



This report shows you the step-by-step instructions for listing your item for sale on GunsAmerica.

Once posted, your item will be available to view by the over 3 million gun buying enthusiasts who visit GunsAmerica every month.

This information here is prepared as follows.

1. First, what action you need to take for each step.
2. Second, a photo screenshot of the GunsAmerica page corresponding to each step.
3. And finally, more detailed information if you need it.

A word about the screenshots presented in this guide. There are thousands of categories for you to post in. You can sell rifles, shotguns, and pistols. And optics, slings, holsters, and ammo. With so many categories, we cannot represent every item in a step-by-step fashion. The instructions here are meant as a guideline.

One more note. You must register and include seller information before you can post an item on GunsAmerica. If you have not yet done that, please go to [www.gunsamerica.com](http://www.gunsamerica.com) now to register. The process takes less than 5 minutes. For instructions on how to register (including entering your FFL information if you are a dealer), please see the How to Register help guide at [www.help.gunsamerica.com](http://www.help.gunsamerica.com).

Let's get started...

# Step 1: Click On One Of The Links (Circled In Red In The Picture Below) To Post An Item



# Or...Click On The Start Selling Now Tab In The Drop Down Menu To Post A Classified Ad



# Or...Compose An Ad From Inside Your Personal "My Gunsamerica" Portal



Once you have registered and are logged in you can start selling items. To post a free classified ad, you must first pull up the ad posting page. You can get there three ways from the [www.gunsamerica.com](http://www.gunsamerica.com) homepage.

- Click on the "Sell Your Guns on GunsAmerica" link in the top right corner.
- Click on the red "Sell Now!" button
- Hover your mouse over the "Buying & Selling" tab at the top of the page, and then click on the "Start Selling Now" tab in the drop-down menu

Alternately, you can start from your "My GunsAmerica" homepage. Just find the menu bar running down the left side of the screen. Then hover your mouse over the "Selling: Ads" tab. Finally, click on the "Compose Ad" tab in the drop-down menu.

Once you click on any of these links, the ad selection screen should pop up. It should look like this:

Post a Listing - Select List: X

www.gunsamerica.com/Administration/Listing/PostListing/SelectedCategory.aspx

GO **REGISTER** **2020!** [Buying & Selling](#) [My Guns/Account](#) [Help](#) [Guns Service](#)

**GUNSAMERICA** **BUY GUNS SELL GUNS** **SELL YOUR GUNS NO POSTING FEES!**

Where America Buys and Sells Guns

Select Listing Type and Category

Logged in as Ben | [Logout](#)

[Need a Gun Friendly Credit Card Processor? GunsAmerica Endorses Pro-2nd Amendment MSL!](#)

