

GIFT IDEAS

Regifting: Turning Unwanted Gifts Into Gold

(NAPSA)—It may be true that, when it comes to gift giving, “It’s the thought that counts.” But sometimes—particularly when the giver doesn’t know the recipient too well—a particular gift isn’t the best choice for the person who gets it. According to 2007 research from eBay, 84 percent of U.S. adults receive unwanted gifts during the holiday season.

One solution to these unwelcome gifts is regifting, or passing the present on to someone who would appreciate it more.

“Regifting and reselling on sites like eBay are great ways to let someone else enjoy a gift that isn’t right for you or to earn some extra money,” says Marsha Collier, author of “Santa Shops on eBay” and “eBay for Dummies.” “It is important to be thoughtful when regifting and reselling. You don’t want to hurt anyone’s feelings or ruin any relationships.”

Collier offers these additional tips on regifting etiquette:

- **Don’t mention it.** When you’re regifting, be wary about the original gift giver and your new recipient. So pass along the cheer but not the news.

- **Rewrap it.** Lest you accidentally regift the card, too, take the time to at least rewrap the present. Previously opened or wrinkled paper is another way to sabotage your regifting plans.

- **Do keep track of regifts and where they came from.** Nothing is more embarrassing than giving a regift to someone, only to discover that he or she is the one who gave it to you in the first place.

- **Not everything makes a good regift.** Items to avoid include candles, soap, bargain-bin books, mysterious CDs/videos, soft-



Regifting can be a great way to help unwanted presents find appreciative owners.

ware, tasteless jewelry, scarves, fruitcake or anything the giftee would be puzzled to receive.

If you don’t want to regift an item, another solution is to resell it. A great place for reselling is eBay and it’s also a great way to make some extra money during the holidays. Collier offers these tips for reselling:

- **Do your research.** Take a look at how similar items have sold by looking at the completed listings.

- **Take photographs.** Use a simple white background. Photograph the front, back and any detailing of the item.

- **Make your title searchable.** Use keywords that someone might use when searching for your item: color, size, brand/designer, new or pre-owned.

- **Be descriptive in the listing.** Include as much detail as possible: size, color, measurements, designer, embellishments and any flaws.

- **Communicate.** Try to answer potential buyers’ questions promptly and with as much detail as possible.

To learn about eBay and selling online, visit www.eBay.com.