SOURCE / LIST / SELL / REVIEW

A PRACTICAL FIELD PLANNER

eBay Reseller Planner

Buy with purpose.
Know your numbers.

A working system for sourcing trips, inventory, listing routines and a more complete view of profit.



OWNER

STORE NAME

YEAR / PLANNING PERIOD

Independent planning resource by SimpleLifeCalc. Not affiliated with or endorsed by eBay.

START HERE

Build a repeatable rhythm



Connect the work of finding inventory with the numbers that help you decide what comes next.

Use this planner for one store, currency and reporting period at a time. Print reusable pages as needed, or annotate the PDF digitally. The writing fields are manual; they do not calculate automatically.

PLAN THE BUSINESS	RUN THE WEEK
Monthly goals + sales calculator	Sourcing trip + haul log
Inventory system + listing schedule	Weekly review + profit tracking
Growth plan + monthly review	Action plan + consistency tracker

FOUR STEPS TO PUT IT TO WORK

01 **Set a goal**
Use pages 5 and 11 to connect profit, sales and listing capacity.

02 **Plan before buying**
Check sold comparisons, item condition and all expected costs.

03 **List and record**
Assign a SKU, capture costs and schedule realistic listing work.

04 **Review and adjust**
Reconcile sales, returns and costs before choosing the next test.

Start with one manageable sourcing trip, a listing target and a weekly review. Set quantities to fit your budget and available stock.

UNDERSTAND THE MODEL

The reselling cycle

Source → list → sell → reinvest. Keep records at each step so the next purchase is informed by actual results.

TERM	WORKING DEFINITION
Sourcing	Finding and buying items you intend to resell.
COGS	Cost of sold inventory, including allocated inbound costs.
Sell-through	A defined stock cohort’s units sold ÷ units in that cohort.
Margin	Stated profit measure ÷ seller revenue × 100.
ROI	Stated profit ÷ stated investment × 100; name both bases.
SKU	Your unique item identifier, linked to its storage location.
Aging stock	Unsold inventory tracked from a consistent start date.
Reinvestment	Using available business cash for the next planned expense.

A FIRST-WEEK CHECKLIST

- [ ] Choose a category to research.
- [ ] Buy only what fits the cost model.
- [ ] Assign each item a SKU and location.
- [ ] Meet the promised handling time.
- [ ] Plan a trip and a spending ceiling.
- [ ] Choose a realistic listing target.
- [ ] Set a monthly profit goal.
- [ ] Review sales and costs each week.

CONTRIBUTION, PROFIT AND CASH

Contribution = seller revenue less the variable costs of sales. Operating profit = contribution less period overhead, before interest and income tax. Unsold inventory uses cash; it is not automatically a sold-item expense.

CONTENTS

Your working pages

Select a title below or use the PDF bookmarks. Repeat the logs and review pages whenever you need a fresh cycle.

01 Monthly goals 05
02 Sourcing trip + haul log 06
03 Inventory plan + stock list 08
04 Listing schedule 10
05 Sales goals calculator 11
06 Weekly review 12
07 Profit tracking 13
08 Growth planning 14
09 Monthly business review 15
10 Action plan + weekly steps 16
11 30-day consistency tracker 18
12 Notes + sourcing ideas 19

A CONSISTENT REPORTING BASIS

Use net seller revenue after refunds, including buyer-paid shipping and excluding sales tax collected for remittance. Use costs and fee credits for the same sales/period. A payout is a settlement, not a profit figure.

01 / SET THE DIRECTION

Monthly goals

Start with a result, then choose the inventory and listing activity you can support.

MONTH / YEAR

CURRENCY

TARGET	GOAL	TARGET	GOAL
Operating profit		Revenue	
Items to source		Items to list	
Items to sell		Avg. contribution / item	

MY THREE PRIORITIES

WHY THIS MONTH MATTERS

THIS MONTH I WILL SOURCE ___ ITEMS, LIST ___ ITEMS AND AIM FOR ___ OPERATING PROFIT.

LEARN FROM LAST MONTH

PROFIT	ITEMS SOLD	WHAT WORKED	WHAT I WILL IMPROVE

Use page 11 to test whether your target, expected contribution and available inventory fit together.

02 / BUY WITH A PLAN

Sourcing trip planner

Check comparable sold items, condition and expected costs before committing your sourcing budget.