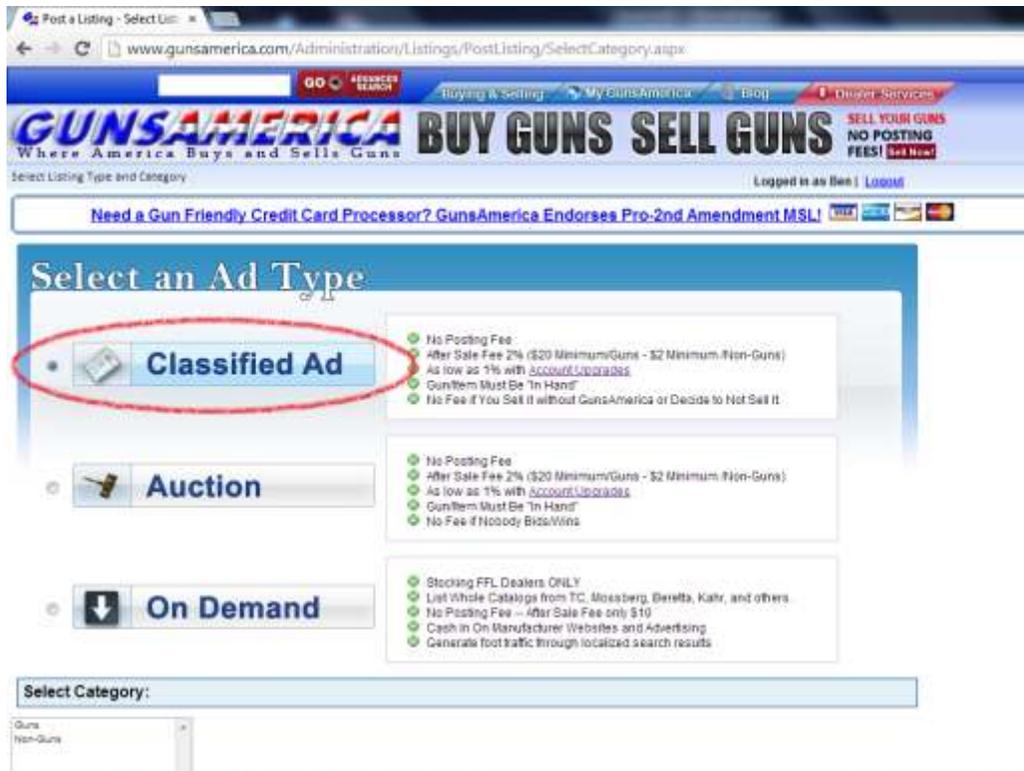
### Select an Ad Type

- Classified Ad**
  - No Posting Fee
  - After Sale Fee 2% (\$20 Minimum/Guns - \$2 Minimum Fire-Guns)
  - As low as 1% with [Account Upgrades](#)
  - Gun Item Must Be "In Hand"
  - No Fee if You Sell it without GunsAmerica or Decide to Not Sell It!
- Auction**
  - No Posting Fee
  - After Sale Fee 2% (\$20 Minimum/Guns - \$2 Minimum Fire-Guns)
  - As low as 1% with [Account Upgrades](#)
  - Gun Item Must Be "In Hand"
  - No Fee if Nobody Bids/Wins
- On Demand**
  - Stocking PFL Dealers ONLY
  - List Whole Catalogs from TC, Mossberg, Beretta, Kahr, and others.
  - No Posting Fee - After Sale Fee only \$10.
  - Cash in On Manufacturer Websites and Advertising
  - Generate foot traffic through localized search results

Select Category:

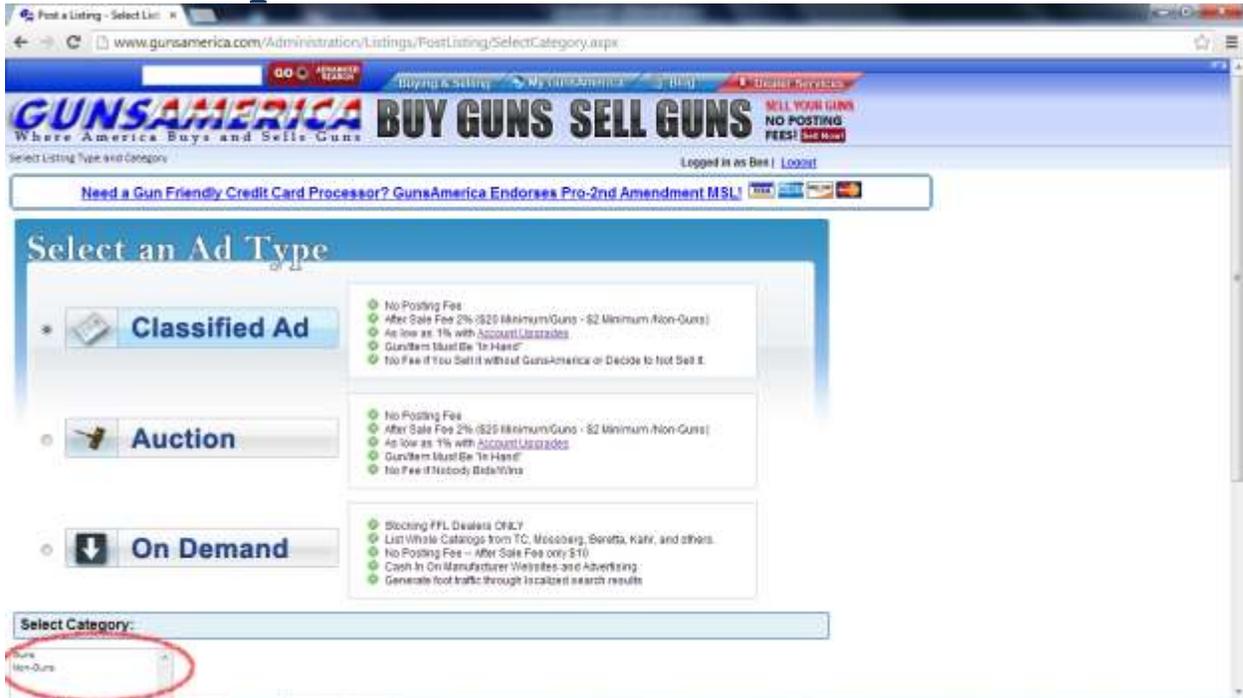
Gun  
Fire-Guns

## Step 2: Click On Classified Ad To Post An Item



Click on the Classified Ad icon. The small button to the left of the icon should appear blue.

