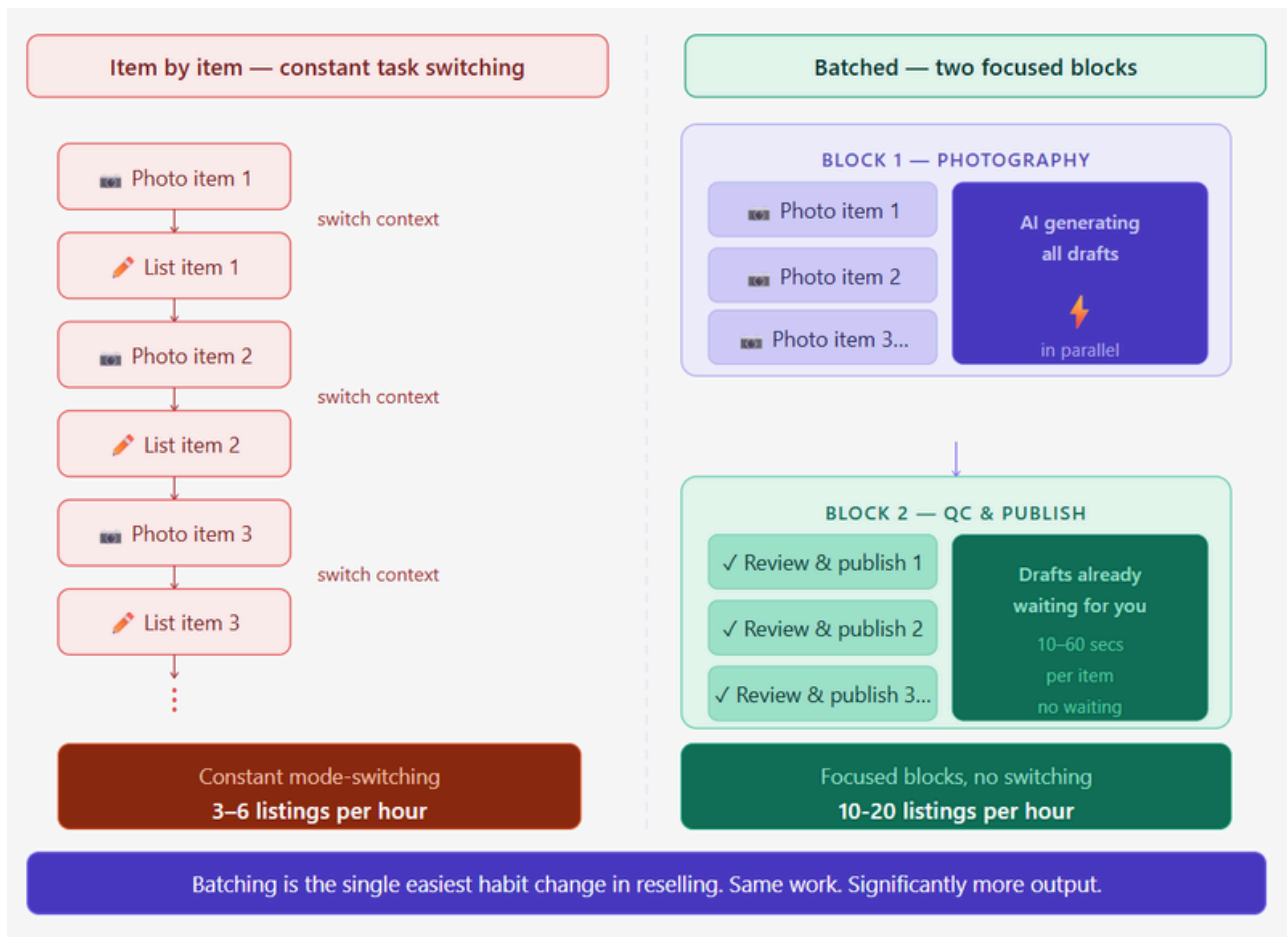
There are two distinct phases in an AI-assisted listing process:

- **Photography** – capture and upload images
- **Quality Check (QC)** – review AI drafts and publish

Workflows should be “batched” for efficiency - to minimize task switching and it allows the AI lister to create all your drafts without any wait time.

For example, if you have 50 items to list, you should photograph & upload all 50 first. By the time you finish photography, all 50 of your draft listings will be ready to review, and you can move on to QC.

