



THE ULTIMATE FLIPPING STARTER KIT

Turn undervalued items into everyday profits —
even if you're just getting started.

 **Fit Small Business**

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www.fitsmallbusiness.com

How This Starter Kit Works

	1. Source smart	Find undervalued items using the Sourcing Tracker. Use garage sales, Facebook Marketplace, auctions, or thrift stores. Focus on items that are trending or in demand in your niche.
	2. Analyze for profit	Use the Product Research Checklist to ensure you're flipping only high-potential items. Check sold listings, calculate margins, and verify demand across platforms like eBay, StockX, or Etsy.
	3. Price to win	Reference the Price Comparison Cheat Sheet to choose the right resale platform and understand listing fees. Aim for at least 30% ROI after all costs.
	4. Track your wins	Use the Sourcing Tracker Template to log your purchases, projected profits, and actual sales. This helps you reinvest wisely and scale with confidence.
	5. Repeat and grow	Once you've flipped a few items, double down on your best-selling categories and optimize listings for faster turnover.

Sourcing Tracker Template

Date	Item	Source	Purchase Price	Est. Resale	Platform	Sold?	Sale Price	Notes Identification
4/10/25	PS4 Console (with games)	Facebook Marketplace	\$60	\$150	eBay	Y	\$140	Sold in 2 days
4/12/25	Adidas Yeezy 350 Boost	Sneaker Drop (Confirmed)	\$230	\$400	StockX	N		Awaiting buyer

Sourcing Tracker Template

Question	Answer (Y/N)	Notes
Is this item functional or easily fixable?		
Can I find recent sold listings online?		Use eBay → Sold Listings
Will I earn at least a 30% profit margin?		
Have I checked multiple platforms for resale pricing?		
Is it trending or seasonal?		Check Google Trends
Is it shippable or local-pickup-only?		
Is it authentic or easily verifiable (if branded)?		
Is there demand from collectors or niche groups?		
Am I confident in listing this with photos & keywords?		
If it doesn't sell in 30 days, can I bundle or break even?		

Price Comparison Cheat Sheet

Platform	Best For	Pros	Cons	Typical Fees
eBay	Collectibles, electronics	Huge buyer base, auction & Buy It Now formats	Fees can add up, strong competition	12.9% + \$0.30 per order (standard)
Facebook Marketplace	Local furniture, tools	No seller fees, instant local reach	No built-in buyer protection, scam messages	None (unless shipping via Facebook → 5% per shipment)
Craigslist	Local big-ticket items	Free to list and sell	Outdated UI, no payment protection	None
StockX	Sneakers, hype streetwear	Automated pricing, buyer authentication	Must ship new/near-mint items, limited to streetwear/sneakers	8-10% transaction fee (based on seller level) + 3% payment processing
Etsy	Vintage (20+ years), handmade	Niche buyer base, high item value	Must meet criteria, fees stack up	6.5% transaction fee + 3% + \$0.25 payment processing + \$0.20 listing fee
Amazon (Third-party)	Books, household goods, new items	Trusted by buyers, great for new inventory	High competition, strict policies, monthly subscription required	15% referral fee (avg) + \$39.99/month (Pro plan) + FBA/storage if applicable

Notes:

Typical fees vary and may not be current depending on the time this checklist is used.

eBay fees vary by category (books = 14.6%, clothing = 15%, electronics = 8-12%).

StockX seller levels reduce fees the more you sell. New sellers start at 10%.

Etsy's fees apply per sale, not per item in multi-quantity listings.

Amazon sellers can start with the **Individual plan** (\$0.99/item), then upgrade.