

# Ebay Franchisee

Contributed by Aubrey

What an innovative franchise idea! With an EBay franchise, the franchisor has a local storefront where customers can bring in items they want to sell on EBay. The franchise business does the picture taking; the descriptions, handles correspondence and tracks the auction. Once the auction is completed, payment is collected from the successful bidder, the item is wrapped and shipped and the seller receives a check.

With over 157 million customers world wide, EBay has a tremendous name recognition level. The EBay franchise store allows a local access point into the entire EBay market for people who have neither the time nor the inclination to list, track and mail items directly.

Additionally, an EBay franchise store usually has training and informational materials which can be a fill-in income item for the business.

QuikDrop is an example of an EBay franchise store. QuikDrop was the first to franchise the EBay drop-off model store in 2003. Entrepreneur magazine picked QuikDrop as one of the hottest new franchise models for the year 2004.2005. A QuikDrop EBay franchise works in this manner. A local site is selected where customers can bring in their unwanted items. The QuikDrop store staff takes digital photographs, writes a clear and compelling description, and places the detailed listing on EBay. The auction is tracked by QuikDrop, who answers any bidder queries, and generally assists in the smooth completion of the sale. The franchise store collects payment, wraps and ships the item, then mails a check to the seller.

Because QuikDrop has been so success as a business model, the company has developed proprietary software which helps to develop a second facet of the EBay franchise. Many small and medium size companies are faced each year with odd lots, items which haven't sold, or have become obsolete or are slow to move. QuikDrop software and training teaches the franchisee to approach these businesses and turn their unwanted inventory into an EBay sale.

Benefits of a QuikDrop franchise include its low start-up cost, its training program and its brand name recognition. Logos and store design are already completed so there is no additional cost in this area. In fact, QuikDrop is essentially a turn key operation for the new franchisee.

The market potential in the United States alone for an EBay franchise is a staggering \$30 billion annually. Doesn't it make sense to take part in this tremendous income opportunity-