

The logo for Used.ca, featuring the text "Used.ca" in a white, sans-serif font inside a white speech bubble shape. The speech bubble is set against a dark purple background that forms a larger speech bubble shape pointing towards the right.

Used.ca

LOCALS BUY & SELL HERE

A vertical decorative bar on the left side of the slide, consisting of four rounded rectangular blocks stacked vertically. From top to bottom, the colors are olive green, grey, red, and teal.

Introduction to Used.ca Victoria

What is Used.ca?

- Your free LOCAL classified site that provides opportunity to buy, sell and trade in a safe environment
- Our mission is to keep stuff out of landfills and lower the cost of purchasing goods and services
- Over 30 million pageviews per month and 100,000 ad listings

What makes us different (and better)?

- A live Moderation Team
- 100 per cent family-friendly
- Community Coordinators
- Alerts
- Favourites
- Maps
- #UsedHelps
- Local flyers
- Trending ads

How to create an account

- Let's watch a movie!
- [https://www.youtube.com/watch?
t=52&v=vqqzWTttRDI](https://www.youtube.com/watch?t=52&v=vqqzWTttRDI)

Let's create an account!

- Enter your username and email
- You can add your name for authenticity and photo
- Include your location and postal code
- Add a password and click “save settings”
- Activate your account by clicking link in confirmation email
- Log in with your username and password

Benefits of creating an account

- Convenience - all your ads listed under “my ads” tab
- Manage all the items you are selling in one place - selling, holds and expired
- Access your *favourites*
- Sign up for *alerts*
- Validates you as a seller to potential buyers

How to place an ad

- It's movie time again!
- [https://www.youtube.com/watch?
t=39&v=C6Za4ldzjF8](https://www.youtube.com/watch?t=39&v=C6Za4ldzjF8)

Placing an ad - let's review!

- Choose the category and subcategory
- Include your asking price; is your item free, for sale or for trade?
- Enter a descriptive title and a concise description of your item

Placing an ad - let's review!

- Include your preferred contact info
- Include your postal code so potential buyers can identify your location
- Upload photographs
- Choose an ad upgrade (optional)

Terms of Use

Terms Of Use

Terms of Use

[Introduction](#)

[Application of Agreement](#)

[License](#)

[Included Policies](#)

[Using Our Services](#)

[Privacy](#)

[Services and Fees](#)

[Content](#)

Posting Policy

[Business Services](#)

[Commercial Sellers](#)

[Free Category](#)

[Job Category](#)

[MLM Ads](#)

[Pet Category Posting](#)

[Real Estate Category](#)

[Wanted Ads](#)

Prohibited Items & Services Policy

[Prohibited Weapons and Related Items](#)

[Prohibited Tobacco and Related Items](#)

[Cribs That Do Not Meet Health Canada Standards](#)

[Car Seats That Do Not Meet Health Canada Standards](#)

Terms of use and Help

- Prohibited items
- Pet policy
- Car seat policy
- Help for buyer and sellers
- Search the site
- Safety first

Tips on creating a trending ad

Trending Ads



Learn how
to get your
ad **here**

Tips on creating a trending ad

- Trending ads showcase the most popular ads on our site
- Measured by # of views, # of times users *favourite* an item and # of times the ad is shared

Tips on creating a trending ad

- Seasonal ads: boats in summer, Halloween costumes in October
- The price is always right
- Great pictures
- A smart write up: make it funny!

TO AD LISTINGS

▶ SHARE

♥ Dude... we found your car!!

REPORT AD !



“We weren't looking for a smashed up Thunderbird when we went looking for a leisurely drive to Bear Creek today, but lucky for you we found it!! At first we were worried about how we could return it to its rightful owner, but then we found some insurance papers with your name on them. I'm not good at tracking people down, so I passed the info on to the Sooke RCMP (I hear they're good at that sort of thing). It'll probably be super easy for them to find you too since your Facebook profile has multiple pictures of you with the car. Thanks for the added comment about "bringing it up to the woods to give it a redneck funeral"... That makes it easier to identify you as the rightful owner. So... You should be contacted shortly on how to get your car back. No need to thank me. Just being a good citizen. ;)”

Photos! Photos! Photos!