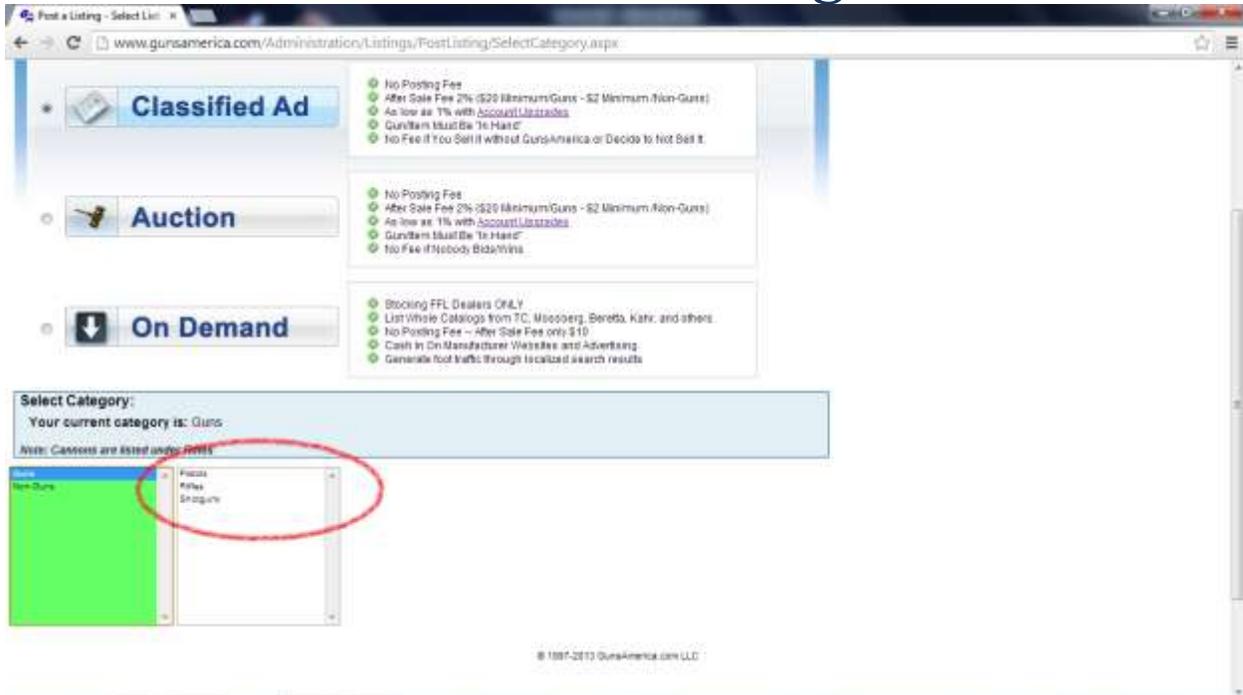
## Step 3: Select Gun or Non-Guns



After you click on the classified ad tab, you will be guided through a series of selections to place your item in the proper category. This will be unique for every item that is posted. To show you how to properly post an item, we will use a Smith & Wesson Bodyguard .380 semi-auto pistol as an example.

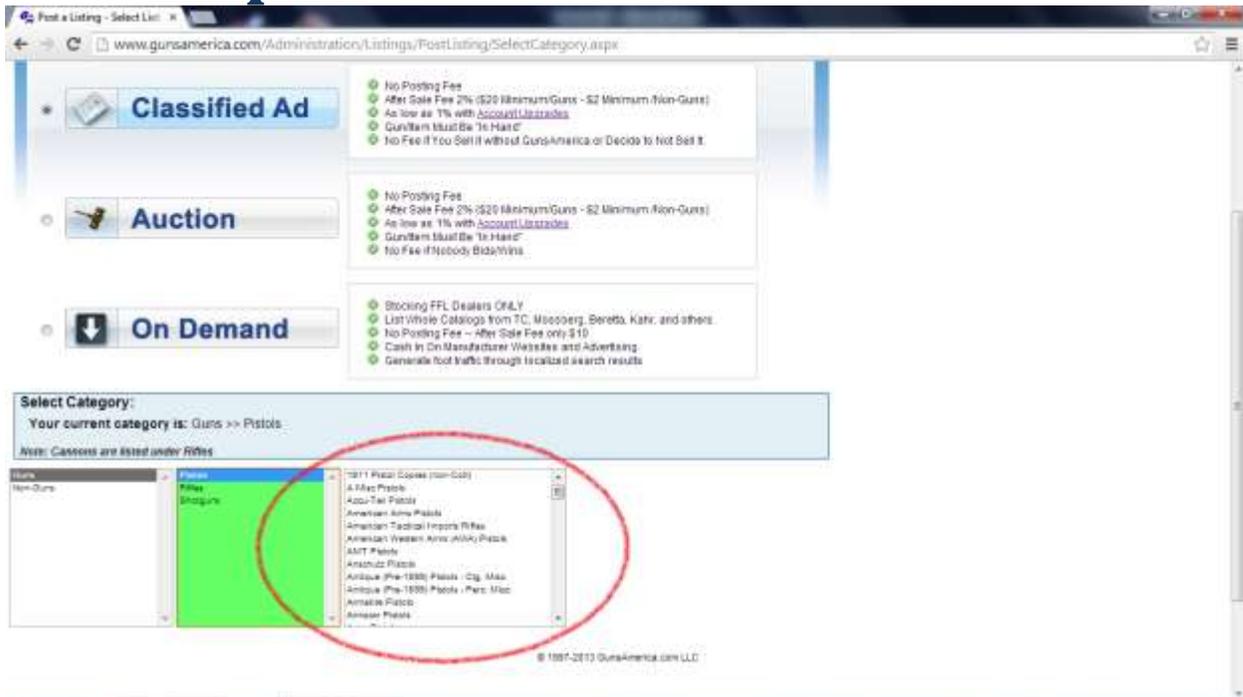
First, look to the bottom left of the page and select the "Guns" category (Anything that is not a firearm, such as accessories, optics, camping gear, books, reloading equipment, etc. goes in the "non-gun category").

