

Make Money Selling Refurbished Computers Online

For most people, buying a computer is a big investment that requires significant research prior to purchase; consumers must consider multiple brands, models, product conditions and price points before making a final decision. And in a poor economy, many prefer to purchase refurbished computers as opposed to new ones to save money without sacrificing product quality. If you're thinking about starting your own business or would like to supplement your current income, selling refurbished computers online is a great way to do so. This article will give you some tips for getting started on today's most popular marketplaces.

The Benefits of Selling Refurbished Computers

So what exactly are refurbished computers? As the term suggests, refurbished computers are used computers that have been thoroughly tested and restored to full functionality. So, they're in good condition (and many come with warranties) but carry a lower price tag than brand new computers.

For online retailers, selling refurbished computers instead of new ones can effectively minimize sourcing costs, maximize profit margins and attract more customers. Since the computers aren't brand new, you will pay less when you source the product in bulk quantities. Also, you will attract more customers by charging a lower price than sellers with new items for products that are of the same quality. Since many manufacturers like Acer offer warranties on refurbished computers, consumers will essentially receive the benefits of purchasing a new computer from you but at a reduced cost.

Steps to Selling Refurbished Computers Online

To start making a profit on various online marketplaces, we recommend taking the following steps:

- 1. Decide where to sell** - There are several online marketplaces on which to sell refurbished computers, but we recommend starting with the big three--eBay, Amazon and Craigslist. Before setting up your store, we highly recommend doing some initial research on each marketplace to understand how competitive the market is, the price at which similar items typically sell, and about how large the buyer base is. For some additional tips on getting started using these online marketplaces, click on any of the below links.
 - [Getting started on eBay](#)
 - [Getting started on Amazon](#)
 - [Getting started on Craigslist](#)
- 2. Choose a reliable manufacturing brand** - When it comes to making money selling refurbished computers online, you can get an edge over your competition just by purchasing a reliable brand at discounted rates. Buying in bulk at low prices will give you the flexibility to sell high-quality products at competitive rates and make solid profits. You might consider starting with [refurbished Acer computers](#), as they are reliable products that will help you make a good first impression in a new market. Some advantages of Acer computers are:
 - Acer laptops have ample internal memory space with the ability to install additional memory later. Users also benefit from extensive hard drive space (over 300 GB).
 - Acer laptops and notebooks are well-known for portability, thereby fitting in perfectly with your customers' busy lifestyles.

- Acer computers offer several connectivity options, enabling users to stay connected at home or on the go. Also, Bluetooth capabilities will allow your customers to connect computers to headsets, printers, etc.

Even with these great features, Acer refurbished computers are available at comparatively low prices. Therefore, there is certainly profit potential in buying Acer computers in bulk and selling them online at handsome margins.

3. Write informative product descriptions – It is important to write keyword-rich descriptions and listing titles that clearly represent the products you're selling. For the best results, we suggest taking the following actions:

- Research your competitors' listings to see what keywords and descriptors they're using. What words do customers search for to find similar products? Are there words you can include that other sellers currently aren't using? Just be careful not to flood your title or description with too many strategic keywords or buyers may flag your listings as spam.
- In your listing description, include the following attributes of your items (at a minimum): brand, processor, size of the hard drive, accessory compatibilities, size of the screen, software included and estimated value.

By including as much detail about the product as you can in the listing description, you'll be minimizing the risk and fear that buyers sometimes face when buying a high-value item from an unknown business.

4. Take high-quality photographs - Helping consumers experience your products without physically touching them is one of the most challenging parts of selling online. By providing high-quality photographs, buyers will understand exactly what you're selling and be more inclined to purchase from you.

To start, make your photos look professional by using a white or black background; an inexpensive solution is to purchase a piece of poster board that you can reuse for future photos. Also, take several photos of each computer, making sure that you capture the product from all major angles. Finally, make sure that there is enough light on the item so that buyers can clearly see its external features and condition. All of these strategies will make your items more visually appealing to potential customers and convey a sense of professionalism that many sellers lack.

5. Set a competitive price – A critical component of your listing strategy will be setting a competitive price that is appealing to buyers but also affords you a decent profit. You can use a service like [Terapeak](#) to understand what similar products typically sell for and help you make pricing decisions. Here are a couple tips for pricing your first items:

- Keep your initial starting prices low. This will help you attract buyers quickly and accumulate positive feedback from customers. Afterwards, more buyers will be likely to bid and you may then be able to increase your starting prices.
- Set up a PayPal account. As buyers worldwide consider PayPal to be a secure method of payment, offering this option will establish trust with potential customers. For more information on setting up an account, [click here](#).

If done properly, selling refurbished computers online can be a great way to earn additional income in a tough economy. There's no better time than now to give it a try and start your own small business or expand your current inventory selection.