



www.salehoo.com

Contact: Kimberley Ross
Tel: +64 3 943 1635
Email: kim@doubledotmedia.com

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SALEHOO FINDS THE 'TYPICAL' EBAY SELLER

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The results of a survey conducted by SaleHoo - a popular online seller community and supplier directory, has enabled them to paint a picture of a 'typical' eBay seller. This picture looks like you, me, your local butcher, or a mechanical engineer.

SaleHoo's survey had over 100 respondents and collected information on individual eBay sellers' background and reasons for becoming an eBay seller. With no two responses the same, these results give voice to a notion that is rarely expressed or considered.

The survey results illustrate that those who become established eBay sellers gravitate from all walks of life. Their concurrent or past occupations include a US Postage Stamp Dealer, a Minister, a Thai Cook, Primary school teacher, US Navy Chief Petty Officer, Veterinary Technician - and the list goes on.

"These results pay heed to the underlying preconception held by many that selling on eBay can be anyone's game," says SaleHoo's Managing Director, Simon Slade.

A common thread tying these eBay sellers together is an overriding desire to work from home and a desire to earn more money. They also tend to begin their eBay selling experience in the same way - by first selling goods from around their house.

SaleHoo's results support those found previously by a 2005 ACNielsen eBay study that found 58% of Americans dreamed of becoming their own boss.

"The online marketplace has evened the playing field so that anyone can turn their self-employment dreams into a reality - and that's exactly what we're seeing," says Slade.

However it is not an easy road to success and those starting out selling on eBay face a number of challenges that they must overcome. According to SaleHoo's results, many people found it difficult to establish a steady and reliable supplier, and difficult to find viable products to sell.

Other hurdles for people were raising capital to purchase inventory, and retaining repeat business. Only one respondent said they were yet to face a challenge.

With expertise in this field, SaleHoo offer an abundance of information and services tailored specifically to helping online sellers. This is provided through a number of channels including their supplier directory, newsletters, sellers' guides, and a lively community forum.

"We help people by easing the growing pains of establishing an online business and also shining the light on other aspects such as creating their own website and optimizing their listings in Google," says Slade.

Despite these challenges and the availability of SaleHoo's educational and support services, SaleHoo find it surprising that many people achieve an eBay Bronze PowerSeller status or above while only using a small percentage of the services they offer.

“We think there is huge potential for those wishing to sell online. If people can achieve a Bronze PowerSeller status with minimal education, imagine what they could do if they took the time to use and implement what we have on offer,” says Slade.

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About SaleHoo: SaleHoo is an global product sourcing community offering a wholesale and dropshipper directory with over 8000 verified product sources, a active forum and comprehensive educational resources. Salehoo currently has over 70,000 active members.

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