## Step 4: Choose The Type Of Item You Are Selling



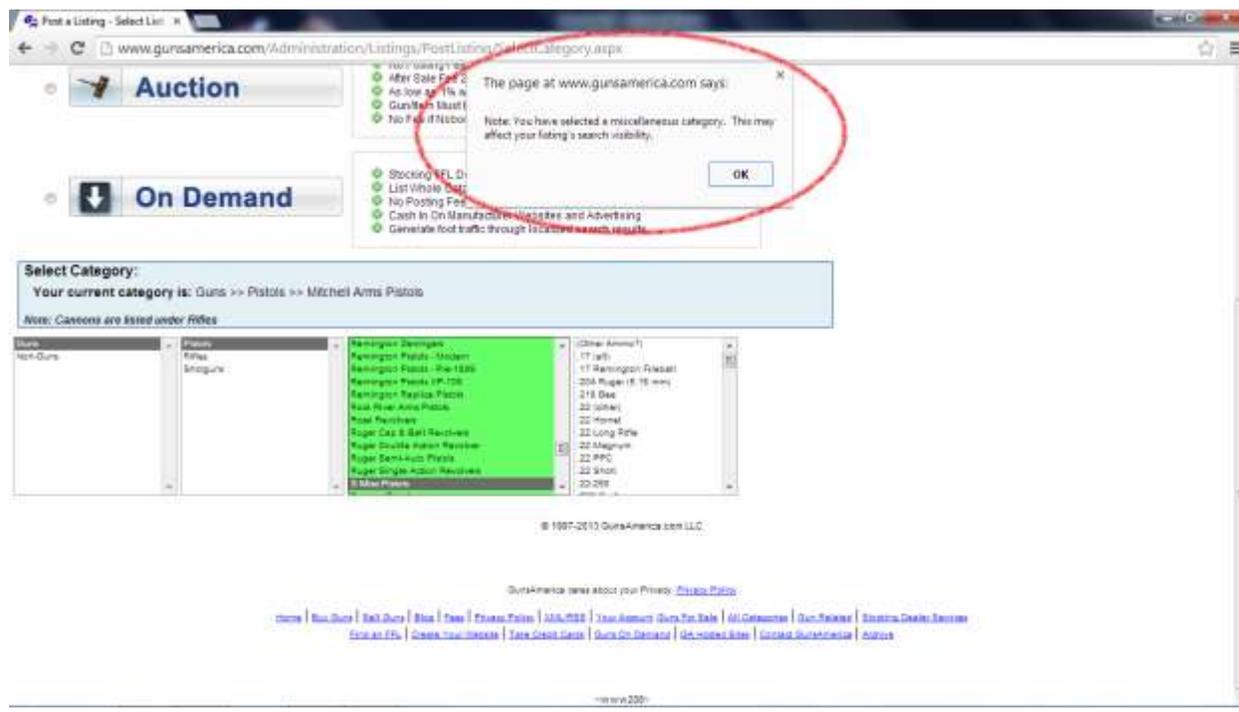
Next, you must choose what type of gun it is. Pistol, rifle, or shotgun. For this example, we choose pistol.

# Step 5: Select the Manufacturer



Next, select the gun manufacturer. For this step, we select Smith & Wesson.

# Or...If Your Manufacturer Is Not Listed

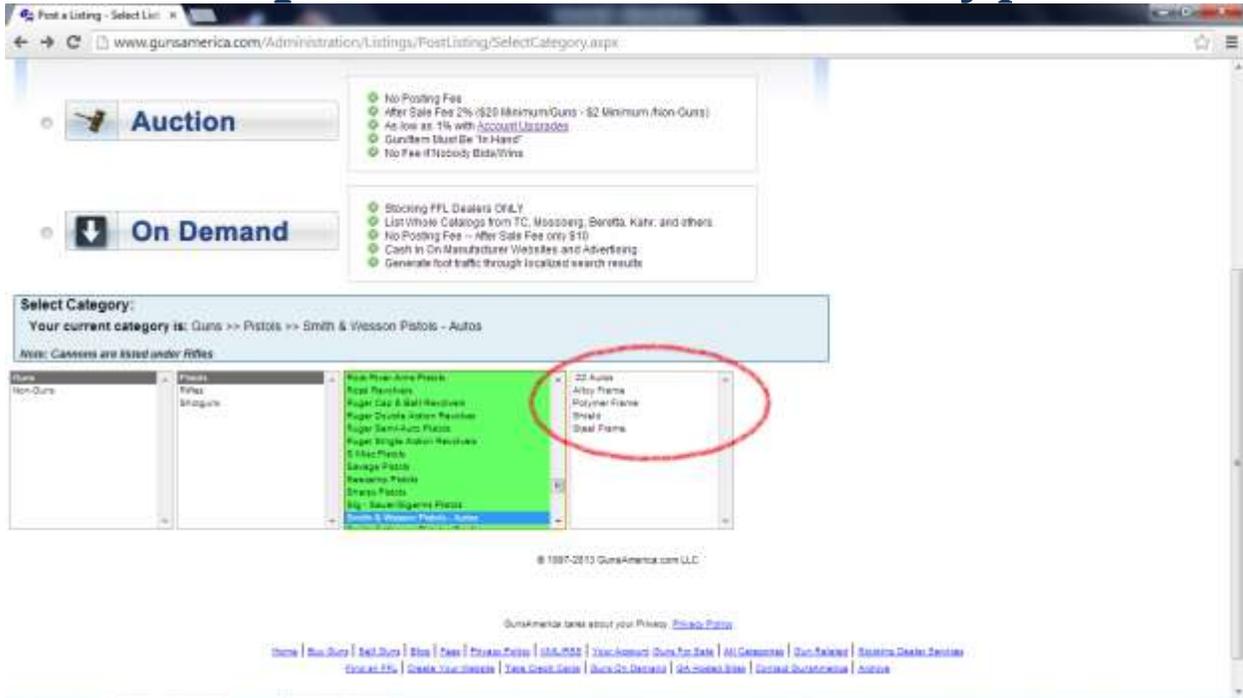


A quick note, we take great pains to make sure every manufacturer is listed on GunsAmerica. But with new products coming out it is hard to keep up. If you are posting a gun that is not listed, you can post it in a miscellaneous category. Simply find the category that has the first letter from your manufacturer followed by "Misc" behind it.