Process comparison: Batch vs Item-by-Item



Photography Best Practices

- Use your phone or tablet, upload directly to your listing tool
- 4-8 photos per item depending on platform
- No staging needed – automate editing and background removal with AI
- Skip manual editing – no measurable sales impact
- Capture only what's important: front, back, labels/tags, major defects

Benchmark photography and upload time per item: **30-90 seconds per item**

Quality Check Best Practices

- Eyeball only key info that is important for returns and seller ratings: brand, size, condition.
- If those are right, approve and move on
- Category has an impact on level of human listing involvement required:

Category type	Examples	What's needed	Benchmark QC time
Standard	Fashion, electronics, media, games, vinyl, homeware	Photos alone sufficient	No edits: 30–60s With edits: 60–120s
Special	Antiques, jewellery, rare collectables	Additional human input required (hallmarks, provenance, variants)	60–180s (including research)

Best-in-class Benchmarks

Listing time per item (“All-in”): 2-5 minutes (longer for ‘special’ categories)

- Photography: 30-90s
- QC/Listing: 30-120s
- Other: 60-180s (transitioning photography, navigation, pricing)

Listings/hour (fully published) = 10-25 per hour

Marketplace Strategy

More platforms means more buyers, higher sell-through, and less dependence on any single channel. But each additional platform adds admin and time: separate listings, inventory to track, and the risk of selling the same item twice. The right approach depends on your setup.

Single vs Multi Channel

The goal: maximum exposure to buyers, but only if it's not significant additional workload!

But each new marketplace adds workload—listing, inventory syncing, oversell risk.

- **With reliable crosslisting AND auto-delist.** The reliability of auto-delist is a big IF (!) so you don't double-sell. In this scenario, opt for a "Simultaneous list" across key marketplaces to maximise buyer reach.
- **Without reliable software,** the admin overhead is real. Focus volume on your primary platform or consider "Sequential list". This involves listing on each target platform in turn until the item sells → so you can still benefit from multi-marketplace reach without the oversell risk.

Either way, don't spread thin just to feel productive. Two platforms executed well beats five platforms managed badly.

If you're new to reselling, start with a single platform. Get your core process efficient, build volume, and learn what works — then expand to multi-channel once the basics are dialled in.

Marketplace Guide → The Big 6

eBay
<p>REGIONS</p> <p>Global — US, UK, DE, AU</p>
<p>SCALE</p> <p>135m active buyers</p>
<p>BEST FOR</p> <p>Electronics, fashion, collectables, media</p>
<p>KEY NOTE</p> <p>Largest buyer base</p>

Vinted
<p>REGIONS</p> <p>UK & Europe — 16 countries</p>
<p>SCALE</p> <p>75m active buyers</p>
<p>BEST FOR</p> <p>Fashion, accessories, kids clothing</p>
<p>KEY NOTE</p> <p>Strong organic growth</p>

Depop
<p>REGIONS</p> <p>US & UK dominant</p>
<p>SCALE</p> <p>7m active buyers</p>
<p>BEST FOR</p> <p>Vintage, streetwear, Y2K, indie fashion</p>
<p>KEY NOTE</p> <p>Younger buyers. Discovery-driven</p>

Poshmark
<p>REGIONS</p> <p>US dominant (CA, AU, IN expanding)</p>
<p>SCALE</p> <p>15m active buyers</p>
<p>BEST FOR</p> <p>Fashion, accessories, some homeware</p>
<p>KEY NOTE</p> <p>Social model. Strong US community.</p>

Mercari
<p>REGIONS</p> <p>US & Japan</p>
<p>SCALE</p> <p>5m active buyers (ex-Japan)</p>
<p>BEST FOR</p> <p>Electronics, fashion, collectables, toys</p>
<p>KEY NOTE</p> <p>Known for its 'flea-market' style</p>

Facebook Marketplace
<p>REGIONS</p> <p>Global</p>
<p>SCALE</p> <p>Largest local resale platform - 1bn active users</p>
<p>BEST FOR</p> <p>Furniture, bulky items, local goods</p>
<p>KEY NOTE</p> <p>Aimed at local rather than shippable</p>

Search Engine Optimisation (SEO)

Every listing goes through the same buyer funnel on every marketplace:

Impressions → Click-Through → Conversion = Sale

Each stage is driven by different factors. Optimizing for one while ignoring the others leaves money on the table.

Impressions – how often your listing appears in search

- Driven by keywords in your title and item specifics
- Every relevant keyword adds associated search volume
- Each marketplace has its own item specifics/attributes to fill out, which act as additional searchable attributes beyond the title
- Item specifics filled out on your listing are crucial to the discoverability of your listing on AI Search and Google Shopping, which are the fastest growing sources of traffic for your item.