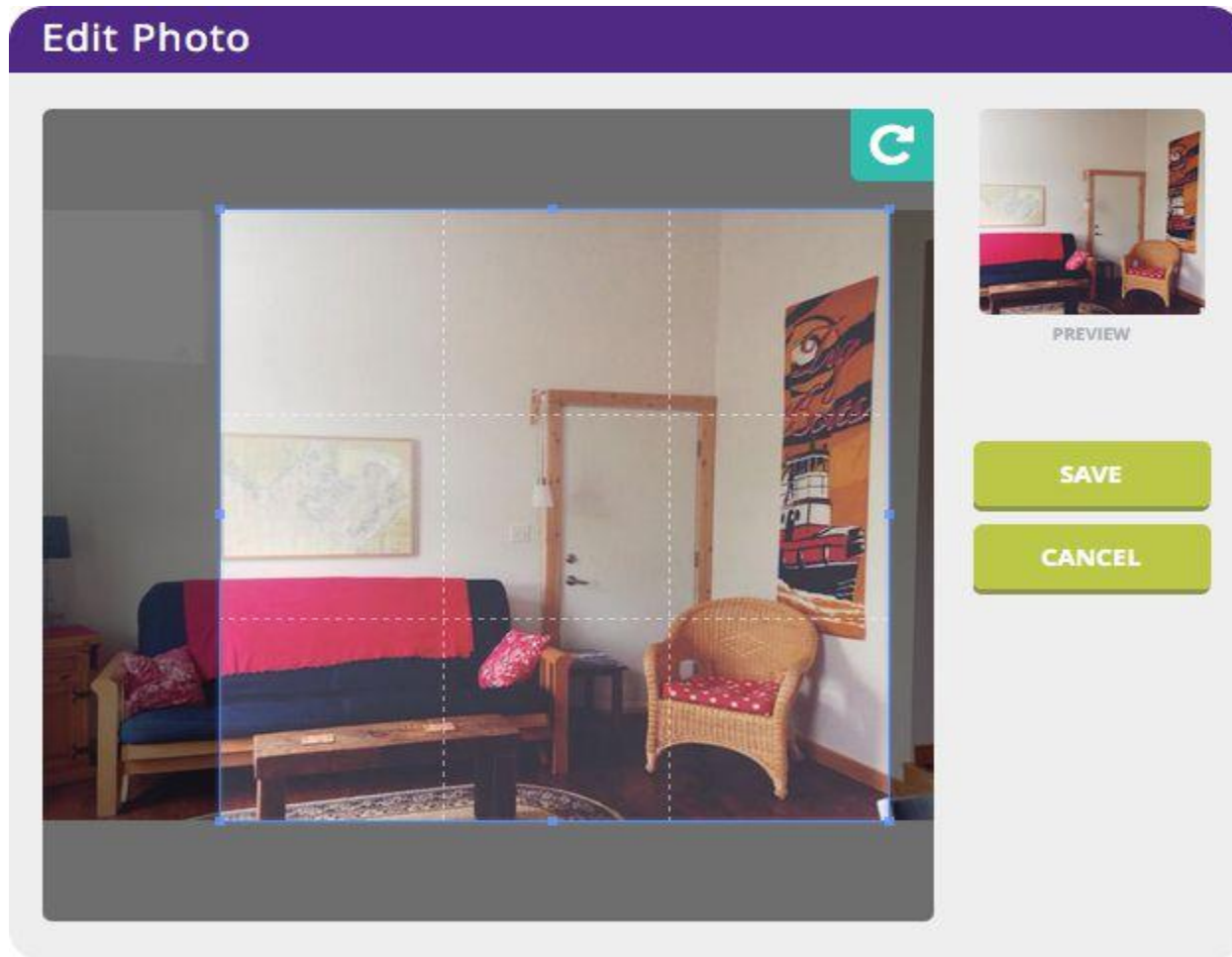
- Great images will draw more people to your ad, so your item will sell faster



- Create a backdrop for your item



- Edit your photo: sizing and cropping



- Use multiple photos



Tips on selling an item quickly

- Price it right
 - search the site for similar items
- Great photos
- Measurements
- Share ad with friends
- Ad upgrades

Safety tips when selling an item

- Always meet in person
- Choose a public place to meet
- Make sure someone knows where and whom you are meeting if in public

Safety tips when selling an item

- Make sure someone is home with you
- Only accept cash - never accept a cheque or bank draft and then provide the difference back.