For example, if you have a pistol from Simon Arms...you would select S. Misc Pistols. If you have a rifle from Timothy Arms...you would select T. Misc Rifles. If you have a shotgun from Johnson Arms...you would select J. Misc Shotguns. Make sense?

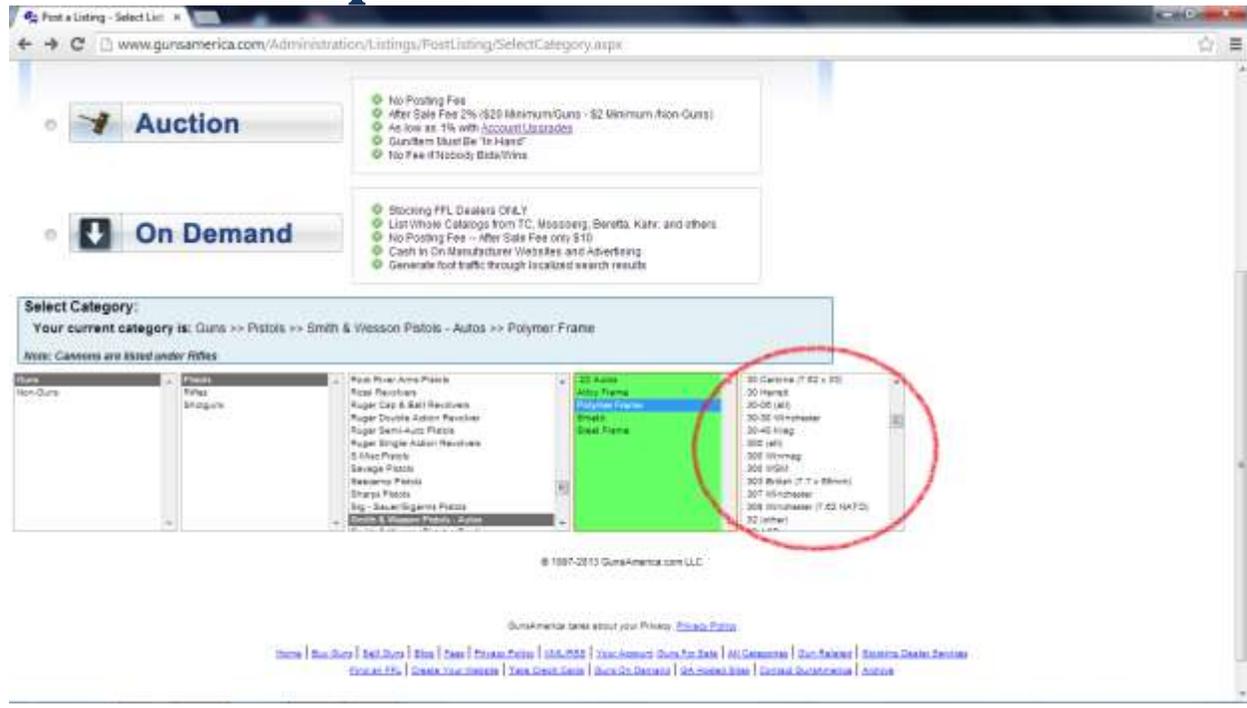
When you select a Miscellaneous category, a confirmation box will pop up. Select Ok.

# Step 6: Select the Frame Type



Next, select the type of frame. In this case the Smith & Wesson has a non-metal frame so we select polymer frame.

# Step 7: Select the Caliber



Finally, select the bullet caliber. The bodyguard is a .380 ACP so we select .380 (all). (Note: if you selected a miscellaneous category another screen will appear. This will ask you to list the specifics of your firearm. Look through the options. Select as many as apply to your firearm.)

## Step 8: Enter Item Info and Price

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Listing Type: Classified Ad  
Category: Guns & Parts > Smith & Wesson Pistols - Autos > Polymer Frame  
[Change Category or Listing Type](#)

**Item Info:**

Item Title:

Condition: <choose >

Quantity: 1 available  Display Quantity in the Listing

I have this item in my possession  
 This item is on Consignment

Item description (Maximum 4000 characters | No URLs, Phone No. or Email addresses, please.)