Sleeve Length ~ 408.8k searches

Occasion ~ 294.7k searches

Material ~ 285.7k searches

Click-Through Rate (CTR) – how often a search impression becomes a page view

- Driven by your title, lead photo and price
- First 3 words of the title carry the most weight – lead with the most searchable terms for that category (e.g. fashion: Brand + Model/Product + Size)
- Lead photo is the single biggest lever on CTR – it's all the buyer sees in search results

Conversion Rate – how often a page view becomes a sale

- Driven by the full photo set, condition notes and pricing
- Subsequent photos only matter once a buyer is on your page – use enough to build confidence, not more

An AI lister that has been properly personalised on your product categories handles good SEO mechanics automatically – title structure, keyword density, item specifics – so you don't have to think trade-off the value of filling them out vs the time cost of filling them out manually.

Title strategy

- Use available characters (e.g eBay max is 80 characters)
- Lead with the most frequent buyer search terms for that category
 - Fashion: Brand + Product/Model + Size
 - Electronics: Brand + Model + Key Spec
 - Collectables: Brand + Item Name + Era/Edition
- Each additional keyword has its own associated search volume

Photos

- Lead photo drives CTR – it's your single most important photo asset
- Subsequent photos are less important - they drive conversion once a buyer is on your page
- Use enough photos to build trust – don't overdo it
- AI will enhance and clean; no need for manual edits
- Document defects – they protect you, not just the buyer

Description & Condition

- Description has some SEO/discoverability value on select marketplaces (e.g hashtags on depop, Vinted), but no SEO value on others (e.g eBay)
- It has a minor impact on conversion (eBay hides it on mobile)
- Keep descriptions brief and factual – AI-generated – don't labour over them
- Pro tip: Always fill in eBay's Condition Description field – this is the only field that protects you in buyer disputes. The main description alone is not sufficient.

Item specifics/attributes

- Item specifics contribute directly to SEO – they're searchable attributes beyond the title
- They are the primary source of discoverability for off-platform traffic sources e.g AI search, Google Shopping
- They also power marketplace filters – if a buyer filters by size, colour or brand and you haven't filled the relevant specific, your listing won't appear
- An AI lister trained on marketplace data requirements can complete item specifics automatically for you

Example optimised Listing → Generated By Listing Monster AI

The North Face Nuptse 700 Gilet Men's M Puffer Vest Black Goose Down Coat 549615

eBay Item Details Item Inventory Item Research Merchandising Strategy Learn More

Clothes, Shoes & Accessories > Men > Men's Clothing > Coats, Jackets & Waistcoats

Required Item Specifics

Item Condition: Pre-owned - Good

Item Title: The North Face Nuptse 700 Gilet Men's M Puffer Vest Black Goose Down Coat (80/80 characters)

Item Description: Edit Template Fields

Description:

- Brand: The North Face
- Model: Nuptse 700
- Material: Down insulation, polyester outer lining
- Label size: Medium
- Measurements: 21" pit to pit, 30" length

Condition:
Pre-owned - Good condition. Minimal signs of wear. Please see photos.

Brand: The North Face

Colour: Black

Department: Men

Outer Shell Material: Nylon

Size: M

Style: Puffer Jacket

Type: Jacket

Recommended Item Specifics

Closure: Zip

Country Region Of Manufacture: Bangladesh

EAN: DoesNotApply (12/65 characters)

Features: Insulated, Lined, Full Zip

Insulation Material: Goose Down

Lining Material: Polyester

Occasion: Casual, Travel

Season: Winter

Size Type: Regular

Vintage: No

Accents: Zip

Fabric Type: Microfibre

Jacket Coat Length: Mid-Length

Performance Activity: Hiking

Theme: 90s


Pricing Report

Target Price	Buy It Now Price	Auction Start Price
£95	£89.99	£70


[View Full Report](#)

Merchandising Strategy

eBay Auction 7d £60; Auction 7d £30; Buy It Now 10d £60; Buy It Now 10d £48; Buy It Now 10d £36; Buy It Now 10d £24; Buy It Now 10d £12; Buy It Now 30d £5



Search with Google Lens



[Set Barcode...](#)

What makes this a good AI listing?

- Personalized instructions creates title structure with hyper relevant keywords for your specific category
- Photo background removal and cleanup
- Price research based on actual “previously sold” prices of close comps
- All item specifics and attributes filled out
- Precise condition analysis



05 Sell-through

Intro To Sell-through

Listing an item is not the end of the job. What happens after – your selling tactics, re-pricing, and management of live inventory – has a huge impact on the revenue you actually collect.

For resellers, unsold stock isn't just a missed sale. It's tied-up cash you can't reinvest in new stock, and space you can't free up for it either. Sell-through is what keeps the business moving – and a lever with an outsized impact on your bottom line. We define sell-through as the percentage of your listings that turn into sales within a certain period of time (e.g 90 days).

