A WORKING HANDBOOK

The Flip Gap

How to buy underpriced things and resell them for a living — and how to run it with FlipGap, from your first search to your first thirty days.

TWELVE CHAPTERS   FOUR APPENDICES   REAL LISTINGS, REAL ARITHMETIC

START Before you start

This is a working manual, not a motivation book. It teaches one skill: buying things that are priced below what they are worth, and selling them for what they are worth. People call it flipping, reselling, or arbitrage. The mechanics are the same everywhere.

Two promises about how it is written.

No hype. You will not find “quit your job in 30 days” in here. Most people who try this quit because their first ten flips made €4 each and they never worked out why. This book is mostly about why.

Nothing you cannot check. Every number in the worked examples comes from real listings. Every button and screen described here exists in FlipGap today. Where something is a rule of thumb rather than a fact, it says so.

Planning figures, not a payout quote. FlipGap uses a conservative business-reseller allowance for selling fees, postage and returns. Your real marketplace charge depends on the venue, category, account type, seller performance, tax and optional promotion; private selling is fee-free in some markets. Open the advanced calculator and replace the defaults with your own costs before you buy. Product and fee details in this edition were reviewed on **14 August 2026**.

What you need: a phone, somewhere to store a few boxes, and between €200 and €500 you can afford to have tied up in stock for a few weeks. Less works, it is just slower.

What this book is not: tax advice, legal advice, or a guarantee of income. Rules on selling as a business, on VAT, and on what you may resell differ by country and change often. Chapter 11 tells you which questions to ask; a local accountant answers them.

01 The four numbers that decide everything

A flip is one sentence: *you buy a thing for less than someone else will pay for it, and the difference is bigger than the cost of doing the deal.*

That last part is where nearly everyone goes wrong. Four numbers decide whether a flip is worth doing.

1. What you pay. The listing price, plus whatever it costs to get the item into your hands — the train fare, the fuel, the postage if it is shipped to you.

2. What it really sells for. Not the highest price you saw on a marketplace. What items exactly like it *actually sold for*, recently. An asking price is a wish. A sold price is a fact.

3. What selling costs. This is the invisible one. A marketplace may take no transaction fee from some private sellers or more than 13% from a business seller, depending on the country, category and account. Postage to the buyer costs money. And some sales come back: the buyer changes their mind, the parcel goes missing, the item arrives with a scratch nobody noticed. Across everything you sell, count on a few percent of your revenue never sticking.

4. How long your money is stuck. €50 profit in four days and €50 profit in four months are not the same business. The first one, repeated, is a living. The second is a cupboard full of stuff.

Put the first three together and you get the only equation you need:

```
what you keep  =  real sale price
                − marketplace cut
                − postage to the buyer
                − allowance for refunds
                − what you paid
                − what it cost you to collect it
```

Here is that equation applied to a listing that was live on FlipGap's German feed while this chapter was being written.

> **Samsung Galaxy S10 Lite, 128 GB, listed at €100.** Items like it sell for about €140.

Looks like €40. It is not.

Sells for	€140.00
Marketplace allowance (11% + €0.45)	−€15.85
Postage to the buyer	−€5.99
Refund allowance (3%)	−€4.20
You paid	−€100.00
You keep	**€13.96**

€14, not €40. Still a possible profit — roughly turning €100 into €114 if the comp and cost assumptions hold — but it is a different decision than the one “€40 profit!” invites you to make.

Now the same maths on a cheaper find from the Spanish feed:

> **Golden Sun for Game Boy Advance, listed at €25.** Copies sell for about €40.

That is 37% below market, which sounds excellent.

Sells for	€39.99
Marketplace cut (11% + €0.35)	−€4.75
Postage to the buyer	−€5.99
Refund allowance (3%)	−€1.20
You paid	−€25.00
You keep	**€3.05**

Three euros. For a message thread, a trip, a box, a queue at the post office, and the chance the buyer says it arrived scratched.

This is the single most important idea in the book. Percentage below market tells you nothing on its own. A 37% discount on a cheap item is pocket change. A 25% discount on an expensive one can be a good day. What matters is what lands in your account, and how much of your money and time it took to get there.

The good news: FlipGap does this arithmetic for you on every listing it shows. Chapter 3 shows you where to read it.

Your two floors

Working resellers do not evaluate deals one at a time. They set two floors and ignore everything below them.

An absolute floor — the least you will accept for the trouble. Below this, the deal is not worth a message, a trip, or a box, no matter how good the percentage looks. Most people land between **€30 and €50**.

A rate floor — the least you will accept for tying up your money. Expressed as what you keep, divided by what you put in. Below this, your cash is better spent on the next deal. **25% to 30%** is a normal starting point.

