

RESELLRADAR®

UK Reseller Starter Kit

Everything you need to start reselling in the UK. Platforms, tax, sourcing, tools, and the mistakes to avoid.

- ✓ Where to sell and which platform suits you
- ✓ UK tax rules explained simply (HMRC won't wait)
- ✓ Finding products that actually flip for profit
- ✓ Tools that save hours every week
- ✓ Common mistakes that cost beginners money

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01 — Choosing Your Selling Platform

The platform you sell on determines your fees, your audience, and how fast things move. Here's what actually matters for UK sellers.

Platform	Best For	Fees	Speed
eBay	Electronics, TCG, collectibles, branded goods	~13-15% total	Fast
Vinted	Clothing, shoes, accessories	0% seller fees	Medium
Facebook MP	Local sales, bulky items, quick flips	0% local	Fast
TikTok Shop	Trending products, impulse buys	~5% + shipping	Variable
Amazon	New sealed products, wholesale	~15% + FBA	Fast

Pro Tip: Start with one platform

Most beginners spread themselves across three platforms and do badly on all of them. Pick one, learn how it works, build feedback, then expand. eBay is the safest starting point for most product categories in the UK.

The real answer: sell where your buyers already are. Pokemon cards sell fastest on eBay. Clothes move on Vinted. Local bulky items go on Facebook. Match the product to the platform.

02 — UK Tax: What You Actually Need to Know

Tax is the thing most new resellers ignore until it becomes a problem. Here's the short version.

The Trading Allowance

You get a **tax-free trading allowance of £1,000 per year**. If your total sales revenue (not profit) stays under £1,000, you don't need to do anything. Once you cross £1,000 in revenue, you need to register as self-employed with HMRC and file a Self Assessment tax return.

Important: Revenue, not profit

The £1,000 threshold is based on your total sales, not your profit. If you buy something for £800 and sell it for £1,100, you've crossed the threshold even though your profit is only £300.

Sole Trader vs Limited Company

Start as a **sole trader**. It takes 10 minutes to register online, there's no cost, and the admin is minimal. You only need to think about a limited company once you're consistently earning over £30,000-50,000 per year from reselling. Before that, the accountancy costs and admin overhead of a limited company aren't worth it.

What You Can Deduct

- Cost of goods (what you paid for the items you sold)
- Postage and packaging materials
- Platform fees (eBay fees, PayPal fees, etc.)
- Mileage for sourcing trips (45p per mile for first 10,000 miles)
- Home office costs (simplified: £6/week without receipts)
- Tools and subscriptions used for your business

Keep records from day one. A simple spreadsheet tracking what you bought, what you sold it for, and the fees you paid is enough to start. You'll thank yourself at tax return time.

03 — Finding Products That Sell

Sourcing is where the money is made. The sell price is set by the market — your profit comes from buying well.

Where to Find Stock

- **Retail clearance** — Argos, Smyths, Currys, Sports Direct. End-of-line items often sell for more than clearance price on eBay because buyers can't find them in stores anymore.
- **Supermarket non-food** — Asda George, Tesco F&F.; Clothing and toys at cost price that resell well on Vinted and eBay.
- **Amazon warehouse deals** — returned items at 20-40% off that are often in perfect condition.
- **Charity shops** — books, vintage clothing, electronics. The margins can be enormous but it's time-intensive.
- **Limited releases** — Pokemon TCG drops, sneaker releases, vinyl records. These are time-sensitive but can deliver 50-200% returns.
- **Online arbitrage** — buying from one website and selling on another. Use tools like Keepa and CamelCamelCamel to track price history.

How to Check If Something Will Sell

1 Check eBay sold listings

Search for the item on eBay, then filter by 'Sold items'. This shows you exactly what people have actually paid, not what sellers are asking. If nothing has sold recently, that's a red flag.

2 Calculate your actual profit

Sale price minus purchase price minus fees minus postage = your real profit. eBay takes ~13%, Royal Mail costs vary by weight. If the margin is under £5, it's probably not worth your time.

3 Check sell-through rate

How many are listed vs how many have sold in the last 30 days? If 500 are listed and only 10 sold, supply massively outweighs demand. Look for items where sold volume is high relative to active listings.

04 — Your First Flip: Step by Step

Stop reading guides and go do this today. Seriously. Your first sale teaches you more than any amount of theory.

1 Find one item in your house you don't need

Everyone has something worth £10-30 sitting unused. A game, a gadget, clothing you don't wear. Start with something you already own so there's zero risk.

2 Check what it sells for on eBay

Search for it on eBay, filter by 'Sold items', and look at the last 5-10 sales. This is your expected sale price.

3 Take good photos

Natural light, plain background, show all angles and any flaws. Bad photos are the #1 reason items don't sell. Your phone camera is fine.