#UsedHelps

#UsedHelps

▶ TOOLS



Locals buy, sell and support here

- ① Buyer & Sellers learn more
- ② Charities learn more
- ③ Place ad

Help directly support registered Canadian charities by buying and selling with #UsedHelps. Proceeds from sales will go directly to the charity of the seller's choice through a secure credit card payment. If applicable, sellers receive tax receipts on items valued over \$20.

If you have any questions, please contact our [customer support](#) for assistance.

View ads for:

Select your charity ▼

#UsedHelps

- Post an item and click “Yes” when asked “Donate proceeds to charity”
- Choose your favourite registered charity or non-profit - over 45 to choose from
- When a buyer emails and confirms they are interested, ask them to go to the ad and click “Reserve Now” button

#UsedHelps

- Both buyer and seller will receive a confirmation email for payment
- When buyer picks up the item, they click the link on the email to pay using mobile device
- Funds are directly transferred to charity
- Buyers will receipt a tax receipt for items over \$20

Why buy used?

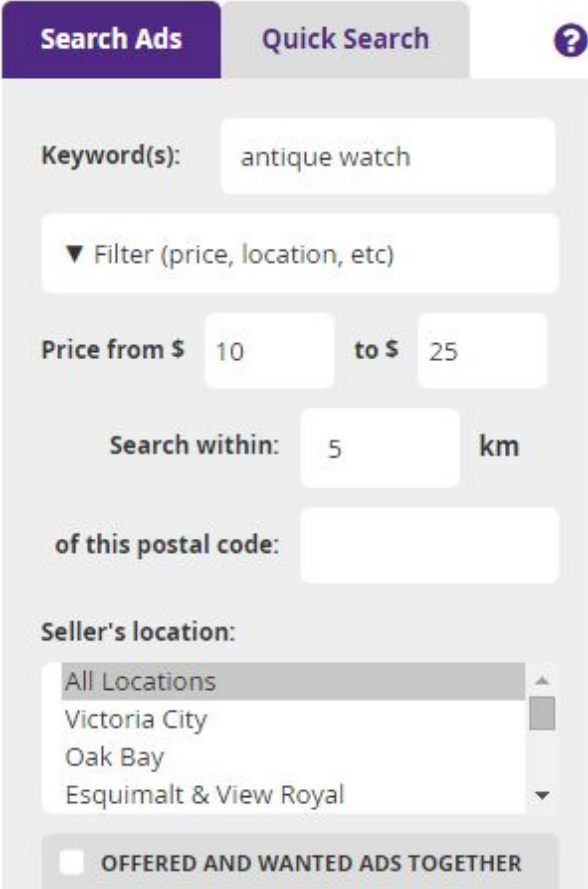
- Saves you A LOT of money
 - 50% to 100% off retail price
- Helps the planet
 - recycle, reuse and upcycle
- It keeps things local
 - Used.ca is all about local community, our HQ is in Victoria
- Once you've bought an item on Used.ca and no longer need it, re-post it to the site

Tips on buying used

- Negotiate price but be reasonable
 - don't low-ball
- Be polite - "Please" and "Thank you" go a long way
- Set a limit of how much you'll spend
- Use *Email alerts* to find specific items
- Check our *ads on a map*
 - will it cost more for the gas?

Tips on searching

- Use “Filter” to narrow price, location, offered only, etc.



The image shows a search interface with two tabs: "Search Ads" (active) and "Quick Search". A help icon (?) is in the top right. The search term "antique watch" is entered in the "Keyword(s)" field. Below it is a "Filter (price, location, etc)" dropdown menu. The "Price from \$" is set to 10 and "to \$" is set to 25. The "Search within:" field is set to 5 km. The "of this postal code:" field is empty. Under "Seller's location:", a dropdown menu is open showing "All Locations", "Victoria City", "Oak Bay", and "Esquimalt & View Royal". At the bottom, there is a checkbox labeled "OFFERED AND WANTED ADS TOGETHER" which is currently unchecked.