TRIP DATE

BUDGET

TIME AVAILABLE

STOPS TO VISIT, IN ORDER

CATEGORIES / ITEMS TO FIND

WHAT IS SELLING / EVIDENCE AND DATE

BRING WITH ME

- [ ] Phone + charger
- [ ] Cash / cards
- [ ] Reusable bags
- [ ] Tape measure
- [ ] Wipes / sanitizer
- [ ] Comp research access
- [ ] Snacks + water
- [ ] List of items to find

A BUYING DECISION, NOT A PRICE MULTIPLE

Estimate seller revenue minus item cost, fees, delivery, packaging, advertising and any repair costs. Compare the contribution with your time, risk and overhead needs. Selling at 3× purchase cost does not guarantee an adequate profit.

Official reference: eBay Product Research and sold-market data

02 / RECORD THE PURCHASE

Sourcing haul log

Estimate contribution after all variable selling costs. Keep supporting cost assumptions with each item’s SKU.

TRIP DATE	TOTAL SPENT	ITEMS FOUND	EST. CONTRIBUTION

LOCATION	ITEM / SKU	CATEGORY	PAID	EST. REVENUE	EST. CONTRIB.
TOTAL					

Estimated revenue includes buyer-paid shipping, excludes collected tax. Contribution deducts paid cost plus fees, shipping, packing, ads and repairs. Total is before period overhead; reconcile actuals on page 13.

03 / GIVE EVERY ITEM A HOME

Inventory planning



Use a consistent SKU and location system from purchase through sale, return or disposal.

WHERE MY INVENTORY LIVES

MY SKU / BIN SYSTEM

STOCK-ON-HAND GOAL

ITEMS TO LIST EACH WEEK

AN AGING PLAN / CHOOSE THE ACTIONS FOR YOUR BUSINESS

0–30 DAYS	31–60 DAYS	61+ DAYS
Track condition and listing status	Review photos, terms and price	Consider markdown, bundle or exit

WEEKLY INVENTORY ROUTINE

- [ ] Photograph and measure new items.
- [ ] List purchases waiting beyond my chosen deadline.
- [ ] Review aging stock and decide whether to reprice.
- [ ] Inspect and reshelve saleable returns.
- [ ] Check and replenish packing supplies.

Age from: purchase / first listing / other _____. The bands above are planning options, not platform rules.

03 / YOUR STOCK RECORD

Inventory list

Use one row per item or clearly defined lot. Add pages as needed; keep the SKU consistent across every log.

SKU / BIN	ITEM	LOCATION	COST	LIST PRICE	DATE IN	STATUS

Status: D = drafted · L = listed · S = sold · H = hold / needs work. Cost includes allocated inbound costs. Mark returns and write-offs in your item record; do not silently delete their history.

04 / TURN INVENTORY INTO LISTINGS

Listing schedule

Reserve time for complete, accurate listings. A regular schedule supports the work; it does not guarantee sales.

LISTINGS GOAL THIS WEEK

MY LISTING TIME / WORK BLOCK

DAY	TARGET	WHAT I WILL LIST
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

A REPEATABLE WORKFLOW FOR EACH ITEM

- [ ] Photograph condition and flaws.
- [ ] Describe the item accurately.
- [ ] List with clear shipping / returns.
- [ ] Measure and record specifics.
- [ ] Price using comparable sold items.
- [ ] Promote or share if appropriate.

Check optional promotion costs before using them. Measure progress against your own capacity and results.

05 / CONNECT PROFIT TO ACTIVITY

Sales goals calculator

A planning model for unique resale items. Round required quantities up to whole items; enter percentages as decimals.

INPUT / RESULT	HOW TO USE IT	YOURS
G / Monthly operating profit goal	Before interest and income tax	
F / Monthly fixed overhead	Not already deducted per item	
C / Average contribution per item	After all variable costs; C must be > 0	
S / Required units to sell	Round up: (G + F) ÷ C; minimum 0	
E / Expected sales from listed stock	Within this target month	
q / New-listing cohort sell-through	Share of new items sold in target month	
L / New items to list	Round up: max(0, S − E) ÷ q	
U / Ready, unlisted items on hand	Available for these new listings	
B / Extra sourcing buffer	Chosen separately; check budget	
Items to source	**max(0, L − U) + B**	

Use 0 < q ≤ 1, based on comparable items listed with similar selling time. If q = 0 or C ≤ 0, this model cannot produce a finite viable target. Do not substitute a marketplace sold-to-active ratio for this cohort measure.

ILLUSTRATIVE EXAMPLE / NO PROMISED SALES

G $900 + F $100; C $20 → S 50. Existing stock E 20; q 50% → L 60. Ready stock U 15; buffer B 0 → source 45 items. Check that cash, sourcing yield and listing capacity support the plan.

WEEKLY SELL TARGET

WEEKLY LIST TARGET

WEEKLY SOURCE TARGET

Allocate monthly totals across the actual work weeks and available selling time.