Why Sell-through Matters

Effect 1 – Higher sell-through has an outsized profit impact

Your purchase cost is committed the moment you buy – whether an item sells or not. Every additional sale therefore contributes close to its full selling price to profit. Every unsold item is a pure loss on that cost.

This makes the economics of sell-through asymmetric. A 20 percentage point improvement – from 50% to 70% on 100 items bought at £10, sold at £25 – doesn't add 20% more profit. It nearly triples it.

Effect 2 – Faster sell-through turns unlocks more revenue from the same space

Space is fixed. The faster stock moves through it, the more items you process per year from the same square footage. This is the concept of “inventory turns”, and it acts a multiplier on revenue potential. If you are a reseller with constrained space, then inventory turns is likely to be the #1 factor in your revenue potential.



Patrick Cooper, 3x Vintage Founder

The hardest thing to get over early on is the price you paid. You buy something for £5, list it at £20, it doesn't sell, and you'd rather it sit there than drop it. But that £5 is already gone whether it sells or not. Once I started thinking about it that way – sunk cost, done, move on – discounting became easy. I'd rather have £10 cash to reinvest than a £20 listing gathering dust.



Sell-through Has A Big Impact On Profit Potential

EFFECT 1 — HIGHER SELL-THROUGH = MORE PROFIT FROM THE SAME LISTINGS

100 items bought at £8 each — £800 purchase cost committed regardless • £20 ASP • each additional sale contributes full £20

50% sell-through

50 items sold • £1,000 revenue — £800 cost

£200 profit

50 items unsold — purchase cost lost

70% sell-through

70 items sold • £1,400 revenue — £800 cost

£600 profit

30 items unsold

+20%pp sell-through = 3x Profit

The purchase cost is already spent. Every extra sale contributes its full selling price.

EFFECT 2 — FASTER TURNS = MORE REVENUE FROM THE SAME STORAGE SPACE

100 item storage capacity • £8 profit per item sold • 70% STR

4 month avg. sell-through

3 turns per year

Items processed / year	300
Items sold (70% STR)	210

Annual profit **£1,680**

vs

1 month avg. sell-through

12 turns per year

Items processed / year	1,200
Items sold (70% STR)	840

Annual profit **£6,720**

Same space. 4x faster turns. 4x the annual profit.
Space is the constraint. Sell-through speed is the multiplier.

The Right Metric For Decisions: Revenue per Listing

When weighing up your selling strategy, don't optimise for average selling price (ASP) or sell-through (STR) alone. You should consider them both together.

Revenue per listing = ASP × Sell-through Rate

Pricing and selling decisions always trade off ASP against STR. Revenue per listing keeps both working together — and ensures any tactic you apply is improving the net outcome, not just one side of the equation.

Selling Tactics

As a reseller, you have number of tactics at your disposal to drive sell-through. The mistake most resellers make is reaching for them randomly – promoting one item, discounting another, bumping a third – without a consistent approach. Used individually and reactively, the impact is limited. Used together as part of a well thought-out strategy, they compound.

Below are the main levers available, and when each is best applied.

Repricing / Discounting

Price is your primary lever for driving sell-through. But with one-of-a-kind items, you will rarely get the initial price exactly right. The sooner you accept that, the better. The goal isn't perfect pricing. It's a process that finds the market-clearing price automatically.

List optimistically at fair value. Then let automated repricing gradually discount on a set schedule until the item sells. You start high, capture buyers willing to pay more, and systematically work toward the market-clearing level – without ever touching a listing manually.

Set your discount schedule based on two constraints:

- How quickly you need the cash reinvested → tight on capital? Discount faster
- How much storage pressure you're under → tight on space? Don't let items sit

The worst outcome is an item sitting at the wrong price for 90 days, getting buried in search results, and taking up precious storage space.

Crosslist To New Channels

More platforms means more buyers – and more buyers means higher sell-through. Crosslisting to eBay, Depop, Mercari and Poshmark improves the probability of a sale without changing the item, the price or the listing.

The barrier is admin: separate uploads, inventory to track, and the risk of selling the same item twice. See the “Listing” section of our run down on the right and wrong times to go multi-channel.

Refreshing / Bumping

"Refresh" stale listings which aren't selling by:

- Deleting and re-uploading stale items as 'fresh' listings with minor changes
- Search engines treat item as new, and bump up search results
- Can yield 10–20% sell-through boost on stale stock
- Prioritise refreshing listings with no existing traction (e.g followers/watchers), as accumulated followers will be lost on refresh.

