



How to Register as a Seller

**A GunsAmerica
Quick Start Guide**

This report shows you step-by-step instructions for registering as a seller on GunsAmerica. If you own a retail store and/or are an FFL dealer, this "how-to" document applies to you as well.

There are three main reasons to register as a dealer.

First...**you gain access to three million buyers a month for free.** Expose \$1,000, \$10,000, or \$1 million worth of inventory without risking a penny with [Free Classified Ads](#) and [Auctions](#).

Second...**most of these buyers want to buy NOW.** Most of our visitors do NOT want to wait a few days for a gun to be shipped. So, they use GunsAmerica [Local Search](#) to find a dealer close to them stocking the gun they want (only if they can't find it local do they pay the extra shipping and transfer costs). The more inventory you have posted on GunsAmerica, the more likely people will visit your store.

Third...**collect FFL transfer fees when local buyers have their online firearm purchases shipped to your store for pickup** (many dealers make an even bigger profit selling ammo, holsters, or other accessories to these buyers). Enter your FFL information and your store will be added to a database of authorized stores to ship firearms to. Local buyers will see your store every time they buy a gun online.

This document is prepared as follows. First, what action you need to take for each step. Second, a photo screenshot of the GunsAmerica page corresponding to each step. And finally, more detailed information if you need it.

Note: This how-to guide covers all steps if someone is registering from the first time on GunsAmerica . If you are already registered with GunsAmerica, and just need to register as a seller, skip to Step 3b.

Let's get started...

Step 1: Click to Login/Quick Register



Go to www.gunsamerica.com and click on either the Login or Quick Register FREE links.

Step 2: Confirm Full Registration

The screenshot shows a web browser window with the URL <https://www.gunsamerica.com/Default.aspx?ShowRegister=1>. A yellow pop-up window titled "GunsAmerica EZ Registration" is centered on the screen. The form contains the following fields and options:

- Email Address:
- Confirm Email:
- (Password must be a minimum of 7 characters - no spaces.)
- Password:
- Re-enter Password:
- Would you like to enter other details required to contact sellers?
 Yes No
- Buttons: [Cancel](#), [Quick Register](#)
- Text at the bottom: EZ Registration cannot be used to sell. [Go to Full Registration](#)

The screenshot shows the GunsAmerica website's login/register page. The URL is <https://www.gunsamerica.com/Login.aspx?ReturnTo=/Default.aspx>. The page features a "Login" form on the left and a "Not A Member? It's Fast, Free, and Easy. Sign Up Today!" call to action on the right. The "Not A Member" text is circled in red.

Login Form:

- LOGIN or EMAIL:
- PASSWORD:
- Remember Login
- [Login](#)
- Forgot your Login or Password? [Click here](#) to have them sent to you.

Not A Member? It's Fast, Free, and Easy. Sign Up Today!

[Register](#)

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If you clicked on the Quick Register FREE link, the screen will darken and a pop-up window will appear. If you clicked on the Login link, the Login/Register screen will appear.

If you already have an account with GunsAmerica, but are NOT set up as a seller, skip to Step 3b.

If you do NOT have an account with GunsAmerica, click on the Register (or Full Registration button in the pop-up window) button.

Step 3a: Click to Add Seller Details (for New Users)

GunsAmerica Registration

https://www.gunsamerica.com/administration/user/GunsAmericaRegistration.aspx

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Guns, Guns for Sale, Gun Classifieds, Gun Auctions, [Browse all Guns](#), [Sell Your Guns on GunsAmerica](#) [Login](#) | [Quick Register FREE](#)

Need a Gun Friendly Credit Card Processor? GunsAmerica Endorses Pro-2nd Amendment MSL!

Registration

Register → Account Type → Complete

Already have an Account on GunsAmerica? [Click here](#) to login.

Buying/Account Information

Email Address

Confirm Email

Email Confirmation Required Before Contacting Other Users

(Password must be a minimum of 7 characters - no spaces.)

Password

Confirm Password

Enter the numbers shown above:

Fill out the information below in order to contact sellers or place bids.
(Display Name must be a minimum of 5 characters - use letters or numbers only.)

Display Name (Can also be used as your Login)

First Name

Last Name

Phone

Fax

Address 1

Address 2

City

State/Zip

Date Of Birth -M- -D- -Y-

Check here to agree to the GunsAmerica [Terms of Service](#)

Also Add Seller Details Now **Submit**

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You should now be on the partial registration page. If you are selling on GunsAmerica, you must add your seller details. Click on the button that says, "Also Add Seller Details Now". The following page will appear:

Already have an Account on GunsAmerica? [Click here](#) to login.