4 List it properly

Write a clear title with keywords buyers search for. Include brand, model, size, colour, condition. Set a competitive price based on your sold listings research.

5 Post it and track the profit

When it sells, record everything: sale price, fees, postage cost, original cost. This is your first data point.

Your goal: complete your first sale within 48 hours

Don't optimise. Don't overthink. Just get one item listed and sold. Once you've done it once, the process becomes natural and you can start thinking about sourcing, scaling, and maximising margins.

05 — Essential Tools & Browser Extensions

These tools save hours of manual work and help you make better buying decisions.

Keepa (Browser Extension) [FREE/PAID]

Shows Amazon price history charts. Essential for online arbitrage — never buy something at what looks like a deal without checking if the price has been lower before.

TopCashback [FREE]

Earn cashback on purchases you're already making. Stack this with sales and voucher codes for extra margin. Some resellers make £50-100/month from cashback alone.

Royal Mail Price Finder [FREE]

Check exact postage costs before listing. Nothing kills a flip faster than underestimating shipping.

eBay Seller Hub [FREE]

eBay's built-in analytics. Track your sales, fees, and best-selling items. Use the 'Terapeak' research tool (included free) to analyse market demand.

Vinted Pro Tools [FREE]

If selling clothing, use Vinted's bump feature strategically. List at slightly higher prices and use bumps during peak hours (evenings, weekends).

Cashback stacking is free money

Before buying anything to resell, check TopCashback first. Create an account, search for the retailer, and click through. On a £50 purchase with 5% cashback, that's £2.50 extra profit for 10 seconds of work. It adds up fast across hundreds of purchases.

06 — Mistakes That Cost Beginners Money

Every experienced reseller has made these. Save yourself the tuition fees.

X Buying before checking sold prices

The asking price means nothing. Only sold prices matter. An item listed at £50 that nobody buys is worth £0 to you. Always check eBay sold listings before buying stock.

X Ignoring fees in your profit calculation

A £30 sale on eBay after 13% fees and £4 postage leaves you with £22. If you paid £18, your profit is £4, not £12. Always calculate net profit, not gross.

X Buying too much stock of one item

If you find something profitable, the temptation is to buy 50 of them. Don't. Buy 3-5 first. If they sell quickly, buy more. Markets change fast.

X Underestimating postage costs and time

Postage isn't just the Royal Mail label. Factor in packaging materials, printer ink, and the time it takes to pack and post. If you're making £3 profit on an item that takes 20 minutes to pack, that's £9/hour.

X Sitting on dead stock

If something hasn't sold in 30 days, drop the price. Dead stock is capital you can't reinvest. A small loss now is better than a large loss later when the item's value drops further.

X Not tracking expenses

If you don't know your total costs — purchases, fees, postage, packaging, mileage — you don't actually know if you're profitable. Spreadsheet from day one.

07 — Scaling Up

Once you're consistently making sales and understand your margins, here's how to grow.

Reinvest profits

Take your profits from the first month and put them straight back into stock. If you made £200 profit, you now have £200 of buying power on top of your original capital. Compounding works in reselling just like it does in investing.

Specialise in a niche

Generalist resellers make money. Niche specialists make more. When you know a category deeply — whether it's Pokemon TCG, vintage clothing, LEGO, or sneakers — you spot opportunities others miss. You know what's underpriced and what's overhyped.

Systemise your process

Batch your tasks: source on Monday, photograph on Tuesday, list on Wednesday, post on Thursday. Create templates for listings. Use saved packaging sizes. The more repeatable your process, the more volume you can handle.

Use alerts and monitors

Manual sourcing doesn't scale. Tools and communities that alert you to profitable drops let you act fast without spending hours browsing. Stock monitors, deal alerts, and reselling groups are how serious resellers find stock efficiently.

The income progression most resellers see

Month 1-2: £50-200 (learning, small flips, building feedback). Month 3-6: £300-800 (consistent sourcing, niche knowledge building). Month 6-12: £800-2,000+ (systemised process, multiple channels, possibly part-time). These are realistic figures, not hype. Your results depend on time invested and capital available.

08 — Your Next Step

This guide gives you the foundation. But reselling moves fast — products drop, sell out, and the window closes. Having the right information at the right time is the difference between catching a profitable flip and missing it entirely.

Try ResellRadar® Free for 7 Days

Real-time UK product alerts with profit analysis. Automated stock monitors. A community of 100+ active resellers sharing wins daily. See what you've been missing.

resellradar.co.uk/trial

No card required. Full access for 7 days. Cancel anytime.

Already got questions? Read our free blog guides at resellradar.co.uk/blog — 17 in-depth articles covering eBay fees, Vinted selling, HMRC tax, Pokemon TCG investing, and more.

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