Tips on searching

- Search the whole site from the homepage - top right-hand corner
- Search specific categories - Antiques, Household, Clothing
- Using logical operators - & ("and"), | ("or"), ! ("not") to narrow your search
- Example: "honda & civic & !parts"
= honda and civic and not parts.

Tips on search

- Quick Search – use this function to find quick links to a selection of categories





Favourites


☰ 🔗 NEXT


Recent Ads


PLACE YOUR AD HERE ★




\$125 · PINE BLANKET BOX 
stuffguy Outside Victoria
Antique PINE BLANKET BOX. Dovetailed corners. Original paint. 27" long x 17" wide x 10 3/4" tall. LOCATED in DUNCAN.
Ad Id: 25411225 Posted: June 22, 2015
Art › Antique Furniture



FREE: Antique frame for vintage dresser, no mirror 
bmhamilton Victoria City
Very cool looking Wood frame previously used to frame a mirror on dresser. (frame only)
Ad Id: 25411150 Posted: June 22, 2015 Details: Free
Art › Antique Furniture



\$35 · Nordic Track 900 - T Exersice Machine.... 
Swanta West Shore: Langford, Colwood, Metchosin, Highlands
This Nordic Track 900-T is a resemblance of Snow Skiing - - - I have a Truck to assist on Delivery..... - - Tex/ ...
Ad Id: 25422004 Posted: June 24, 2015
Sports › Fitness



ADVERTISE HERE

Tools

-  View Ads on a Map
-  RSS
-  Email Alerts
-  Favourites

Get the latest
8" Samsung
Tab A FREE!

Start by opening a Business
Chequing Account.

See how



Legal

ADVERTISE HERE

Favourites as a tool

- Save items found on the site to view later
- Click the heart icon to the right of the listing (left if you're in the ad)
- Make sure to sign in to your profile to save your *Favourites*
- Can have unlimited *Favourites* under your profile
- Great tool to compare items

Email alerts

- Great tool when looking for a specific item
- Benefit of creating a profile
- Saves time - does the searching for you
- Be the first to know when an item you want is available

Email alerts - how to use

- Search for your item using the *Search* function in the top right hand corner
- Click the arrow next to *Filter* to add specifics to your search - price, location, etc.
- To set up *Email alerts* click *Tools* located next to search results top of the page and choose *Email Alerts*

- Click submit- your email address is pre-populated

Email Alert Setup

Alert Name:

Email:

SUBMIT

The FREE tab!



LOCATION: Victoria

VIEW: Latest Ads, Free, For-Trade, Best-Offer, Wanted

SEARCH

Advanced Search



2011 HONDA CR-V EX-L
SALE PRICE \$19,990
AC, LEATHER UPHOLSTERY, HEATED SEATS
71,242Km | STOCK ID: 57297A



PACIFIC MAZDA
250-385-1451 • YATES @ COOK



Browse Ads

Latest Ads

Free

UsedHelps

Place an Ad

My Ads

Local Flyers

Art & Antiques

3,776

Antique Furniture
Folk Art
Other Antiques

Paintings
Sculpture

Community Notices

510

Band Match
Carpool, Local
Carpool, Trips
Found
Info Wanted
Lost
Love Letters
Team Match

Jump to:

SELECT A SUB-CATEGORY

Search Ads

Quick Search



Keyword(s):

Automobiles & Other Vehicles 14,668

VICTORIA'S LOCAL PAY DAY LOAN

Why the FREE page is amazing!

- You don't pay any money!
- Helps the planet - freecycle!
- When posting, helps you declutter
- Saves you time
- Save you money at the landfill
- It makes people happy
- Leave items outside

Questions!



Important links...

<http://www.used.ca/blog/>

<https://www.facebook.com/UsedCanada/>

<https://twitter.com/usedvictoria>

<https://www.instagram.com/used.ca/>

<https://www.youtube.com/user/usedeverywhere>



Used.ca

LOCALS BUY & SELL HERE



Thank you

Carly Russell-Huntley
Community Manager
Used.ca
Carly@Used.ca