Buyer/Account Information

Fit out the information below in order to contact sellers or place bids.
(Display Name must be a minimum of 3 characters - use letters or numbers only.)
(Email Confirmation Required Before Contacting Other Users)
(Password must be a minimum of 7 characters - no spaces.)

Email Address

Confirm Email

Password

Confirm Password

Display Name (Can also be used as your Login)

First Name

Last Name

Phone

Fax

Address 1

Address 2

City

State/Zip

Date Of Birth -M- -D- -Y-

Enter the numbers shown above:

Seller Account Settings/Information
 Required for selling. This address must be your main/facile credit card address.
[Click Details From my Buyer Information!](#)

Seller Display Name

Email Address

Phone

Address 1

Address 2

City/State/Zip

Seller Details (optional)
(400 characters left)
(Your profile will appear in all of your listings. You may NOT enter your phone number, email address or website URL.)

Do You Take Trades?
(30 characters left)
This is a common buyer question. If so, please add the details in this box. You may edit this later in your Seller Details. (Show / Hide Trades/Wares)

Email Notification Options Yes No
Note: All members will be sent important notices about their account by email. This is required for membership. The Do/Off option is for non-essential emails.

Show Feedback of Sales in Listings

I am an FFL

Show My Items in GoLocal

Check the types of payments you accept

NEVER agree to accept PayPal, Western Union, BankWire Transfers, etc.

Check here to agree to the GunsAmerica [Terms of Service](#)

Enter your info. Name, address, phone, fax and date of birth are all standard information. The display name is what you wish to call yourself in the GunsAmerica community.

The 'Seller Details' field is a spot where you can tell potential customers about yourself. Many sellers use this space to establish credibility with buyers. Examples are describing how long they've been in business, their professional affiliations, or how long they've been a GunsAmerica seller. But you cannot put any identifying information - such as phone number, email address, or website URL - in this field.

If you take trades, let your buyers know in the 'Do You Take Trades?' fields. If you do not take trades, leave this blank.

Finally, there are a few yes/no questions. Click the corresponding buttons for email notifications, if you would like feedback from customers to show up in all of your listings, if you have an FFL number, if you'd like users to be able to find you in the local search (GoLocal), and what type of payment you accept. And click the submit button.

Note: Many credit card processors do not allow online sales of firearms. If your processor does not allow this, or if you do not have a credit card processor at all, we have one that is gun dealer friendly and offers competitive rates. Click on the following link for more information:

www.gunsamerica.com/blog/how-to-take-credit-card-payments-for-sales-on-gunsamerica

If you are new to GunsAmerica, skip to Step 4.

Step 3b: Enter Seller Details (for Existing GunsAmerica Users)



From your "GA Home" screen after you login, hover your mouse over 'Account Details'. A sub-menu will pop-up. Click on 'Seller Details' and the Seller Details Screen will appear.

On this page enter your info. Name, address, phone, fax and date of birth are all standard information. The display name is what you wish to call yourself in the GunsAmerica community.

The 'Seller Details' field is a spot where you can tell potential customers about yourself. Many sellers use this space to establish credibility with buyers. Examples are describing how long they've been in business, their professional affiliations, or how long they've been a GunsAmerica seller. But you cannot put any identifying information - such as phone number, email address, or website URL - in this field.

If you take trades, let your buyers know in the 'Do You Take Trades?' fields. If you do not take trades, leave this blank.

Finally, there are a few yes/no questions. Click the corresponding buttons for email notifications, if you would like feedback from customers to show up in all of your listings, if you have an FFL number, if you'd like users to be able to find you in the local search (GoLocal), and what type of payment you accept.

And click the submit button.

Note: Many credit card processors do not allow online sales of firearms. If your processor does not allow this, or if you do not have a credit card processor at all, we have one that is gun dealer friendly and offers competitive rates. Click on the following link for more information:

www.gunsamerica.com/blog/how-to-take-credit-card-payments-for-sales-on-gunsamerica

You are now all set to sell items on GunsAmerica. If you have an FFL number and would like to enter it now, skip to Step 5b.

