PRINTABLE CHECKLIST

The Reseller's Profit Checklist

What to record at every stage of a flip, so you know what you actually made.

◆ PRINT IT · TICK IT OFF · BREATHE ◆

At the moment you buy it

Cost basis recorded later is cost basis guessed — in your own favor, always.

- [ ] **Record what you paid, per item.** Split the receipt at the counter, not at home.
- [ ] **Write down the source, spelled the same way every time.** This is how you learn which places are worth the drive.
- [ ] **Log the date.** Days-to-sell needs a start date to exist.
- [ ] **Log the whole trip's spend, including trips that produced nothing.** Excluding failures makes every source look profitable.
- [ ] **Assign a bin or SKU number now.** Finding one sweater across forty bins later is its own tax.

When you list it

Nothing has happened financially yet, which is exactly why this stage stops getting recorded.

- [ ] **Record the asking price actually on the listing.** Not the number you hope for.
- [ ] **Note the platform and the date listed.** The same item ages differently on different sites.
- [ ] **Write down any promoted-listing or ad rate you agreed to.** It comes off the top later.
- [ ] **Note condition and flaws.** Partly for returns, partly because disclosed flaws correlate with what sells.

NOTES

The day it sells

The usual entry records the sale price and nothing that reduces it.

- [ ] **Record the actual sale price** after any offer you accepted.
- [ ] **Record the real platform fee from the payout**, not the headline rate.
- [ ] **Record what shipping cost you** — zero if the buyer paid, the deciding number if you offered it free.
- [ ] **Log the date sold.** With the purchase date this gives you days-to-sell for free.
- [ ] **Record any refund, including partial ones.** $10 back on a $40 item is a quarter of the sale.

> **Worth checking once:** take your last twenty sales and work out net profit per platform, not gross revenue per platform. Sellers regularly find their highest-revenue marketplace is their third-most-profitable one.

Costs outside the item

These never attach to a single sale, which is why the annual total surprises people.

- [ ] **Log shipping supplies.** Mailers, boxes, tape, labels, the printer.
- [ ] **Log subscriptions.** Store plans, listing tools, analytics.
- [ ] **Log mileage on the day you drive it.** Sourcing runs and post office trips are deductible business miles.
- [ ] **Log storage.** Shelving, bins, or an actual unit.
- [ ] **Log equipment.** Scales, lighting, phone stand, cleaning supplies.
- [ ] **Log returns and lost packages.** Real costs that never show in a sales report.

NOTES

Review once a month

An hour with the numbers answers what day-to-day reselling cannot.

- [ ] **Check net profit, not revenue.** The number after every subtraction.
- [ ] **Check profit by source.** Which places are worth the drive.
- [ ] **Check profit by platform, after fees.**
- [ ] **Check average days to sell.** Rising means you are buying wrong or pricing high.
- [ ] **Check sell-through rate.** What fraction of what you bought has actually sold.
- [ ] **Check money sitting in unsold inventory.** Why a profitable business can still feel broke.

Five things resellers forget

- [ ] **Split cost basis on bundles deliberately.** A $20 box of twelve is not twelve $20 items.
- [ ] **Keep the items that sold at a loss.** Deleting them makes the numbers prettier and the lessons disappear.
- [ ] **Remember fees often apply to the shipping the buyer paid.**
- [ ] **Claim mileage.** The largest deduction resellers routinely miss, because nothing forces you to log it.
- [ ] **Deal with inventory listed over a year.** That is not an asset, it is an avoided decision.

NOTES

WHEN PAPER STOPS BEING ENOUGH

This checklist can't add itself up.

Paper is good at reminding you what to record. It cannot subtract a platform fee from a sale price, work out what a flip actually netted, or tell you which marketplace pays best once fees are counted. That part needs something that does the arithmetic.

The MDRN Reseller Profit Tracker

Inventory with cost basis, a sold ledger that nets out fees and shipping the moment you type a sale price, platform comparison, sourcing ROI, and deductible expenses and mileage. One file, opens in any browser, no account and no subscription.

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