ReseLLabs

The Flip Checklist

Run this check on every item before spending a dollar. Takes 3 minutes. Saves you from bad flips.

STEP 1 Item Information

Item / Description	Brand	Condition
		○ NWT ○ Like New ○ Good ○ Fair

STEP 2 Research Sold Comps

Search eBay Sold Listings or Poshmark Sold. Find 3 recent sales of the same item.

Sale 1	Sale 2	Sale 3	**Average**

☐ Items selling within 30 days? ☐ At least 3 recent sales found? ☐ Prices consistent (not wildly varied)?

STEP 3 Run the Numbers

Buy Price $	Target Sale Price $	Best Platform	Platform Fee $

eBay 13.6% • Posh 20% • Mercari 10% • FB 10% • Etsy 6.5% • Vinted 0%

Est. Shipping $	Other Costs $	**NET PROFIT $**	ROI %

STEP 4 Green Flags vs. Red Flags

BUY IT — Green Flags

- ✓ 3+ recent sold comps found
- ✓ ROI is 40% or higher
- ✓ Net profit is at least $8
- ✓ Item sells within 30 days
- ✓ Condition matches comps
- ✓ No major flaws or missing parts

WALK AWAY — Red Flags

- ✗ Fewer than 3 sold comps
- ✗ ROI under 20% after all costs
- ✗ Net profit under $5
- ✗ Items sitting 60+ days unsold
- ✗ Prices wildly inconsistent
- ✗ Missing pieces or broken parts

STEP 5 Your Decision

○ BUY IT	○ NEGOTIATE	○ WALK AWAY
ROI 40%+, profit $8+, comps confirm	ROI 20–39%, ask for a lower price	ROI under 20% or no comp data

★ Pro Tip: The 3x Rule — your target sale price should be at least 3x your buy price.
That buffer covers fees, shipping, and still leaves real profit.

Notes