Step 4: Select Your Membership Level

Registration

See our [FAQ](#) page for more details

Account Type	No Posting Fees	Automatic Identity Verification*	Free Photo Uploads	Free Return Ads**	Link to My Store in Search Results	Phone Number in Ads OK	Store Name in Ads	After Sale Fee		
								2% of Sale Price \$20 Minimum	1.5% of Sale Price \$10 Minimum	1% of Sale Price \$10 Minimum
Free	✓							✓		
Verified (\$1.99 One)	✓	✓						✓		
Gold Seller (\$19.95 Monthly)	✓	✓	✓						✓	
Gold Plus Seller (\$29.95 Monthly)	✓	✓	✓	✓	✓					✓
Trusted Seller (\$49.95 Monthly)	✓	✓	✓	✓	✓	✓	✓			✓

* Verification is mailed as pending until identity can be verified.
 ** Up to \$10,000 per month in sales, then a 1%/92 minimum applies

You have chosen Basic User. Cost: Free.

Select This Subscription

Select the membership that best fits your needs. For a full breakdown of membership features and benefits visit:

www.gunsamerica.com/Fees.htm

Congratulations! You're all set up to sell items on GunsAmerica. If you indicated you are an FFL dealer during the sign-up process, you will now see a screen to enter your FFL information.

Step 5a: Adding Your FFL Information to a New Account (Optional)

Guns For Sale, Gun Auctions, Buy and Sell Guns, Online

https://www.gunsamerica.com/Administration/User/FFLDetails.aspx

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Messaging >
Buying >
Selling: Ads >
Selling: On Demand >
My Website >
Accounting >
Account Details >
User Details
Seller Details
Trusted Seller Options
Upgrade
FFL Details
Drop Off Details
Verified Address

FFL Details

FFL Details

[Copy details from my seller information](#)

FFL Name

FFL License Image (Optional) no file selected
(.jpg or .gif images only)

Business Hours
(If applicable)

FFL ID Number

Are you a stocking dealer? Yes No

Are you a store? Yes No

Do you do transfers? Yes No Upon Request
Only FFLs who select Yes for transfers will be listed in our FFL search

Email Address

Phone

Street Address

Address 2

City

State

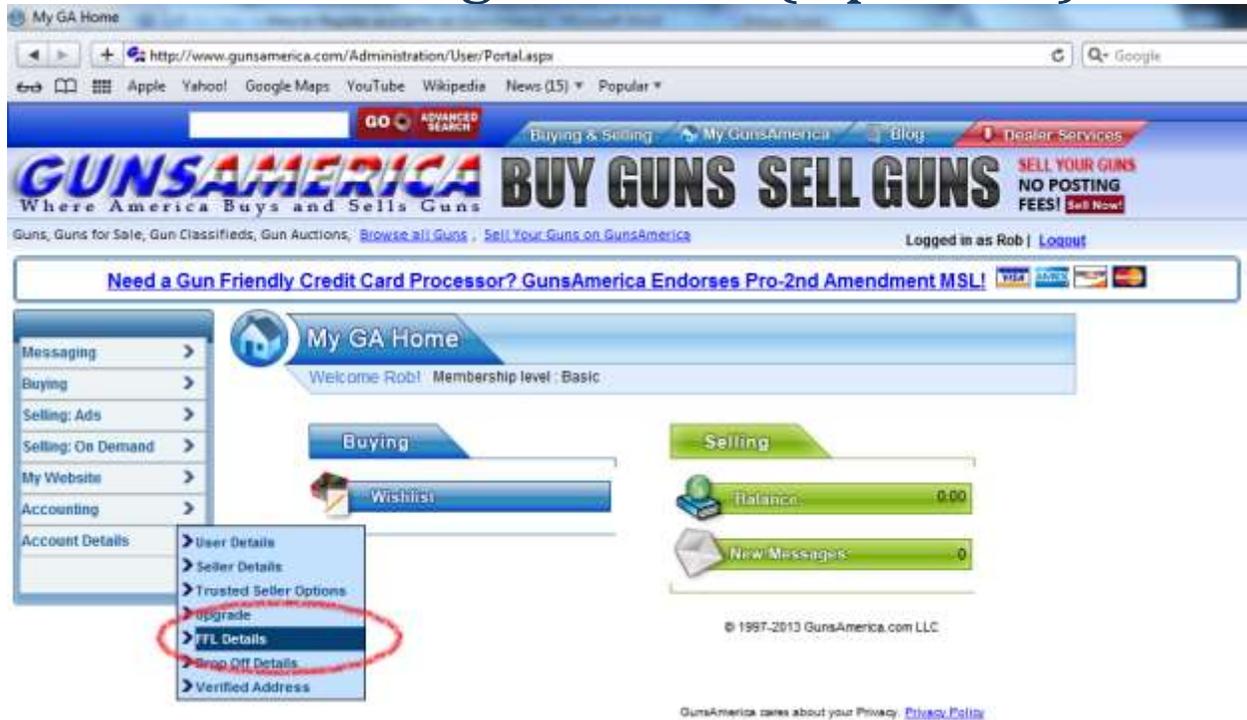
Zip

I agree to the [Terms and Conditions](#)

Enter your FFL information on this page. Click the 'Copy details from my seller information' and some fields in this form will be filled in for you. If you are a stocking dealer with a retail storefront, make sure to select the 'yes' buttons. This will let local buyers know they can come into your store and pick up items, saving them shipping and transfer fees.