Format switching (e.g Auction vs Buy It Now on ebay):

Switch format mid-cycle to reach different buyer pools

→ eg. Auction → BIN after 7–14 days, or vice versa

Offers & Coupons

Most platforms allow you to send offers to watchers or run time-limited promotions. These are low-effort nudges for buyers who've shown interest but haven't committed.

Ads & Promoted Listings

Paid promotion tools are available on most platforms and can boost visibility for slow-moving stock. Approach these with the same lens as other selling tactics – it has its own cost (reduced sale proceeds) which needs to be weighed against the sell-through and net revenue improvement.

The right question is always: **what delivers the best net revenue per listing** – balancing ASP, sell-through rate, and cost of sale.



Oli Brown, Reseller & Co-founder at Listing Monster

When I started reselling I left listings untouched at the same price for months. My 90-day sell-through was below 50%. I switched to a simple rule that I stuck to no matter what: discount every two weeks, refresh at 60 days. Sell-through hit 75%. My weekly sales were up nearly 50% even with a slight drop in ASP.



Pro Tip: Automate Your Selling Tactics

Individual tactics are useful. Combining those tactics into an automated multi-step strategy is far more powerful. The benefits are:

- Frees you up from the workload of managing your live inventory – so you can focus on sourcing and listing more
- Ensures your inventory is always working hard for you on autopilot to get sold.
- Allows solo resellers to scale themselves to efficiently managing a very large active inventories

Rather than asking "what should I do with this listing?" every time, start by constructing a strategy of multiple action steps that meets your business goals. With the help of an automation tool; let it run for every item. Each item you list enters the same process, gets the same escalating attention, and either sells at a fair price or gets cleared before it goes stale. Nothing sits forgotten.

The timeline steps below shows an example of how a basic automated strategy plays out for a single item – listed at fair value, discounted every 14 days, refreshed at 60 days before going stale.



Steady repricing sells items at fair value. Holding the price too long means selling for less — or not at all.

Example Automated Selling Sequence In Listing Monster

Build your ideal selling sequence once – Listing Monster will then automate that sequence for you for every item you list. Reprice, Refresh, Relist, Offers, Auctions across multiple marketplaces on autopilot, ensuring your inventory is always working hard for you and items never go stale. You can just focus on sourcing and listing more.

eBay Strategy

⋮	Buy It Now ▾	30 Days ▾	40		Start Immediately ...	Offers ✓	🗑️
⋮	Buy It Now ▾	10 Days ▾	32	<input checked="" type="checkbox"/> Refresh Listing	Follow Immediately ...	Offers ✓	🗑️
⋮	Buy It Now ▾	10 Days ▾	24	<input type="checkbox"/> Refresh Listing	Follow Immediately ...	Offers ✓	🗑️
⋮	Buy It Now ▾	10 Days ▾	16	<input type="checkbox"/> Refresh Listing	Follow Immediately ...	Offers ✓	🗑️
⋮	Buy It Now ▾	10 Days ▾	8	<input checked="" type="checkbox"/> Refresh Listing	Follow Immediately ...	Offers ✓	🗑️
⋮	Auction ▾	7 Days ▾	4.99		Follow Immediately ...	Offers ✓	🗑️



06 Storage & Dispatch

Intro To Storage & Dispatch

Most resellers underestimate how much time storage and dispatch absorb. Putaway, picking, packing, printing shipping labels, travelling to courier drop-off points – done badly, this adds considerable time once you start to scale. At volume, that's hours a week that don't show up in your listing time but absolutely show up in your profit per hour.

Getting storage and dispatch right is unglamorous work. But it compounds.

Storage

Finding Things Efficiently

The biggest storage mistake resellers make isn't running out of space – it's storing things without a retrieval system. When you have 50 items it doesn't matter. At 200+ it becomes a genuine time drain, and at 500+ it can get completely out of control.

A Simple System That Works

Every listing needs two things recorded against it to make your stockroom and dispatch work efficiently:

- A unique SKU – a number that identifies that specific item, generated automatically by your listing tool. Don't rely on the title – titles change, and two items can look identical on paper. A SKU is fixed, specific, and searchable. It tells you exactly what you're looking for, whether you're standing in your stockroom or reconciling a sale across three marketplaces.
- A location code – assign a code to every shelf, box, rail or bin (A1, A2, B1, B2 etc.). Record it against the item when you list. When an order comes in, look it up and go straight to it.

Practical Storage Principles

- Keep unlisted stock physically separate from listed stock
- Contain small/loose items – jewellery, accessories etc in labelled bags.
- Store for picking speed – most frequently sold categories closest to hand

Space as a Revenue Constraint --> Focus on Inventory “Turns”

Most resellers operate from limited space – a garage or a spare room. As soon as your space fills up, you can't buy more stock until you sell what you have and revenue growth hits a ceiling. To keep growing without more space, price and merchandise aggressively to turn stock faster. If space is constraint for you, this concept of “turning” your inventory faster is likely to be the single most important factor in your revenue potential.

