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Reserve Price

Don't want to sell your item below a certain price? Set a reserve price!

A reserve price is a tool sellers can use to stimulate bidding on their auction-style item while reserving the right not to sell below a price they have in mind.

Many sellers have found that too high a starting price discourages interest in their item, while an attractively low starting price makes them vulnerable to selling at an unsatisfactorily low price. A reserve price helps with this.

How does it work?

A reserve price is the **lowest price at which you are willing to sell your item**. If a bidder does not meet that price, you're not obligated to sell your item. You set your reserve price, as well as a starting price, when you list your item.

The reserve price is not disclosed to bidders, but they will be told that your auction has a reserve price and whether or not the reserve has been met.

All Reserve Price Auctions are subject to a [Reserve Price Auction Fee](#) that is refunded when you successfully complete your auction on eBay. If your item does not sell, this fee is not refunded.

Leave the reserve price field blank if you don't want to use a reserve price.

You may [lower your reserve price](#) after you receive bids on the item.

Restrictions: Reserve Price Auctions are not available for Multiple Item Auctions (Dutch Auctions).

Contact Customer Support

- ✉ If you have an additional question about this subject, [email us](#) at Customer Support.
If you would like to ask a question on another subject, please use the [Contact Us](#) page.



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