Your Stock Number (SKU):

Hand Orientation:  Right  Left

Shipping:

**Price:**

Asking Price: \$

Shipping Cost:  (Blank = "See Description")

**Contact Restrictions:**

Minimum Level To Contact or Buy It  
Anyone - as long as they are logged in

**Start Time / Duration:**

GA Date/Time: 9/18/2012 11:24 EST  
Start Date:    
Duration:

**Live Storefront Options:**

Hide my listing from search results fan:   
 Show this on my website now

**Photos:**

Upload Image(s)  
The first one is free, after that, the \$2 for a gallery of images. Gold

After you've selected the category, a screen will pop up asking you to list the details of your item. There are a lot of advanced functions on this screen for dealers who want to maximize their selling power on GunsAmerica. But you do not need to use them all to post your item. I'll explain each feature here, starting with "Item Info" and "Price".

Here is where you list the title of your item, the condition (New In box, never used, used - as new, used - minor wear, used - see item description), the quantity you have in stock, if it is yours or on consignment, the item description, stock number, and hand orientation.

If you are a stocking gun dealer, the "Your Stock Number" input gives you huge inventory control power. It allows you to sync your retail inventory with the items you have posted online. And helps prevent you from accidentally selling anything online that has already been sold in your store.

If you are a dealer with many items that you'd like to expose to the 3 million buyers a month that come to GunsAmerica, it may make sense for you to use our "Mass Upload" system. Instead of posting items one by one, the "Mass Upload" system transfers all the items in your Point of Sale system onto GunsAmerica with just a few clicks. And automatically removes ads for items that have already been sold (contact [rob@gunsamerica.com](mailto:rob@gunsamerica.com) for more details).

As of this writing, there is no other online classified ad system that allows you to input your stock number into classified ads.

In the "Price" tab, simply enter your asking price and cost to ship your item (non-gun items can be sent directly to your buyer, but guns must ALWAYS be shipped to an authorized FFL).

# Step 9: Optional Features For Dealers

The screenshot shows the 'Post a Listing' form on the GunsAmerica website. The 'Contact Restrictions' tab is highlighted with a red box. The form includes fields for 'Item Title', 'Condition', 'Quantity', 'Asking Price', 'Shipping Cost', 'Minimum Level To Contact or Buy It', 'Start Time / Duration', and 'Live Storefront Options'. The 'Contact Restrictions' section is currently set to 'Anyone - as long as they are logged in'. The 'Start Time / Duration' section shows the GA Date/Time as 9/18/2013 11:24 EST, with options to 'Start Now' or 'Select start date'. The 'Live Storefront Options' section includes a dropdown for 'Hide my listing from search results tab' and a checkbox for 'Show this on my website now'.

Next are some very powerful tools for dealers posting multiple items on GunsAmerica.

First, is the "Contact Restrictions" tab. Here, you will specify who can and cannot contact you regarding purchase of your listed item. The two levels are "anyone with a registered GunsAmerica account" or "Buyers with a verified address".

The advantage of dealing with "buyers with a verified address" is that these people have paid GunsAmerica to verify that they are real people. We not only have their address on file but we've also pinged their credit card and processed a charge.

This does not mean registered users who are not verified are not potential buyers. It just means the verified buyers have jumped through an additional hoop to verify who they are.

Next is the start time/duration. Here you can specify when you want the ad to start and end. This is beneficial when you will not be able to log onto your account to respond to ad inquiries (say, if you are on vacation or going out of town).

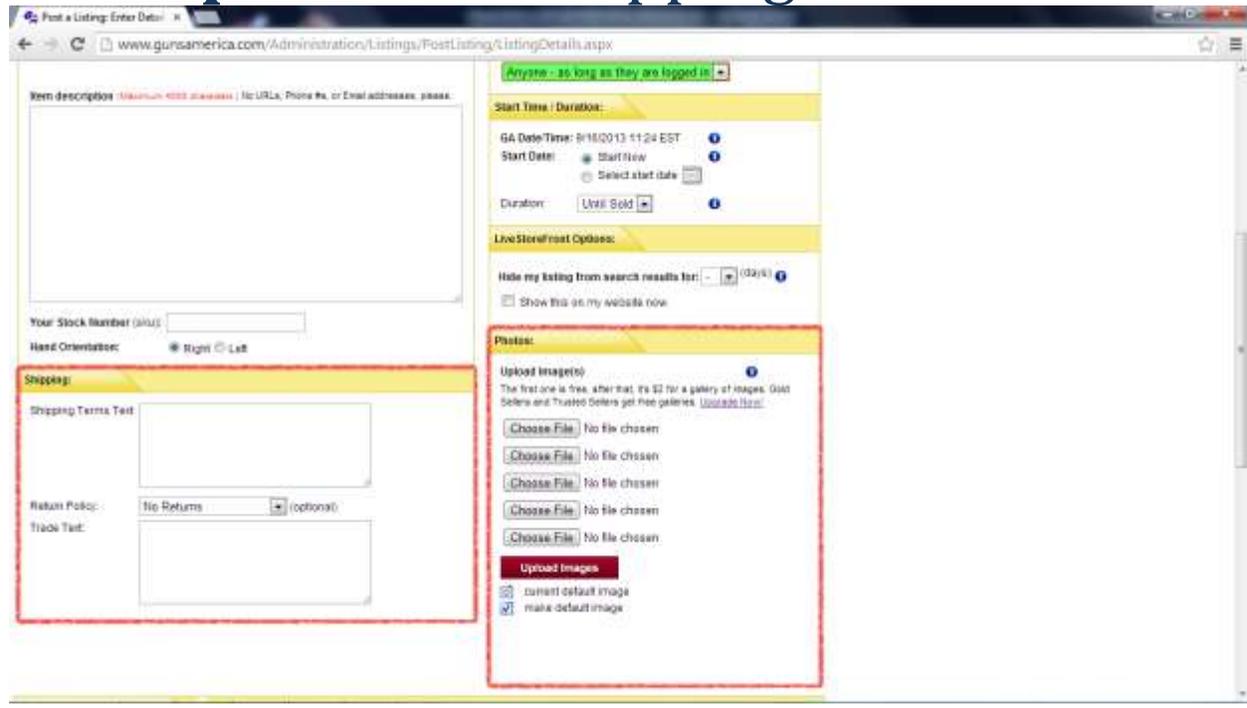
Finally, there is the Live Storefront option. This is for dealers who want classified ads posted to their website. This is a nice option because it drives foot traffic to stocking dealers retail locations. Many times customers will browse a retail website to see what inventory is in stock.