Tips to optimise inventory turns:

- Track roughly how full your storage is – so you can take action before you hit the ceiling.
 - Estimate by calculating your total volume of bin storage available (# bins x avg volume of bin), and divide by the ‘average’ volume of your typical item
- When approaching capacity, start applying more aggressive repricing and promotion to older items to clear space
- Don't hoard slow stock – it ties up cash and space away from new items that will actually sell

Dispatch

Shipping Costs: Beware The Margin Impact

Every order must cover its full cost of dispatch: shipping, packaging, and your time. If it doesn't, you're subsidizing the sale.

That doesn't stop you from offering free shipping (some marketplaces e.g eBay offer better visibility for doing so), but the cost must be factored into your listing price.

Choosing a Carrier: Cost vs Convenience

Different carriers suit different items. Use a comparison tool or shipping aggregator (e.g Shipstation) to find the best rate rather than defaulting to one for everything.

But the rate isn't your only cost. If you're dropping off rather than getting collected, factor in the time and cost of the trip. When drop-off points are inconvenient, sticking to your nearest carrier saves more time than chasing the cheapest rate.

Packaging

- Standardise your most common sizes and buy in bulk – it cuts cost and speeds up packing
- Right-size to the item – oversized boxes add weight and cost without improving protection
- Reuse clean packaging where appropriate
- Don't cut corners on fragile items – a breakage costs far more than bubble wrap

Packing Station

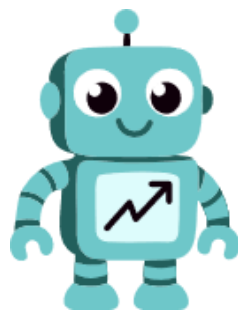
A consistent setup saves more time than most resellers expect:

- Scales, tape, labels, bags and boxes all within arm's reach
- Printer nearby or labels batched in advance
- Outgoing parcels in a clearly designated spot, separate from storage

If you're hunting for tape mid-pack, that's a process problem.

Dispatch Timing

- Batch packing and shipping where possible – depending on your target dispatch time, you should batch all your shipping into a small number of dedicated sessions. Avoid doing 'little and often' as this eats time by unnecessary task switching.
- Always ship within marketplace dispatch times – late dispatch damages seller metrics, which hurts listing visibility



07 Know Your Numbers

Intro To Know Your Numbers

Most resellers have a rough sense of whether they're making money. Few know precisely which parts of their operation are working and which are quietly dragging them down.

That gap matters. Without the right numbers, you optimise by feel – spending time improving things that don't need improving, while the real bottlenecks go unaddressed.

This section covers what to track, what each metric tells you, and how to use it.

Optimise Profit Per Hour → Then Choose Your Hours

The Profit Framework set out at the start of this manual gives you a clear equation:

Profit per Item (ASP x STR x Profit Margin)
× Items Processed per Hour (60 / minutes per item)
= Profit per Hour
x number hours worked
= Total Profit

If we optimise for profit per hour, then we can essentially decide how much profit we earn by putting in the number of hours that we wish – a decision that needs to work for your lifestyle and goals!

It's the job of good process, tooling and this manual to help make the conversion of your hours into net profit as efficient as possible. The choice on hours is yours alone! It's not an optimisation.

Example Income At £40 Profit Per Hour

WHICH RESELLER ARE YOU?

	Side hustle <small>A few hours on weekends</small>	Part-time <small>Half a working week</small>	Full-time <small>5 days a week</small>	Power seller <small>All-in</small>
HOURS				
Hours / week	10 hrs	20 hrs	40 hrs	60 hrs
REVENUE & PROFIT				
Revenue / week	£672	£1,344	£2,688	£4,032
Revenue / year	£34,944	£69,888	£139,776	£209,664
Profit / week	£400	£800	£1,600	£2,400
Profit / year	£20,800	£41,600	£83,200	£124,800
LIFE GOAL <small>at £40 profit / hr</small>	Supplement income <small>save, treat, top up</small>	Replace a salary <small>lifestyle flexibility</small>	Full-time living <small>be your own boss</small>	High income <small>maximum output</small>

Assumes £40 profit / hr • £24 ASP incl. shipping • 70% sell-through • 60% profit margin • 4 items / hr



Patrick Cooper, 3x Vintage Founder

Being able to track your profit per hour back to specific sourcing runs is powerful. Log every sourcing run – where you went, how long it took, how many items you came back with, and total spend. Record it against those listings. Some will surprise you. The thrift store run that feels productive might be half as profitable per hour as the clearance auction you nearly skipped. The numbers tell you where to spend your time.

