

MIKE HADAD // I SOLD IT ON EBAY

Your Stuff, Your Money

Let this guy navigate eBay for you BY WARREN DOUGLAS

MIKE HADAD WANTS TO HELP YOU MAKE MONEY.

In fact, he'll do all the work for you, then send you a check. What's the catch, you ask? All you have to do is bring him something to sell which should be pretty easy since Hadad estimates that the average home has about \$2,000 in unused

items just taking up space.

Those items waiting to be sold are perfect for Hadad who owns and manages



iSOLD It on eBay, a store in Gaithersburg that converts unused items around a home or business into cash through the online-auction service. He and his staff take the work out of selling items on eBay by providing a service to those who are either too busy to sell merchandise themselves or who don't know how to sell items online.

"You need population density and affluence and people who are busy and don't necessarily have the time or expertise to navigate eBay," the Woodward High School and University of Maryland graduate says. "We have both in our area and we make it easy for people to sell their stuff."

Besides that, Hadad notes that there are 100,000,000 items for sale online

and having eBay experts present your item can make it more competitive.

The process is pretty simple. First, Hadad will appraise an item for its resale value and make sure it is valuable and desirable enough to sell. After the item is professionally photographed, his staff will write descriptive copy about it, then list it on eBay and monitor its progress.

When the item is sold, Hadad collects the payment, packs and ships the item and sends the former owner a check. After he deducts eBay fees, shipping costs and his commission, Hadad typically returns 60 percent to 80 percent of the purchase price.

There isn't a cost if an item doesn't sell.

His top selling items include designer handbags, smartphones, china, silver, crystal, cameras, video equipment, sports equipment, car and motorcycle parts and musical instruments. iSOLD It on eBay also buys college textbooks, video games, CDs and DVDs.

"eBay is a brand-oriented marketplace. People search by brand names and those usually sell the best," he says. Not every item that people want Hadad to sell is an ordinary item from the closet or basement. He recently sold four cemetery plots for a Virginia man as well as two tickets to the World Cup final in Brazil for \$10,350.

A former "corporate guy" who worked in sales and marketing, Hadad wanted to do his own thing and after reading an article about eBay franchises in the Wall Street Journal, he found it. And he learned quickly. In the nearly nine years since he opened his business, Hadad has been the top seller on eBay for the last five years.

"The business model has held up well in both good and bad economies. When the economy is good, people are always turning over smartphones and tablets, for example, and buying the new latest and greatest. When the economy is bad, people are trying to slim down their households a bit. Overall, it works a little better in a good economy," Hadad says.

Hadad also knows a secret or two about how to score a good deal on eBay. Since most people search by brand name, a seller who has inadvertently misspelled the brand name of his item is likely to have it overlooked by search engines.

For example, sellers occasionally list their valuable Wedgwood china as "Wedgewood" china. Buyers with a sharp eye or special search tools can often find those nuggets.

Hadad will sell most any item except overly large and heavy pieces and merchandise that is counterfeit or hazardous.

Which all means that the next time your spouse asks you to clean out the garage or basement, think of Mike Hadad. www.isolditmd.com 