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SHOP TALK

BY JENNY CHEN

Gaithersburg iSOLD It Wins Top Sales Award

For the fifth straight year, the Gaithersburg location of iSOLD It on eBay, managed by Mike Hadad, has bested all the other iSOLD it stores in the nation in sales. In 2012, Hadad's eBay sales topped three-quarters of a million – a 15 percent increase over the prior year.

What's his secret? "Repeat customers," Hadad said. "Just like any small business, we try to make sure our customers come back." Those customers include individuals, small businesses and nonprofit organizations.



The Easy Way to Sell on eBay



Hadad's store manages the entire eBay sales process, from appraising the customer's product to collecting payment and shipping the item.

"We're in it for the same thing our customers are – to sell their item for the highest price possible," Hadad said. If an item doesn't sell, the customer doesn't have to pay for the cost of listing the item. If the item does sell, the customer receives 60-80 percent of the sale.

Hadad's iSOLD It store is the only one in the DC metro region, and people come from all over to have him sell their items for them, he said.

Craziest thing he's ever sold?

"Some guy came in and wanted to sell four cemetery plots in Arlington, Virginia," Hadad said, "And we did."