

# Marketplaces Guide

In this guide, you'll learn which selling platforms are right for you, how they differ, and which ones we suggest based on your location and the items you plan to sell. Choosing the right marketplace depends on two main factors: what you're selling and where you live. Different countries have different access, rules, and platforms. For example, EU-based sellers can't use Poshmark due to location restrictions. Knowing your options and how each platform works helps you avoid problems and maximize results.

## Different Categories of Marketplaces

### General Marketplaces

#### Worldwide Marketplaces

These are the global platforms where people sell everything from electronics to clothing. They include:

- eBay
- Poshmark
- Carousell
- Craigslist
- Mercari
- Facebook Marketplace
- Depop

These platforms have huge user bases and strong buying power. You'll get a lot of traffic and eyes on your listings, especially if your photos and titles are good. Many are also starting to include designer sections with authentication services, which affects how you list and what you sell. However, large platforms also mean more scammers and stricter moderation.

Account suspensions can happen fast. Fees can be high, which cuts into your margins.

#### How does Authenticity Guarantee on eBay work?

eBay's Authenticity Guarantee is a service meant to protect both buyers and sellers. When someone buys a qualified item, it gets shipped to a third-party authentication center before going to the buyer. There, experts verify the item's condition and authenticity. If it passes, it gets sent to the buyer via fast, signature-required delivery.

The program automatically applies to sneakers and handbags that meet the price threshold. For most categories, items priced at \$500 or more are included by default. For designer handbags priced between \$200 and \$499.99, buyers can still opt into authentication, but they have to pay an additional fee. Right now, the program is only available in the U.S. for items shipped within the country. U.S. territories and APO/FPO addresses are not eligible, and sellers outside the U.S. are excluded from the program unless they ship domestically through a U.S.-based seller account.

While this feature is helpful for buyers who are unsure about authenticity, it creates new challenges for sellers—especially those working with replicas. You can't opt out once the price threshold is met. If your item is flagged or rejected during the authentication process, it will be returned to you and the sale will be canceled. This is why we advise members of The Program to avoid triggering the guarantee whenever possible by staying just below the automatic thresholds or focusing on items like accessories and clothing, which are less likely to be affected.

What items should you list on these marketplaces?

Avoid listing items that are priced above \$500 if they're likely to trigger authentication. Stick to:

- Wallets
- Designer clothing
- Small leather goods

If authentication is not available in your country (for example, eBay in Europe), you can list higher-priced items such as expensive Louis Vuitton bags.

Pros:

- High buying power
- Many users, lots of views
- Easier to sell

Cons:

- High fees
- Strict moderation
- Authentication rules may complicate sales
- Marketplaces often side with buyers in disputes

## Local Marketplaces

These platforms function like the global ones but are restricted to a specific country or region. They tend to have more relaxed rules and almost no authentication processes. Examples include:

- Germany – Kleinanzeigen
- Austria – Willhaben
- France – Leboncoin
- Italy – Subito
- Spain – Milanuncios

These marketplaces give you more freedom to meet buyers, accept cash or bank transfers, and avoid platform interference. You're more in control of the transaction. While it may take longer to sell items, you can often negotiate directly and avoid heavy fees.

Pro Tip: Mix in basic or unbranded items with your listings to look more like a regular seller and less like a reseller. Having multiple accounts also helps lower your risk of being flagged.

What items should you list on these marketplaces?

You can confidently sell any item, as authentication is rarely present and sales are easier.

Pros:

- Lower to zero fees
- Good user base
- Little to no authentication services
- Meetups with cash or direct bank payments

Cons:

- May take longer to sell
- Buyers tend to lowball or bargain (varies by country)
- Smaller audience
- Rotating items/accounts is recommended

## Clothing Marketplaces

These platforms focus on fashion—shoes, clothes, accessories, bags—and generally attract an audience that knows the products well. Some have authentication, while others don't. There are two categories here: open and closed marketplaces:

## Open Marketplaces

### Vinted

Vinted is one of the largest clothing marketplaces in Europe and continues to grow steadily across multiple countries. Its strict automation and moderation tools mean it doesn't take much for your listing to be flagged or removed. Still, if you approach it with care, Vinted can be one of the most profitable and consistent platforms available. The platform has a strong user base that actively searches for mid-range designer items and niche fashion.

