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E Bay Auctions-is Timing Important?

When it comes to selling goods on E bay, what you have and how you present it are two vital characteristics of successful auctions. Buyers like to know that they are getting a good deal, and they like to know details about the merchandise they are paying for. But did you know that the timing of your e bay auctions can also affect their success? It's true. Real e bay pros use timing strategies to maximize their profits, and you can, too.

When are e bay's peak shopping hours for instances? According to the pros, each day purchases spike between 8 and 10PM Eastern Time. Weekly sales attain their peak on Sunday evenings. In case your auction closes during any of these time intervals, your auctions are more likely to be seen and bid on. If your auction closes in the wee hours of the morning, it's unlikely that you will benefit from the last minute shopping.

So how do you time your auctions to end when e bay has the most visitors? Time your listings carefully. In the event you put up an item in a three day listing, the auction will end at the actual time, three days later. The same goes for different auctions of longer durations.

For example, a seven day listing made at 8PM on Sunday evening will end at 8PM the following Sunday evening. It sounds simple, but careful auction timing is an often overlooked strategy that can drastically increase your sales on e bay.

Time your auctions for maximum visibility, and your profits will improve. You don't want to lose out on sales because your auction ended at 3AM when nobody was looking! Close the bidding at a peak time to make the most of your e bay business. May the tips above help you grow your business.

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