A deal has to clear *both*. €200 profit on a €4,000 camera is only 5% — one bad sale wipes out ten good ones. €35 profit on a €50 buy is 70%, which is great, but you need a lot of them to make a living.

Write your two numbers down now. You will type them into FlipGap in Chapter 7, and from then on it will simply stop showing you the rest.

---

02 Your first hour

Six steps. None of them take longer than a few minutes.

Step 1 — Open the right country

Go to **flipgap.com**. Pick your market from the country selector, or go straight to it:

`/` United States	`/uk` United Kingdom	`/de` Germany	`/fr` France
`/es` Spain	`/it` Italy	`/nl` Netherlands	`/pl` Poland
`/au` Australia	`/ca` Canada	`/br` Brazil	`/mx` Mexico
`/il` Israel	`/tr` Türkiye		

This matters more than it looks. The country sets which marketplaces get searched, which currency you see, and — because postage and marketplace fees differ by country — what the profit maths says.

Coverage varies by source availability. The main surfaces are:

- **United States** — Craigslist, eBay
- **United Kingdom** — Gumtree, eBay UK
- **Germany** — Kleinanzeigen, Markt.de, eBay
- **France** — Leboncoin, eBay France
- **Spain** — Wallapop, Vinted, eBay España
- **Italy** — Subito.it, Vinted, eBay Italia
- **Netherlands** — Marktplaats, Vinted, eBay Nederland
- **Poland** — OLX, Vinted, eBay
- **Australia** — Gumtree Australia, eBay Australia
- **Canada** — Kijiji, eBay Canada
- **Brazil** — OLX Brasil, Mercado Livre
- **Mexico** — Mercado Libre
- **Israel** — Yad2
- **Türkiye** — Sahibinden

Some countries also use additional Craigslist or cross-border sources behind the scenes. A source can be temporarily unavailable or return no usable results; the marketplace selector on the search page is the current source of truth.

03 How to read a deal card

Every listing in FlipGap is a card, and every card is trying to answer one question: *should I chase this?* Here is every number on it.

The headline: Deal Score

A number from 0 to 100 with a label. It blends how far below market the price is, how confident we are in that market price, the item's condition, whether there is a real photo, how fresh the listing is, and whether the seller sounds in a hurry.

SCORE	LABEL	WHAT IT MEANS
85+	**Steal**	Rare. Chase it now, before you finish reading.
70–84	**Great**	Worth acting on today.
50–69	**Good**	Worth a look if it is in your categories.
30–49	**Fair**	Thin. Usually not worth the trip.
under 30	**Poor**	No.

The score is deliberately capped: past a certain point, "too cheap" stops meaning bargain and starts meaning something is wrong with the listing. A price 90% below market is more likely a scam or a broken item than the find of the year.

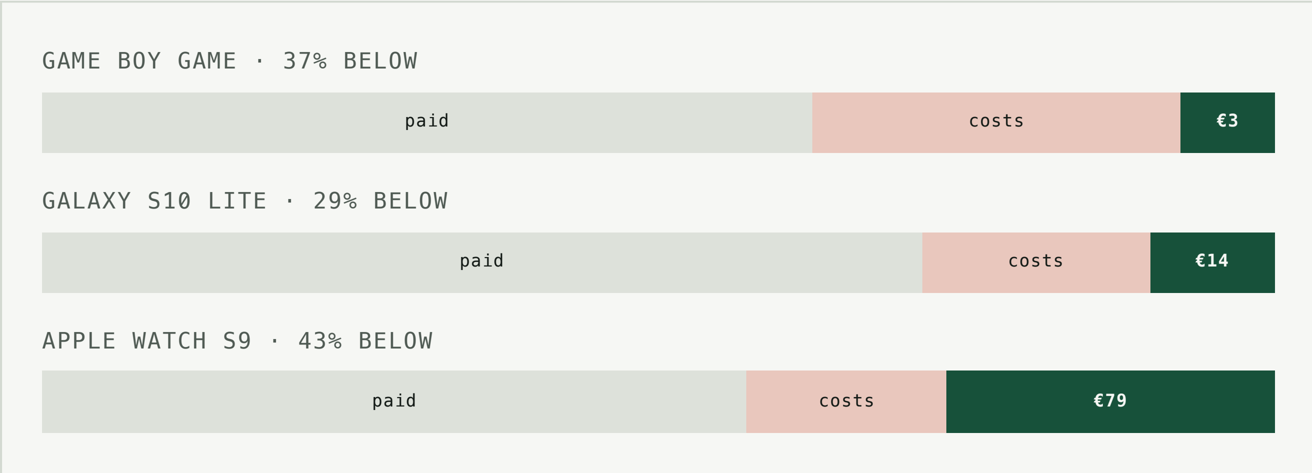
04 The floors, in practice

Chapter 1 gave you two floors. This chapter turns them into a habit.