When it comes to handling disputes, Vinted is more balanced than many other platforms. If you include proper documentation like real or well-crafted receipts and keep your communication polite and professional, you stand a good chance of winning a case. Some regions now have optional in-hand authentication for higher-priced items, so it's best to focus on products that don't automatically trigger this feature. Receipts, good packaging, and clear listings will help you avoid returns or refunds.

To succeed on Vinted, don't rush in with replica listings. Instead, begin with a legitimate item from your own wardrobe. Older accounts with positive reviews are far less likely to get flagged. Use a basic username and a profile picture that looks like a regular user. If you do get banned, don't panic. Simply register again using new contact info.

#### Steps for Success on Vinted:

- Do not list a high-risk item first. Instead, start with a genuine item from your home.
- Ask friends or family if they have an account you can use.
- Accounts with reviews and history are less likely to be flagged or removed.
- Profile picture and username should appear normal.
- If banned, you will need a new phone number to create another account.

#### 2. Take Good Photos

- High-quality images are crucial for making sales.
- Use a clean background (living room, kitchen, bedroom) with good lighting.
- Ensure camera quality is sharp—no blurry or unappealing images.
- Invest in a tripod for better stability.
- Show all relevant details (e.g., front and back of clothing, labels, logos).

### 3. Write a Strong Description

- A clear, detailed description tells customers exactly what they're getting.
- Use keywords to improve visibility.
- Reduce buyer questions by including all necessary details upfront.

#### Grailed

Grailed uses photo-based authentication but doesn't do physical checks. It's more strict than others when it comes to moderation. It's best for niche fashion, rare pieces, and items from brands like Burberry or old archive collections. Have a receipt, and try to use an aged account to reduce scrutiny.

Best strategy for Grailed:

- Focus on archive/vintage/lesser-known/couture brands (e.g., Burberry) rather than hyped designer items.
- Always have a receipt.
- An aged account is recommended to avoid unnecessary scrutiny.

#### Depop

Depop is UK-based and more relaxed than Vinted or Grailed. There's no authentication, and conversations happen directly with buyers. Still, you can get banned if disputes arise. It's useful as a secondary listing site, though sales tend to be slower and buyers often offer low prices.

Key things to know about Depop:

- Payments go through PayPal via the seller hub.
- Items sell slower compared to other platforms.
- Buyers lowball frequently, making it harder to maintain profit margins.

Best used as a backup listing platform to gain extra exposure.

#### Vestiaire

Paris-based platform for secondhand luxury goods and is known for being one of the hardest to bypass due to its strict in-hand authentication. Every item is physically inspected by their team before reaching the buyer, and even small flaws or inconsistencies can lead to rejection. In rare cases, failed items may be confiscated, especially in regions with stricter enforcement.

If you sell here, focus on small leather goods under \$300. Many buyers skip authentication for lower-priced items, making them safer. Use clean photos, realistic receipts, and honest descriptions to reduce risk.

Closed marketplaces are platforms with strict entry requirements for sellers. Unlike open or casual marketplaces, these sites enforce tight control over what gets listed, how it's presented, and who can sell. Most only accept brand new items with tags, complete packaging, and no visible flaws. If your item is even slightly damaged, missing accessories, or looks inconsistent with retail packaging, it will usually be rejected. These platforms cater to buyers who want guaranteed authenticity, and they are built around high buyer trust.

Because of this, closed marketplaces use both human and machine verification methods. Even when you manage to get a replica listed, there's a high chance it will be flagged shortly after—especially if buyers report it or the system picks up on patterns. If someone claims they can bypass these platforms 100% of the time, they're exaggerating. At most, some listings might temporarily slip through, but the risk of removal, account suspension, or even investigation is high.

Here are a few closed marketplaces that you should be aware of:

- **StockX:** The most well-known platform for sneakers, streetwear, and limited-edition items. All items must be brand new and undergo in-hand authentication. Even tiny differences in stitching, labels, or packaging can get your item flagged. Almost all replicas fail here.
- **GOAT:** Similar to StockX, but also allows pre-owned items. However, GOAT is just as strict when it comes to verification. They scan both condition and authenticity, so you need to be extremely careful.
- **Alias:** A resale platform tied closely with GOAT. It specializes in sneakers and hypewear. Some sellers report occasional success with lower-tier items, but it's not consistent. Most high-end replicas won't last long.
- **KLEKT:** A European-based alternative to StockX. It follows the same model with full authentication and tight rules. Like the others, it's not replica-friendly and should be avoided unless you have access to top-tier, near-identical items.

