



CASH IN ON CRAIGSLIST

Bulk up your bank account by selling on this popular site.

STORY BY LINDSAY SCARPELLO
PHOTO BY GAZELLE ARGÁ

Whether it's the perfect couch for your new apartment or a job posting for part-time work, Craigslist has it all. This online community for free classified ads has been around since 1996, but has become a huge hit in recent years with poor college students and all those trying to make a quick buck. In this rough economy, Craigslist is an easy way to get rid of your junk—and have someone pay you for it.

Max Plenke turned to Craigslist to lighten his load when he moved to Las Vegas for a new job. "I sold a couch, a table, drum microphones, two fixed gears, my scooter, and my motorcycle," Plenke says. "It's been totally profitable."

One advantage of selling on Craigslist is that it's local—no more sifting through pages of products for one in your area. Kate Malo of Des Moines, Iowa, has sold everything from a rug to a Jeep

on Craigslist but with none of the difficulties of shipping to far-off places. "It is mostly local, so no shipping, bidding, or personal account info hassles," Malo says. "There's no commitment. If I put something up there and get a buyer interested, but then decide not to sell, that's my choice. No strings attached."

Despite the uncertainty involved in selling on Craigslist, its focus on local markets makes selling much quicker and easier than on rival sites like eBay and Amazon. If you're looking for a quick sell without stress and the high cost of shipping your products to buyers, Craigslist is the place for you. "Craigslist is when you want to sell something now," Plenke says. "I only use local sites because shipping is the lamest, especially on big goods." •

HOW TO SELL

While it may be hard to make a living using Craigslist, it's the perfect tool to make a quick buck without a lot of hassle. But making the sale isn't as easy as throwing up a quick post. Here are five tips to selling successfully on Craigslist.

Do your research. Make sure you do a quick search to find a reasonable price for the item you're selling. A quick sweep of Craigslist items similar to yours will help you determine which price is right.

Post strategically. You can only re-post every three days, so make sure you post strategically. Choose a time you think the most people will see your post, usually in the early evening or on the weekends.

Be detailed. Don't scrimp on information—it's important to include everything pertinent to the sale that you know about the item or service you're selling. This can include anything from the condition (be honest) to where you originally got it.

Sell well. Always include a picture and make sure it's a good one—most people want to see the item they're potentially buying and they want to see what condition it's in. Shady pictures won't get your stuff sold.

Meet in public. Never give someone you've met over the Internet too many personal details. By meeting in public to execute the exchange, you're securing your own safety.