

How to read your report

Your report is a live Excel workbook with 4 sheets: **Dashboard** (verdict + ceiling bid), **Inventory** (every item priced), **eBay Comps** (the sold listings behind every median) and **Glossary**. This guide takes 3 minutes.

1 · Every color means one thing

Item Description	Navy = your manifest	Data straight from your manifest file. Two-row header: our standard name on top, your original column name below — so you always know how columns were mapped.
\$340.00 56%	Purple = tool-computed	AI prices, % of retail, ceiling bid, search links — every item, no blanks.
\$109.49 6 comps →	Teal = real eBay data	Median sold prices — display-only reference, never overrides your pricing.
Settings ➡ Qty ➡ Unit Retail ➡ My Price ➡	Yellow or ➡ = edit me	Everything you can edit: yellow settings (shipping, fees, margin) plus the ➡ columns — Qty, Unit Retail, My Price. Change any of them, the whole report recalculates.
High Medium Low	Traffic light = rating	Recalculates live from Est. Resale ÷ Unit Retail — change a price, the rating updates.

2 · How pricing works — who wins

Every item gets an **Est. Resale Value** — the number driving all totals and the ceiling bid. Three sources compete, in strict priority order:

1 · My Price ➡

Your manual price. Type it in the Inventory sheet — it overrides everything for that item and Source flips to *manual*.

2 · Global % Override ➡

One Dashboard setting that prices ALL items at that % of Unit Retail. Clear it to restore per-item prices.

3 · AI estimate

The default. AI classifies each item and applies a pricing matrix by category and condition.

The eBay Sold Median never sets the price — it is a reality check. When it disagrees with the estimate by more than 30% it turns red and bold: open the comps, judge yourself, and set My Price ➡ if the market knows better.

3 · The Inventory columns

Column	What it means	Where it comes from
Condition	Reported condition. Liquidation stock is often customer returns or open box.	<i>Your manifest</i>
UPC	12-digit product barcode identifier.	<i>Your manifest</i>
Item Description	Product name / title.	<i>Your manifest</i>
Qty 	Number of units. Edit it if the manifest has errors — totals recalculate.	<i>Your manifest · editable</i>
Unit Retail (\$) 	Brand-new retail price per unit. Reference only — not what you pay.	<i>Your manifest · editable</i>
Ext. Retail (\$)	Total brand-new value of the line: Unit Retail × Qty.	<i>Calculated</i>
eBay Sold Median (\$)	Median of recent eBay sold listings after AI title filtering and outlier removal. Red + bold when it disagrees with the estimate by more than 30%.	<i>eBay sold data</i>
eBay Results	How many sold listings back the median. Click to jump to the comps. Green ≥ 8 comps, amber 4–7, red 1–3.	<i>eBay sold data</i>
Est. Resale / Unit (\$) 	The active price driving all calculations. AI estimate by default; overridden by My Price or Global %.	<i>Tool-computed</i>
My Price (\$) 	Your override. Fill it in — Est. Resale updates instantly. Leave blank to keep the AI estimate.	<i>You · editable</i>
Source	Where the price came from: ai / manual / calc / global %.	<i>Tool-computed</i>
% of Retail	Value retained secondhand: Est. Resale ÷ Unit Retail.	<i>Tool-computed</i>
Resale Value (\$)	Total revenue if every unit of the line sells: Est. Resale × Qty.	<i>Tool-computed</i>
Rating	Traffic light from % of Retail: High ≥ 40%, Medium ≥ 25%, Low below.	<i>Tool-computed</i>
Search Links	Instant Google Shopping and eBay sold-listings searches for every item — even the ones with no comps.	<i>Tool-computed</i>

4 · The Dashboard — your ceiling bid

Enter your **Shipping Cost**, **Additional Fees** and **Target Margin** in the yellow cells. The tool then computes the most you can bid at auction and still hit your profit target:

$$\text{Ceiling Bid} = (\text{Total Est. Resale} - \text{Shipping} - \text{Fees}) \times (1 - \text{Target Margin})$$

Example from this sample report: est. resale \$779.55, no shipping or fees, 20% margin → ceiling bid **\$623.64**. Bid anything below that and you keep at least 20 cents of every \$1 in sales — at the ceiling exactly, profit is \$155.91 (25% ROI). **Never bid above your ceiling.**

5 · The eBay Comps sheet

One teal group per item: comp count and median in the header, then each sold listing with price, condition and a clickable **View →** link to the real eBay listing. How to judge what you see:

851 / 96.8%

Seller Feedback = lifetime positive-review count / % positive. High score + high % = a trustworthy sale price. Low-trust sellers are filtered out of the median.

6 comps — median \$109.49

The group header tells you how many listings survived filtering and the median they produce. More comps = more confidence.

[View →](#)

Every listing links to the real eBay page — verify any price yourself in one click.

0 results

No usable comps found. The AI estimate still prices the item, and the Search Links column gives you instant manual searches.

6 · The two report tiers

AI report

Dashboard + Inventory + Glossary. AI estimate for every item, ceiling bid calculator, live recalculation, search links.

AI + eBay report (this one)

Everything in AI, plus: eBay Sold Median for every item, the full eBay Comps sheet with clickable sold listings, divergence warnings, and comp-count confidence colors.

Questions? Email sawssen@manifyze.com — happy to walk through your report.