Why percentages lie

Three real listings from FlipGap's feeds, all of them "great" by percentage:

ITEM	BUY	SELLS FOR	BELOW MARKET	YOU KEEP	NET RETURN
Game Boy game (ES)	€25	€40	37%	**€3.05**	**12%**
Galaxy S10 Lite (DE)	€100	€140	29%	**€13.96**	**14%**
Apple Watch S9 (ES)	€170	€297	43%	**€79.04**	**46%**



Same feed, same day. The first is not worth the trip. The third is a good day's work. The percentage column ranks them almost backwards.

The pattern is simple arithmetic that most beginners learn the slow way: **fixed costs eat cheap items alive.** Postage and the fixed part of the marketplace fee are roughly the same whether the item sells for €40 or €400. On a €40 item they are a fifth of the sale price. On a €400 item they are a rounding error.

Which gives you the first rule of thumb:

> **Under about €60 resale value, an item has to be nearly free to be worth flipping.** The exceptions are things you can sell in a bundle, and things you can hand over in person with no postage at all.

05 Pick a lane

Beginners hunt everything. Professionals own two or three categories and ignore the rest of the world.

That sounds like a limitation. It is the entire advantage.

Why narrow wins

You spot wrong prices instantly. If you know cordless drills, you know a bare tool from a full kit at a glance, and you know that the difference is €90. Someone who does not will read both listings as “drill” and see nothing.

You know what is broken before you go. Every category has its own failure modes and its own lies. Phones: battery health, iCloud lock, aftermarket screens. Lenses: fungus, stiff focus, dented filter threads. Watches: replacement dials, missing papers. You learn these once per category, not once per item.

You get faster. The whole game on genuinely underpriced local listings is being first. Recognition beats analysis. If you have to research a product before you message, you are already third in the queue.

Your money moves. Knowing your category means knowing what sells in a week and what sits for a season.

06 Where underpriced things come from

Underpricing is not random. It has a handful of repeating causes, and once you can name them you can hunt them directly instead of waiting for luck.

1. The seller does not know what they have

The most common cause and the most profitable. Somebody is selling a relative's camera, a partner's guitar, a box from the attic. They price it by feel — "it's old, €50 seems fair" — and it is worth €400.

The signal is the listing itself: a vague title, a short description, no model number, photos taken on a kitchen table.

07 Alerts that are actually worth reading

Searching by hand does not scale. Alerts do — but only if you set them up so that an alert means something. An alert you ignore is worse than no alert, because it teaches you to ignore the next one.

Saved searches

Save from any search results page. Paid accounts can also tune searches from the **Saved** tab of the dashboard. Free accounts get 5; Premium is unlimited. The current free dashboard redirects to pricing, so review or replace a free saved search from a results page for now.

Each saved search carries filters. This is where your floors from Chapter 1 finally do some work.

Price range. Minimum and maximum you will pay. The maximum protects your cash; the minimum silently removes the accessories and cases that clutter every product search.

Minimum net profit. In euros (or your currency). What you keep after the marketplace cut, postage and the refund allowance. **This is your absolute floor.** Set it to your real number — €30, €50, whatever you decided.

Minimum net ROI %. What you keep, against the cash you put in. **This is your rate floor.** 25–30% is a normal setting.

These two are the most valuable settings in the product. With them set, an alert means “this clears the bar you set” rather than “something matched a word”. A listing with no reliable market price will not fire an alert at all, because FlipGap will not claim a profit it cannot stand behind.

Must include all of. Words that must appear. Use for variants that change the value: “256gb”, “f/1.4”, “sealed”.

Must not include. The single highest-value filter for signal quality. Add: `defekt`, `broken`, `for parts`, `cracked`, `replica`, `case`, `cover`, `cable`, `manual`. There is a one-tap preset for your country.

Condition. New, like new, good, fair, parts.

Countries and platforms. Restrict to what you can actually reach.

08 The message that gets you the item

On a genuinely underpriced local listing, the winner is almost always the person who messaged first. Sellers reply in order. Being second is being nowhere.

The three-minute rule

From *seeing* an alert to sending a message: aim for three minutes. The scan itself may have happened earlier in the hour, so this is a response discipline, not a promise that FlipGap found the listing within three minutes. Decide from the alert rather than starting a research session. That is only possible if you specialised (Chapter 5) and set your floors properly (Chapter 7).

09 Selling it again

Buying well is most of the profit. Selling well is the rest.

Where to list

A big marketplace (eBay or the local equivalent) — the widest audience and the accurate price, at the cost of the fee and postage. Right for most things worth €60 to €600.

Local classifieds — no fee, no postage, cash in hand, but a smaller audience and more time-wasting. Right for bulky things and for anything where the fee would eat the margin.