06 / NOTICE WHAT MOVED

Weekly review



Review one consistent week. Use the profit tracker to reconcile revenue and costs before recording the result.

WEEK OF

SOURCED	LISTED	SOLD	REVENUE	OPER. PROFIT

A WIN WORTH CELEBRATING

BEST-SELLING ITEM

WHAT DID NOT WORK / GOT STUCK

A LESSON TO CARRY FORWARD

NEXT WEEK'S PRIMARY FOCUS

Operating profit includes period overhead. Use the same allocation method each week for fair comparisons.

07 / RECORD THE WHOLE SALE

Profit tracking

One row per sale or clearly identified adjustment. Reconcile refunds, fee credits and return losses without counting them twice.

DATE	ITEM / SKU	SELLER REVENUE	ITEM COST	FEES + SHIP	OTHER COST	CONTRIB.
TOTAL						

Contribution = revenue − item cost − fees/ship − other variable costs (packing, ads, repairs). Revenue is net of refunds, includes buyer-paid shipping and excludes collected sales tax. Match costs/credits to the same records.

PERIOD OVERHEAD

OPERATING PROFIT = CONTRIBUTION − OVERHEAD

Do not deduct unsold purchases as COGS; separate inventory cash spending from sold-item profit.

08 / CHOOSE THE NEXT EXPERIMENT

Growth planning



Use your own results to decide which category, capability or process deserves the next investment.

WHERE I AM NOW

WHERE I WANT TO BE IN SIX MONTHS

MOST PROFITABLE CATEGORIES

CATEGORIES TO EXPLORE

A SOURCING CHANNEL TO TEST

A SKILL THAT WOULD IMPROVE MY WORK

MY MAIN BOTTLENECK

HOW I WILL REINVEST

CHECK THE AVAILABLE CASH

Allow for taxes, returns, operating bills and a reserve before committing cash to stock. Unsold purchases tie up cash even when the profit model looks positive. Define a budget and review date for each test.

09 / REVIEW THE RESULTS

Monthly business review

Compare this month with your plan and the prior month using the same revenue and operating-profit definitions.

MONTH / YEAR

SOURCED	LISTED	SOLD	REVENUE	PROFIT	MARGIN %

DID I...

- [ ] Meet my profit goal?
- [ ] Follow my listing schedule?
- [ ] Source within my budget?
- [ ] Review each week?

BEST-SELLING ITEM / CATEGORY

COMPARED WITH LAST MONTH

WHAT WORKED THIS MONTH

WHAT I WILL CHANGE NEXT MONTH

NEXT MONTH'S PRIMARY FOCUS

Operating margin = operating profit ÷ seller revenue × 100. At zero revenue, margin is undefined.

10 / GIVE EACH GOAL A NEXT STEP

Action plan

Choose three goals. Define the actions you will take and a milestone you can review in 90 days.

01

GOAL 1

- [ ]
- [ ]
- [ ]

02

GOAL 2

- [ ]
- [ ]
- [ ]

03

GOAL 3

- [ ]
- [ ]
- [ ]

MY 90-DAY MILESTONE / BY THIS DATE I WILL HAVE...

Include a measurable result and a date. Review progress using your records; revise the actions when the evidence changes.

10 / PLAN THE WEEK

This week’s action steps

Choose one useful task for each working day. Mark completion, carry unfinished work forward, or record a deliberate day off.

WEEK OF

MY THREE PRIORITIES

DAY	ONE ACTION TO MOVE THE PLAN FORWARD	DONE
Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

At the next review, keep the actions that helped and reschedule the work that still matters.

BUILD A WORKING HABIT

30-day consistency tracker

Track the listing days you planned. Shade completed days and mark unplanned days N/A. Use the record to adjust your routine.

START DATE / LISTING COMMITMENT

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30

WEEKLY HABIT CHECK

HABIT	M	T	W	T	F	S	S
Sourced as planned							
Listed as planned							
Met handling commitment							
Reviewed the numbers							

Check when completed; use N/A when no task or shipment was due. Ship within the handling time promised in the listing, allowing for your configured working days.

Official reference: eBay handling and delivery estimates

CAPTURE THE NEXT LEAD

Notes & sourcing ideas



Record items to research, supplier leads, buyer questions and follow-up actions. Keep evidence and dates beside your ideas.

CHECK THE ACTUAL FEES BEFORE PRICING

US eBay final value fees generally use a sale base that includes buyer-paid shipping and collected sales tax, plus a per-order charge. Rates and exceptions vary. Record actual fees, optional ads and credits; collected tax itself is not seller revenue.

Official reference: current eBay selling fees