

Sell your old stuff without typing a single listing

Selling online is 10% pricing and 90% admin — titles, descriptions, categories, then again on a second marketplace. **That admin is what AI now does.**

430M items listed on Facebook Marketplace every month worldwide — the scale you are selling into	1photo is all Meta's Seller app needs: Meta AI fills title, description, price and category	\$0 cost of the Seller app — free on iOS in the US, 18+, syncs with your Marketplace listings
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The five-step pipeline

- 1 Photograph everything in one batch**
Good light, one item per photo — front, label, any flaw. Listing tools read images.
- 2 Price against sold listings, not asking prices**
Asking prices are fiction. eBay shows sold comps; Meta uses similar nearby listings.
- 3 Let AI draft, then edit exactly two lines**
Add the flaw in plain words ("cracked corner, photo 3"), and delete the adjectives. Disclosed damage is forgiven; discovered damage is punished.
- 4 Cross-list, because buyers are not on one platform**
The same item sells for different money in different places, and doing it twice by hand is where fifteen minutes becomes thirty.
- 5 Put rules in front of the message queue**
Decide your floor price, ship-or-meet and payment method before the "is this still available?" messages arrive. Keep the negotiation human.

TOOL ROUTE	WHAT IT DOES FOR YOU	THE CATCH
Native AI listing tool	Photo to finished draft; bulk listing; unified inbox threaded by item	Locked to one marketplace
Cross-listing software	Same item adapted and posted to several marketplaces	Usually a subscription; relisting rules vary
Your own agent, driving the browser	Any marketplace, plus answering buyers and evaluating offers	Needs setup and scoped permissions you control

KEEP THIS PART HUMAN

Meeting a stranger and taking payment. Every second-hand scam starts with a payment method you should not have accepted — cash, in public, in daylight. Wipe devices properly, and think twice before handing an agent your marketplace login.

Sources: Meta, *Introducing Seller* (July 2026) and *Marketplace AI listing tools* (March 2026); eBay, *Selling with AI*. Figures are the platforms' own. Full guide at wolffi.sh/blog/sell-stuff-online-with-ai-agent