Example Annual Reseller P&L

	Full-time — 40 hrs/wk	Side hustle — 10 hrs/wk
REVENUE		items listed × STR × ASP
Items listed / week	160	40
Sell-through rate	70%	70%
Avg. selling price incl. shipping	£24	£24
= Annual revenue	£139,776	£34,944
COSTS		
(-) Cost of goods ~20%	£27,995	£6,989
(-) Ads & selling fees ~10%	£14,152	£3,494
(-) Shipping costs ~15%	£20,966	£5,242
(-) Software costs	£4,000	£800
= Net profit	£72,662	£18,419

Your Time Is The Main Cost: Value It Properly

The biggest financial mistake resellers make is not accounting for their own time.

If you spend 2 hours sourcing 30 items, 3 hours listing them, and take 5 minutes per sale to dispatch — that's real time with a real value. If your total profit from those items doesn't exceed what you could earn doing something else with that time, you don't have a business, you have an expensive hobby.

Price your time. Decide what hourly rate you're working toward — even a rough figure. Then use it to sense-check decisions: is this sourcing trip worth it? Is this category worth listing? Is this tool saving me enough time to justify the cost?

Key Metrics to Track → To Impact Profit Per Hour

Metric	How to calculate
Minutes per item / Items per hour	For each batch of items your source → record the hours taken to source, list, manage and dispatch those items
Sell-through Rate (STR) at 30 / 90 Days	Take a specific week's listings as a group – say you listed 20 items w/c 1st April. Check how many of those 20 have sold at each time point: <ul style="list-style-type: none"> • 10 sold within 30 days → 30-day STR: 50% • 17 sold within 90 days → 90-day STR: 85%
Average selling price (ASP)	Total revenue incl shipping ÷ total items sold
Revenue per listing (RPL)	$\text{STR} \times \text{ASP} = \text{RPL}$ → pricing and selling tactics are a tradeoff between STR and ASP. Tracking RPL ensures the net effect is positive.
Profit Margin %	% of revenue leftover after purchase costs, marketplace fees, shipping
Return Rate %	% of sold items returned & refunded
Active Inventory Count	It connects directly to storage pressure, expected future revenue, and whether listing throughput is keeping up with sourcing.

Connecting Numbers to Decisions

If you see this...	The lever to pull
Low profit per hour but high profit per item	Throughput – too slow per item
Poor sell-through across the board	Pricing too high, or wrong stock
Good ASP, poor STR	Price down or promote – you're missing buyers
Good STR, poor ASP	Consider pushing pricing up a bit or discounting more gradually
Lots of stock, slow movement	Reprice or promote aggressively to turn inventory faster, free up cash and space

How Often To Review

Weekly (15 mins):

- Items listed this week
- Items sold, revenue, estimated profit
- Anything at 30+ days with no sale – flag for repricing or relisting

Monthly (30 mins):

- Revenue vs last month
- Sell-through rate trends
- Stock on hand and storage pressure
- Profit per hour estimate – are you hitting your target?

Quarterly:

- What categories are performing best? Source more of them.
- What categories are stalling? Source less, or stop entirely.
- Which platforms are driving the most revenue for the least effort?
- Are there new tools that can help leverage what you do?

Conclusion

Most resellers work harder than they need to. Not because of a lack of effort – but because they don't have a framework for thinking about their business like a scalable system: a factory line with inputs, a process, and outputs.

This manual gives you the mental model.

Profit per Item × Items per Hour = Profit per Hour

Every decision in your reselling process is a lever you can pull to move that number up or down. Better sourcing, faster listing, smarter selling, tighter dispatch. Get the number right and the hours become a choice – five a week for a side income, forty for a full-time business built entirely on your own terms.

The shift this manual asks for isn't about working harder. It's about working efficiently. Small changes to your process – quietly compounding into a business that earns more from the same hours.

Reselling is one of the few businesses where the barrier to entry is low, the upside is real, and the only thing standing between where you are and where you want to be is process.

You now have the process. The rest is up to you.

Next step 1

Watch Us Build a 6-figure Reselling Business In Public

Can you build a six-figure reselling business using nothing but this handbook and Listing Monster? We're doing it live. Follow our inhouse reseller Alex as he builds from scratch – every win, fail and lesson shared along the way.

