

Reseller

You buy sneakers, vintage clothes, cards or collectibles cheaply and sell them online for more. Mostly a side income.

TYPICAL INCOME

\$3,500

a year, varies widely

INCOME RANGE

\$0 to \$70k

most to the successful few

TIME TO QUALIFY

1 to 3 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

From home, thrift stores, garage sales, card shows and your phone

How you get there

- 1 Sell what you already own** 1 month
Clear out your closet first. It teaches photos, pricing and shipping with no risk.
- 2 Pick a niche** 1 to 3 months
Vintage clothing, sneakers, hockey and trading cards, books or electronics. Know one category well.
- 3 Learn to price from sold listings** Ongoing
Check what items actually sold for, not what people are asking.
- 4 Build a sourcing routine** 6 to 12 months
Thrift stores, estate sales, garage sales, auctions and card shows on a regular schedule.
- 5 Grow or stay a side hustle** 1 to 3 years
Full-timers keep hundreds of items listed on several sites, often selling to US buyers too.

Pros and cons

- + Cheap to start, with money back from the first week
- + Works on the side around school or a job
- + Treasure hunting is genuinely fun for many people
- Low pay per hour once sourcing and packing are counted
- Shipping in Canada is costly, which limits what is worth selling
- Fakes, returns and price crashes eat profit

Good to know

The CRA can see your sales

Since the 2024 tax year, platforms like eBay and Poshmark report sellers to the CRA (Canada Revenue Agency) once they pass 30 sales or \$2,800 in a year. Clearing out a closet stays under that line.

The same rule, worldwide

Canada's platform reporting rules follow a model written by the OECD (Organisation for Economic Co-operation and Development), so many countries now share seller data the same way.

Optional boosts

eBay. Poshmark. StockX. Whatnot.

Where these numbers come from

Canada Revenue Agency: Reporting rules for digital platform operators, who is affected

Canada Revenue Agency: Find out if you need to register for the GST/HST

Competition Bureau Canada: False or misleading representations

Justice Laws: Trademarks Act

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/reseller>



Scan for the full clicker