Guitar Selling Checklist

Page 1: price it from sold listings, photograph it well, write an honest ad.

1. Sold price research (sold listings, not asking prices)

Where	Model and condition	Extras (case, mods)	Sold price	Date sold

My lowest acceptable price: $_____ **Asking price (a little above):** $_____ **Store trade in offers:** $_____ / $_____

2. Before you photograph

Job	Done	Job	Done
Fresh strings if the old ones are dull	[ ]	Clean the body, neck and fretboard	[ ]
Check every pot, switch and the jack	[ ]	Find the serial number and any receipt	[ ]
Note every mark, repair and modification	[ ]	Measure the packed box if you will post it	[ ]

3. Photo list (daylight, plain background)

Shot	Done	Shot	Done
Front, full guitar	[ ]	Back, full guitar	[ ]
Both sides	[ ]	Headstock front and back	[ ]
Serial number, close	[ ]	Neck from the side (straightness)	[ ]
Frets, close (wear)	[ ]	Every mark or repair, close	[ ]
Case and extras	[ ]	Electronics cavity or label (if relevant)	[ ]

4. Ad template

Title: [Make] [Model] [Year if known] [Colour], [condition], [case included or not]

Body: Selling my [make and model], bought [new or used] in [year]. Condition: [honest summary, every mark and repair]. Plays: [action, setup, any buzz]. Modifications: [none or list]. Includes: [case, strap, tools]. Serial number available on request. Price $[asking], [firm or open to reasonable offers]. Pickup from [suburb]; postage at buyer's cost [if you will post]. Happy for you to play it before you pay; payment before you take it.

5. Where to list (fees checked 20 November 2026)

Option	Seller fees	Notes
Reverb	5% selling fee plus payment processing, on the total including postage	Music buyers, Australia and overseas. Check your Earnings page
eBay Australia	No transaction fees for eligible free selling accounts (up to $25,000 sales in 12 months, no Pro plan)	Must buy the postage label on eBay. Pro Starter 13.4% most categories
Gumtree	Free to list in Musical Instruments	Optional paid upgrades
Facebook Marketplace	Free to list; no Facebook fee when a local buyer pays you directly	Watch for PayID scams
Store trade in / consignment	Offer below private price / store commission	Ask two or three stores; get terms in writing

Guitar Selling Checklist

Page 2: meet safely, spot the PayID scam, and write a receipt.

6. Safe meetup

Before	Done	At the meetup	Done
Daylight, busy public place, or someone with you at home	[ ]	Let them play it (through an amp if electric)	[ ]
Share the time and place with a friend	[ ]	Money in your account or hand before the guitar leaves	[ ]
Check the buyer's profile and location	[ ]	Fill in and sign the receipt below	[ ]

7. PayID scam warning signs (Consumer and Business Services SA)

Warning sign	What to do
Buyer will not haggle, has not seen it, and someone else will collect	Insist on meeting before payment
Buyer pushes for PayID, then says the payment is stuck	Check your banking app only, not emails or texts
An email or text says you must upgrade your account or pay a fee to receive the money	PayID needs no upgrade. Never pay to receive money
Buyer says they overpaid and asks you to refund the difference	Do not send money. Stop contact
Buyer offers to help you set up PayID	Set it up yourself in your own banking app, or take another payment method

If you think it is a scam: stop contact, report the profile to the platform, contact your bank if you sent money, and report it to Scamwatch (scamwatch.gov.au).

8. Sale receipt (private sale, keep a copy each)

Detail	Entry
Date and place of sale	
Seller name and phone	
Buyer name and phone	
Make, model, colour	
Serial number	
Included items (case, strap, tools)	
Price and payment method (cash, bank transfer, PayID)	
Known faults or repairs disclosed	

The seller confirms they own this guitar outright and have the right to sell it. The buyer confirms they have inspected and played the guitar and accept it in its current condition.

Seller signature: _____ Buyer signature: _____