And since you MUST pick up a firearm at a FFL, people will come into the store to put their hands on a gun.

For more information on Live Storefronts, go to:

[www.gunsamerica.com/LiveStoreFronts/LiveStorefronts.aspx](http://www.gunsamerica.com/LiveStoreFronts/LiveStorefronts.aspx)

# Step 10: Item Shipping and Photos



The screenshot shows the 'Post a Listing' form on the GunsAmerica website. The form is divided into several sections:

- Item description:** A large text area for entering the item's details.
- Start Time / Duration:** Fields for 'GA Date/Time' (8/16/2013 11:24 EST), 'Start Date' (with 'Start Now' and 'Select start date' options), and 'Duration' (set to 'Live Sold').
- LiveStorefront Options:** Includes 'Hide my listing from search results list' and 'Show this on my website now'.
- Shipping:** A section with a 'Shipping Terms Text' field, a 'Return Policy' dropdown menu (set to 'No Returns'), and a 'Track Text' field.
- Photos:** An 'Upload Image(s)' section with a note: 'The first one is free, after that, it's \$2 for a gallery of images. Gold Sellers and Trusted Sellers get free galleries.' It contains five 'Choose File' buttons, each followed by 'No file chosen', and an 'Upload Images' button. There is also a checkbox for 'make default image'.

Next are the shipping and photograph options. Simply tell the buyer what your shipping terms are (remember, guns always get shipped to FFL dealers), if you have a return policy, and if you take trades.

If you have photos, post them. Classified ads with more photos always get clicked on more. So if you want your ad to stick out, make sure to include lots of photos. The buyers will appreciate it.

Plus, interested buyers always want to know everything about a gun before they buy it. Posting more pictures will save you time in the long run. Because the photos will answer many questions they have about the gun (rather than bogging you down with lots and lots of emails).

Make sure to take close ups of any flaws (cosmetic damage or wear and tear) or special features (engravings, polished bits, etc.) to answer all of your buyers questions.

Keep in mind, the first image is always free. Additional images are always free for paying members. Free members must pay for additional images. Click on the following link to upgrade your membership:

[www.gunsamerica.com/Administration/User/GunsAmericaRegistration.aspx#FeesBottom](http://www.gunsamerica.com/Administration/User/GunsAmericaRegistration.aspx#FeesBottom)

Which brings us to the final step in listing your firearm...

# Step 11: Listing Enhancements

The screenshot shows the 'Post a Listing' interface on GunsAmerica.com. The 'Listing Enhancements' section is highlighted with a red border. It contains a table of options to make a listing stand out, with columns for 'Description' and 'Amount (\$)'. Below the table is a 'Total' section showing 'Enhancement Charges: \$0.00' and 'Listing Charge: \$0.00', with a total of '\$0.00'. There are also 'Save Draft', 'Preview', and 'Post' buttons at the bottom.

Description	Amount (\$)
<input type="checkbox"/> Make your listing bold and have it stand out from the other items	\$3.75 (Reg. \$1.00)
<input type="checkbox"/> Featured Listing (Appear at the top of search results)	\$2.00 (Reg. \$6.00)
<input type="checkbox"/> Highlighted Summary	\$1.00 (Reg. \$3.00)
<input type="checkbox"/> Display link to my other listings in search results	\$0.00 (Reg. \$6.00)
<input type="checkbox"/> Boxed Listings (A gold box around them that will help your listing get noticed)	\$5.00 (Reg. \$1.00)
<input type="checkbox"/> Homepage (In rotation for one week)	\$10.00 (Reg. \$20.00)
	<b>\$0.00</b>

Total  
Enhancement Charges: \$0.00  
Listing Charge: \$0.00  
**\$0.00**

I understand that in listing this item I must have it in stock or on consignment.

Save Draft Preview Post

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Finally, you have the option to upgrade with listing enhancements options to help your listing really grab attention. Here are the options, what they do, and how they help your listing stand out:

**Bold Font:** Makes the font (text) in your item "description" bold so it looks stronger and stands out. The title is not bold, the text for the item description is bold. The text will be seen this way when listed on the summary page (when shown on a page with other ads).