Category-specific platforms — Vinted for clothing, specialist forums for cameras and audio. Smaller audience, better prices, buyers who know what they are looking at.

The rule: **sell where the item is priced highest relative to the effort.** For most flips, that means the marketplace you priced it against in the first place.

10 How not to lose money

One bad buy erases ten good flips. This chapter is worth more than the rest of the book combined.

The warning that matters most

FlipGap shows an amber **verify seller** badge when a big discount comes from a seller with no track record. That combination — very cheap, no history — is the standard profile of both outright scams and items with a hidden fault.

It is not an accusation. It is a prompt: ask more questions, insist on collecting in person, and never pay in advance.

11 Running it like a business

Your money is a cycle, not a pile

With €500 you cannot buy €500 of stock. You need enough spare to grab a genuinely good find the day it appears.

A workable pattern: keep about 70% of your capital in stock, 30% free. When something exceptional appears, you can move. Reinvest everything for the first few months — the difference between €500 and €1,500 of working capital is the difference between a hobby and an income.

The number to watch is not profit per flip. It is how many times a month your money goes round. €50 profit at four cycles a month beats €150 profit at one.

12 Your first 30 days

Week 1 — Learn to see

- Set up FlipGap: country, currency, account.
- Ten minutes a day in the Hot Feed. Buy nothing.
- Run 15 searches on things you know.
- Write down your two floors.
- Pick two candidate categories.
- **Goal:** you can look at a card and know in five seconds whether it is worth chasing.

A What selling costs, by country

Conservative planning allowances for common business-reseller fees and small-parcel postage. Actual charges vary by marketplace, category, account type, seller status, tax and optional promotion; private domestic selling is fee-free on some marketplaces. Check your own venue before buying. These are model inputs, not a payout quote.

COUNTRY	MARKETPLACE FEE	SMALL PARCEL
Germany	11% + €0.45	€5–7
Austria, France, Spain, Italy, Netherlands, Portugal	11% + €0.35	€5–7
United Kingdom	12.8% + £0.30	£3.99
United States	13.6% + $0.40	$9
Canada	13.25% + C$0.50	C$12
Australia	12.9% + A$0.30	A$10
Poland	11% + 1.50 zł	15 zł
Brazil	14% + R$2	R$20
Mexico	14% + $8	$80
Israel	13% + ₪1.50	–
Türkiye	13% + ₺10	–

Plus a refund allowance of about 3% of the sale price, everywhere. Sold face to face with no platform involved, the fee and the postage are zero — which is why bulky items can still work.

B Filter recipes

High-value electronics Min price 80 · Min net profit €50 · Min net ROI 30% · Exclude: `defekt, broken, for parts, cracked, display, case, cover, cable, adapter, replica`

Camera gear Min net profit €40 · Min net ROI 25% · Exclude: `fungus, schimmel, defekt, front cap, rear cap, filter, hood only, für teile` Include one of: the exact focal length and aperture (“50mm 1.4”)

Power tools Min net profit €35 · Exclude: `akku defekt, battery faulty, body only` *(unless you specifically want bare tools — then include it instead)*

Collectibles / LEGO Min net profit €30 · Include: the set number · Exclude: `incomplete, missing, no box, unvollständig, repro`

The wide net (one per category, reviewed weekly) No keywords · Min net profit €80 · Max price your ceiling · This is how you find products you did not know were valuable.

C Before you pay

- [ ] Cleared both floors, on net profit — not on percentage
- [ ] Market price based on a real number of sales, not two
- [ ] No unexplained *verify seller* or *listing under review* badge
- [ ] Powers on and does its main job
- [ ] Model or serial matches the listing
- [ ] Accessories present, or price adjusted for their absence
- [ ] Phones: signed out of the previous owner's account
- [ ] Meeting in a public place, or someone knows where you are
- [ ] Paying in person, on collection — never in advance

D Words used in this book

Comparable (comp) — a recent completed sale of the same product, used to work out what something is really worth.

Gross gap — market price minus what you paid. The number that flatters you.

Net profit — what you actually keep after fees, postage, refunds and collection costs. The number that pays you.

Net ROI — net profit divided by the cash you put in, as a percentage.

Sell-through — how quickly items like this actually sell. Slow money is expensive money.

Bare tool — a power tool sold without battery or charger. Worth far less. A classic trap in both directions.

Full set — for watches and collectibles: the item with its original box and paperwork. Often worth a third more than the item alone.

Part-out — buying a bundle and selling the contents separately.

Priority search — a paid saved search checked on the current hourly production cadence, with qualifying matches delivered after each scan. The crosshair icon marks it.

FlipGap finds the gap and does the arithmetic. What it cannot do is choose your categories, message the seller, check the item, or pack the box. That part is the job — and it is a job that rewards people who are consistent far more than people who are clever.

Go and complete one cycle.