

Reseller

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

TYPICAL INCOME

\$3,000

a year, varies widely

INCOME RANGE

\$0 to \$60k

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 you photos, pricing and shipping with no risk.
- 2 Pick a niche** 1 to 3 months
Vintage clothing, sneakers, trading cards, books or electronics. Knowing one category well beats knowing a little about everything.
- 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, liquidation pallets and card shows on a regular schedule.
- 5 Grow or stay a side hustle** 1 to 3 years
Full-time resellers keep hundreds or thousands of items listed on several sites at once.

Pros and cons

- + Cheap to start, with money coming back from the first week
- + You can do it 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
- Your home fills up with stock
- Fakes, returns and price crashes eat profit

Good to know

The 1099-K rule changed three times

The tax form for online sales was due to start at just \$600. It was delayed, set at \$5,000 for 2024, then a 2025 law put it back to \$20,000 and 200 sales. The tax you owe on profit never changed.

Marketplaces pay if they skip the checks

Under the 2023 law that targets stolen and fake goods, a marketplace that fails to verify its high-volume sellers faces civil penalties of \$53,088 per violation. That is why selling apps ask for your ID and ba...

Optional boosts

eBay. Poshmark and Depop. StockX. Whatnot.

Where these numbers come from

eBay Seller Center: final value fee changes in most categories (2025)

StockX: updates to the StockX seller program

Internal Revenue Service: Form 1099-K threshold reverts to \$20,000

Federal Trade Commission: What third party sellers need to know about the INFORM Consumers Act

Numbers checked October 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise.

Sources, links and the click-through version: <https://career.help/us/careers/reseller>



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