→ Follow @listingmonster    

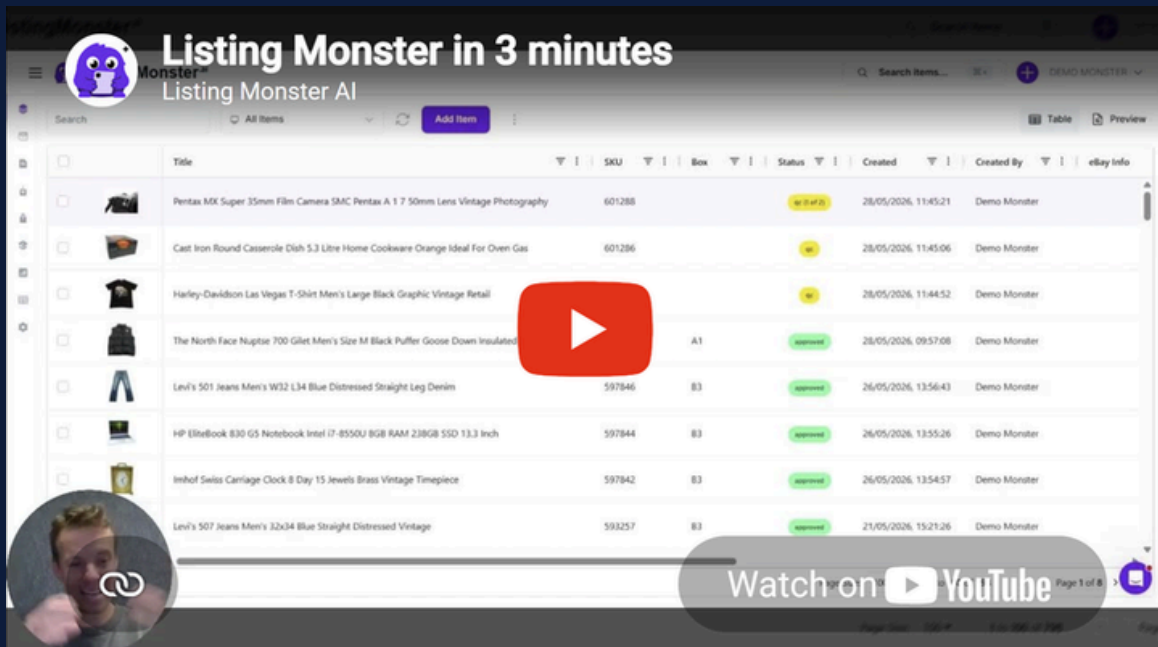


Next step 2

Get Your Free Trial Of Listing Monster AI

Listing Monster is the complete reseller platform – built on the framework of this manual. One connected system for bulk listing creation, selling automation, and inventory management.

→ Start your free trial at listingmonster.ai



The screenshot displays the Listing Monster AI dashboard. At the top, there's a navigation bar with the Listing Monster logo, a search bar, and a user profile. Below the navigation bar, the main content area shows a table of items for sale. The table has columns for Title, SKU, Box, Status, Created, Created By, and eBay Info. A large red YouTube play button is overlaid on the table. In the bottom left corner, there's a circular profile picture of a man with a play button icon. In the bottom right corner, there's a 'Watch on YouTube' button.

Title	SKU	Box	Status	Created	Created By	eBay Info
Pentax MX Super 35mm Film Camera SMC Pentax A 1.7 50mm Lens Vintage Photography	601288		Up for sale	28/05/2026, 11:45:21	Demo Monster	
Cast Iron Round Casserole Dish 5.3 Litre Home Cookware Orange Ideal For Oven Gas	601286		Up	28/05/2026, 11:45:06	Demo Monster	
Harley-Davidson Las Vegas T-Shirt Men's Large Black Graphic Vintage Retail			Up	28/05/2026, 11:44:52	Demo Monster	
The North Face Nuptse 700 Gilet Men's Size M Black Puffer Goose Down Insulated		A1	Approved	28/05/2026, 09:57:08	Demo Monster	
Levi's 501 Jeans Men's W32 L34 Blue Distressed Straight Leg Denim	597846	83	Approved	26/05/2026, 13:56:43	Demo Monster	
HP EliteBook 830 G5 Notebook Intel i7-8550U 8GB RAM 238GB SSD 13.3 Inch	597844	83	Approved	26/05/2026, 13:55:26	Demo Monster	
Inhof Swiss Carriage Clock 8 Day 15 Jewels Brass Vintage Timepiece	597842	83	Approved	26/05/2026, 13:54:57	Demo Monster	
Levi's 507 Jeans Men's 32x34 Blue Straight Distressed Vintage	593257	83	Approved	21/05/2026, 15:21:26	Demo Monster	



ListingMonster.ai

RRP £24.99

**LISTING MONSTER AI
RESELLER HANDBOOK 2026**