## Marketplace Dictionary

### Sales

- **BOGO:** Buy One Get One (Free or Half Off). Refers to a sale where you can get a second item for free or at a discount.

- BOLO: Be On The Look Out. A term used to indicate that you should keep an eye out for something.
- Bundle: When a buyer purchases more than one item at the same time to be shipped together, often at a discount.
- BIN: Buy It Now. A selling mode on platforms like eBay where buyers can purchase items immediately at a set price, rather than bidding in an auction.
- COA: Certificate of Authenticity. A document that verifies the authenticity of an item.
- COG: Cost of Goods. The direct costs associated with producing or purchasing the goods for resale.
- Comps: Comparables. Refers to comparable pricing for similar items, both available for purchase and sold.

## Conditions

- NWT: New With Tags. Items that are brand new, still with their original tags.
- BNWT: Brand New With Tags. Same as NWT, indicating the item is new and unused with the tags still attached.
- NIB: New In Box. Indicates that the item is brand new and comes in its original packaging or box.
- NIP: New In Package. The item is new and sealed in its original packaging.
- NWOT: New Without Tags. Brand new items that have no tags attached.
- Mint: Used but in pristine condition, often used on eBay to describe items that are in near-new condition.
- EUC: Excellent Used Condition. A term used to describe items that show minimal wear and are in very good condition.
- GUC: Good Used Condition. Items that have been used but are still in good condition.
- Preloved: Typically refers to a used item with flaws or obvious signs of wear but still in good condition.

## Others

- HTF: Hard to Find. Describes an item that is rare or difficult to locate.
- ISO: In Search Of. Refers to someone who is looking to purchase a specific item.
- INAD: "Item Not as Described". A grounds for filing a purchase dispute on eBay when the item received does not match the description provided.
- LTD: Limited Edition. Items that were produced in a limited quantity, often increasing their rarity and value.
- MSRP: Manufacturer's Suggested Retail Price. The price recommended by the manufacturer, which may be higher than what the item sells for in marketplaces.

- OBO: Or Best Offer. Indicates that the seller is willing to accept an offer lower than the listed price.
- OOK: One of a Kind. Refers to a unique item with no duplicates.
- ORP: Original Retail Price. The original price an item was sold for when first released.
- OS: One Size. Refers to items, usually clothing, that are meant to fit a variety of sizes.
- OSFA: One Size Fits All. Items, often clothing or accessories, that are designed to fit most people.
- OTL: Offers to Likers. A feature where sellers can send discounted offers to users who have liked their items.
- PM/DM: Private Message/Direct Message. Refers to sending a private message through a platform or app.
- SFPP: Smoke Free/Pet Free. Indicates that the item comes from a home that is free of smoke and pets. Note: There is some debate over whether the "f" stands for "free" or "friendly".
- TTS: True to Size. A term used to describe clothing or footwear that fits as expected, without running large or small.

## Overview

There's no perfect marketplace that works for everything or everyone. Each platform has its strengths and weaknesses depending on your location, what you're selling, and how much risk you're willing to take. Your goal should be to use the ones that match your setup, minimize risk, and give you the best balance of visibility and control.

Stick to platforms with strong buyer traffic but fewer authentication layers. eBay, Vinted, Depop, and local apps are the safest starting points. Use Vinted and Depop for low-risk fashion, and reserve eBay for items that won't trigger their Authenticity Guarantee. Your local marketplace—like Subito, Willhaben, or Kleinanzeigen—can be a goldmine if you handle it properly and rotate your listings or accounts.

Avoid the temptation to use closed marketplaces like StockX or GOAT unless you're selling real items. They are tightly regulated, and their systems are designed to detect and remove anything suspicious. Even if you succeed once, it's not worth the risk long-term.

Presentation is everything. Age your accounts, start with clean listings, and slowly build trust through reviews and consistent behavior. Don't flood a brand-new profile with 10 listings overnight. Keep it lowkey, post gradually, and always respond to buyers quickly and professionally.

Photos and descriptions matter more than most sellers realize. Take clean, well-lit images and write like you're running a real store. Be prepared to back up your listings with receipts or proof if needed. The more professional you seem, the less likely you are to get flagged—and the more confidence buyers will have.

This guide is part of The Program and will continue to evolve with changes in the marketplace space. Platforms update their policies all the time. Stick to what works, follow updates in the Discord, and adjust your strategy as needed. Selling is a long game. With the right structure, steady habits, and good listings, results will follow.