**Featured Listing:** Your listing/ad will be moved to the top of the category or subcategory in which it has been placed. It will be at the top along with other featured listings (in listing number order). Keep in mind this means it will be a "featured listing" in the exact category & subcategory you put it in, not the general or top level main category. The best part of this special feature (besides coming out on top) is that if someone sorts the listings in any way (price, time, etc.) your item will still be at the top with all other Featured Listings, regardless of the sort order the visitor chooses. This is a great advantage!

**Highlighted Summary:** Highlights your listing/ad summary in yellow (while listed on a page with other seller's items) to make it stand out from other listings. The listing will be seen this way when listed on the summary page (when shown on a page with other ads).

**Display My Other Listings:** Great if you have multiple GunsAmerica listings. It places a graphic image in your listings when they come up in search results (while listed on a page with other seller's items). The graphic image reads: "More from this Seller". When members click on the image it takes them to a special page with all of your listings.

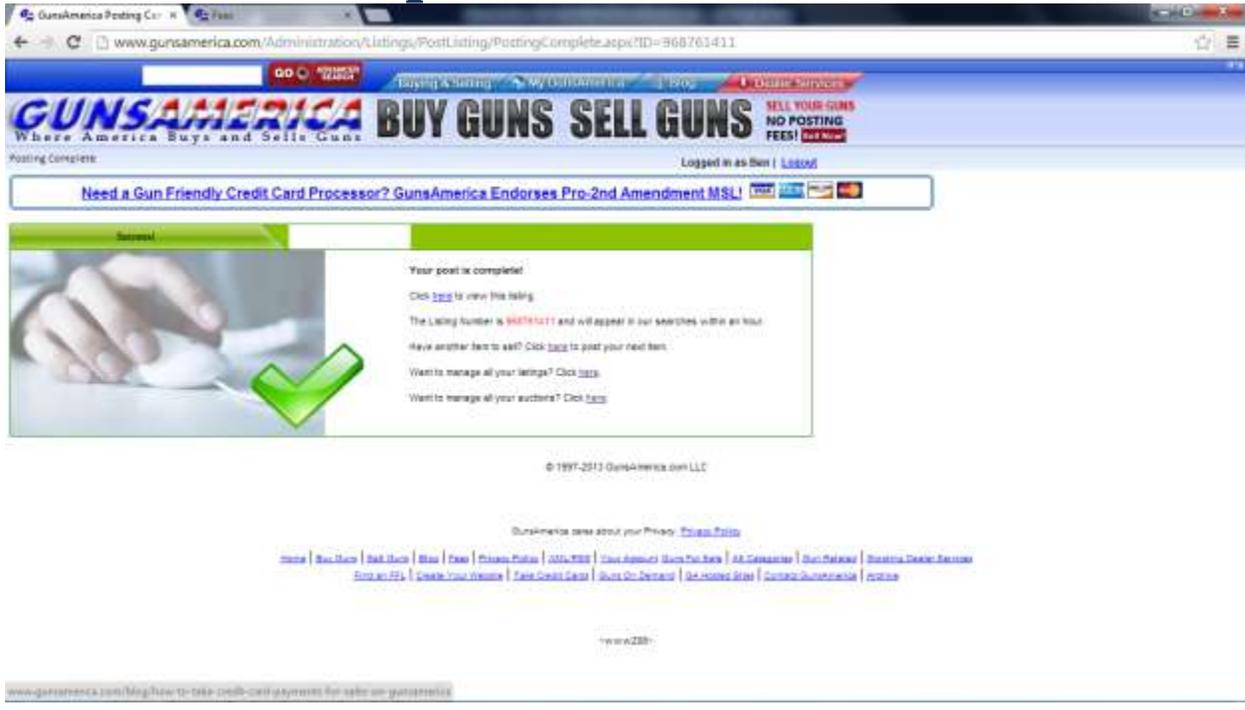
**Bordered Listing:** Places a thick, crisp, dark red, hard line border around your thumbnail listing photo (the smaller photo shown on a page with other ads), making your photo stand out from the rest. A bordered listing combined with Highlighted Summary makes a big impact, and will no doubt catches the eye!

**Home Page:** This very special feature places your listing/ad on the GunsAmerica home page within one hour of when you post it. It will be the first (will be one of five) of all listings seen by anyone who visits the GunsAmerica's home page. Although this is a very special feature, since there are only five prime spots reserved for this feature on the home page, keep in mind you can get "knocked off" the home page at any time. Meaning, your ad may appear for anywhere from a few days, to a few weeks, or even just a few minutes. How long your listing stays on the home page depends completely on how many other sellers chose the home page feature while your listing is there. There is NO guarantee as to how long your listing will appear on the home page and there are NO refunds if you get knocked off the home page sooner than you expected. Choose the Home Page feature only if you want immediate exposure but understand there is no time guarantee and you can afford the extra fee.

**Additional Images:** The first photo for every listing is always free. There is a small fee for additional images, depending on your membership level and how many images you upload

There is no refund for any special features.

# Step 12: Item Posted



After you've selected the options, click on the checkmark box at the bottom of the left page confirming you have the item in stock or on consignment. Then, you can save your draft, preview your ad, or post it on GunsAmerica.

If you post your item, you'll see a confirmation screen. Here you can manage your listing or sell more items.

Thank you for using GunsAmerica! If you have any questions about this process please contact customerservice@gunsamerica.com.