If you accept transfers, make sure to click the 'yes' button. This way buyers can have firearms shipped to your retail location. You can charge a transfer fee and have the opportunity to sell them accessories for their new gun (such as slings, holsters, ammunition, etc.)

Step 5b: Adding Your FFL Information to an Existing Account (Optional)



From your 'GA Home' page, hover your mouse over the 'Account Details' menu on the left of the page and click on FFL details in the sub-menu. The FFL details page will appear.

Guns For Sale, Gun Auctions, Buy and Sell Guns, Online

https://www.gunsamerica.com/Administration/User/FFLDetails.aspx

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Guns, Guns for sale, Gun Classifieds, Gun Auctions, [Browse all Guns](#), [Sell Your Guns on GunsAmerica](#) Logged in as Rob | [Logout](#)

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Messaging >

Buying >

Selling: Ads >

Selling: On Demand >

My Website >

Accounting >

Account Details ▾

User Details

Seller Details

Trusted Seller Options

Upgrade

FFL Details

Drop Off Details

Verified Address

FFL Details

[Copy details from my seller information](#)

FFL Name

FFL License Image (Optional) no file selected
(.jpg or .gif images only)

Business Hours
(If applicable)

FFL ID Number

Are you a stocking dealer? Yes No

Are you a store? Yes No

Do you do transfers? Yes No Upon Request
Only FFLs who select Yes for transfers will be listed in our FFL search

Email Address

Phone

Street Address

Address 2

City

State

Zip

I agree to the [Terms and Conditions](#)

Enter your FFL information on this page. Click the 'Copy details from my seller information' and some fields in this form will be filled in for you. If you are a stocking dealer with a retail storefront, make sure to select the 'yes' buttons. This will let local buyers know they can come into your store and pick up items, saving them shipping and transfer fees.

If you accept transfers, make sure to click the 'yes' button. This way buyers can have firearms shipped to your retail location. You can charge a transfer fee and have the opportunity to sell them accessories for their new gun (such as slings, holsters, ammunition, etc.)

Step 6: Become a Drop Off Location

FFL Information Updated

FFL Details

As an FFL, you may be interested in becoming a GunsAmerica Drop off Location. [Click here](#) for more details.

FFL Name

FFL License Image (Optional)
(.jpg or .gif images only)

Business Hours
(If applicable)

FFL ID Number

Are you a stocking dealer? Yes No

Are you a store? Yes No

Do you do transfers? Yes No Upon Request

Only FFLs who select Yes for transfers will be listed in our FFL search

Transfer Fee \$
If you leave this blank or enter zero, it will display as 'Call for Terms' in our FFL search

Email Address

Phone

Messaging >

Buying >

Selling: Ads >

Selling: On Demand >

My Website >

Accounting >

Account Details ▾

User Details

Seller Details

Trusted Seller Options

Upgrade

FFL Details

Drop Off Details

Verified Address

Live Checkout

After you enter your FFL details, a screen will pop-up confirming your information is updated. You will also have the opportunity to sign up as a GunsAmerica Drop-Off location. There are a few advantages to this:

- You charge a fee to take the gun from the seller and ship it to the buyer. This fee is to compensate you for entering the gun into your bound book and transferring it out to another dealer in another state.
- The seller still does all interaction with the buyer before the sale is completed, all you do is take the gun and ship it out to the FFL.
- You will be reimbursed for shipping costs, and be paid your transfer fee.

The yearly fee to be listed in our drop off directory is \$99. GunsAmerica will provide signs for your retail establishment, as well as a window decal, and we will link you from our website. For more info, go to www.gunsamerica.com/Administration/User/DropOffDetails.aspx

Step 7: Sell Some Items!

You are now registered as a seller on GunsAmerica. The next step is to post some items for sale. Simply click on the sell an item link on the www.gunsamerica.com homepage. For further instructions, download How to Post a Free Classified Ad quick start guide. It's found under the quick start tab found at www.help.gunsamerica.com

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