

Auction Site Lets Sellers Choose Their Charges

If The Shoe Doesn't Fit lets sellers choose a listing fee OR fixed final value fees.

[If The Shoe Doesn't Fit](#), the auction site for shoe lovers now offers sellers a choice of how to be charged for listings. Sellers can choose a low listing fee per item and pay no final value fees, or they can list their items for free and pay a fixed rate final value fee when the item sells.

“We understand that one business model doesn't work for everyone” shared Ellen Simes, owner of the auction site. “Depending on the product mix, price points, sales cycle, and other factors, some people can maximize their profits by using listing fees while others might do better to pay final value fees. Our goal is to help sellers be successful by letting them make a choice that's best for their business. I believe we are the first auction site to give sellers this type of flexibility and choice.”

The auction site offers three types of listings; traditional auctions or fixed price listings which are affected by this change and swaps (sometimes called trades) which can always be listed free of charge.

Sellers choose their fee system annually to meet their needs. There are three options:

Listing Fees*	Final Value Fees [‡]	Optional Store Fees
Fixed price and traditional auction listing fee: \$1.00 No additional fees. No final value fees. Swaps are always FREE. * Listing fees for store owners are reduced by 50%.	Free to list. If the final value is: 0.01 – \$19.99 the fee is \$.50 \$20.00- \$49.99 the fee is \$1.00 \$50.00 - \$149.99 the fee is \$3.00 \$150.00- \$499.99 the fee is \$5.00 Above \$500.00 the fee is \$10.00 Swaps are always FREE [‡] Based on final sale price not including shipping.	Personal or Master [§] store \$15 per month; Listing fees (if chosen) are reduced by 50% for the seller and all Master store members. Final value fees (if chosen) remain the same. If a seller has both a Master and Personal store only one store fee is charged. Swaps are always FREE. [§] A Master store is a network of individual sellers and/or stores that have a group identity.

The niche auction site which focuses only on shoes and shoe accessories offers a comprehensive menu of buyer and seller features. These include free auto-relisting, 8 free photos per listing, batch edits (apply changes to select or all items), batch discounts (apply percentage discounts to all or select listings), vanity store URLs, best offer, saved searches, listings uploaded to Google Base, track sales data with your Google Analytics code and more.

“We listen to our customers and continually make changes and improvements” said Simes “The response to the site has been very positive, in fact many shoe bloggers not only recommend our site, but sell on it as well. And we invite any seller to try the site free for 120 days, see what they think and give us feedback.”

[If The Shoe Doesn't Fit](#) was selected to be featured in the gift bag for the 38th Annual Daytime Entertainment Emmy Awards on Sunday, June 19 which will be broadcast live at 8:00 pm eastern time on local CBS channels.

[If The Shoe Doesn't Fit](#) was born out of a mixture of frustration from owning too many shoes and the urge to have more. This online shoe auction site now offers discount designer shoes and other footwear at great prices.

About: Based in Springfield, Massachusetts, [If The Shoe Doesn't Fit](#) connects online shoe sellers and shoppers through an auction site that helps sellers maximize their profits and shoppers find footwear easily and quickly.

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