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Stamp Selling Tip of the Month

Why you might need a scan of the reverse.



Using this as an example - think what it might mean for a pricey stamp.

Yes! lost customer.

Rubbish I thought.

Then realized it was one of my listings,



How embarrassed was I.

Went to remove it from inventory and saw this.

Not a pulled perf at all. Just cancel ink.

Editorial

I'm having a beer after 12 hours at the plant, it is 110 degrees and I think how good is it that we are getting IPDA members giving us feedback and ideas. Participation is a ***together we can*** thing, Right!

This past month we had two occasions to seek member views; one on the topic of eBay Managed Payments and two on the idea of Hipstamp doing a sales event special for IPDA Members.

Thank you for taking the time to share your thoughts. We have compiled the eBay Managed Payments feedback in this issue and we hope you find something of value. There will be more on the Hipstamp idea as we discuss this with Hipstamp.

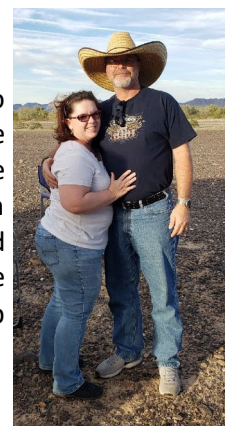
Together we can was the theme I shared in the June Editorial and yes it seems ***together we can*** is starting to work.

Not every topic will suit everyone of course - if you do not have an eBay presence then obviously this topic wont have much relevance to you, although it might be a learning experience none the less. And for the Hipstamp idea, of course we realize if you are an auction house or an expertizing business, or you do not have a Hipstamp store the idea won't be relevant to you. Or you might want to start a Hipstamp store as we have heard from some members.

Anyway, ***together we can*** share these ideas and perhaps they will generate other ideas. That is how ***together we can*** works.

One more topic; exhibitions and shows. Do write to me if you plan on going to the GASS in Chicago. We have some members who will be present and we are hoping we can get some IPDA literature placed on various booths. ***Together we can*** spread the word about how good IPDA members are, how much value we can give to collectors, and how we are stamp sellers that collectors can trust.

Good luck Lee Coen IPDA Chairman





IPDA Committee Positions available

The IPDA still needs the following. Volunteers please ?????

IPDA Director roles — Strengthening the IPDA Committee would be highly desirable. Are there any members who would volunteer to become a Director and work with the Committee to promote the IPDA in the philatelic community.

As the world slowly — we all hope — recovers from the corona virus pandemic — we can expect philatelic exhibitions and shows to resume. Presence at these has been lacking largely due to the small number of Directors we have had over past years.

IPDA Marketing and Advertising Director — At the AGM this position was unanimously approved by the Membership. Is there anyone who has the time and creative talent to take this role. There are budget dollars allocated — again unanimously approved by the Membership at the AGM. We must have the IPDA brand name more prominent in the philatelic community.



AN INVITATION TO JOIN THE IPDA

WELCOME TO THE
INTERNET PHILATELIC
DEALERS ASSOCIATION,
INC

Please visit us at
www.ipdastamps.com

Serving the philatelic
community since 2002

IPDA Advertising - Invitation to Join Brochure

The IPDA brochure has been updated and is available for members to download from the Members Only are of the IPDA website—from the Downloads menu selection.

This is available for members to use, perhaps when you go to a show—you can place copies at your booths, or just to hand out at stamp club meetings for example.

We welcome feedback.

please email ipdasecretary1@gmail.com

Algeria	1
Argentina	2
Australia	19
Belgium	1
Brazil	1
Canada	7
Croatia	2
France	3
Germany	4
Gibraltar	2
Hong Kong	1
India	1
Israel	1
Italy	4
Mexico	1
Netherlands	6
New Zealand	1
Philippines	2
South Africa	3
Spain	2
Sweden	1
UK	26
USA	40
Total Paid Membership	131



Welcome New Members



We had a few applications this past month and one new member is Jerry Derr.

Jerry started dealing part time when he lived in Oklahoma in the 2000s and sold at shows in Tulsa, Oklahoma City, Lawton, and Houston. He was in the Texas Stamp Dealers Association (TSDA) during that time. He resumed selling on eBay earlier this year.

Now here is something that other members might be able to copy. Our Chairman Lee Coen came across Jerry's material as Jerry is a member of the IPDA Facebook group and thought this is a great seller and one who has the qualities of an IPDA member. And now Jerry is an IPDA member. Just saying, in case you know someone who you think would be a credit to the IPDA. And as footnote I also saw some of Jerry's listings, some nice aviation material and yes I bought and yes he is a seller who really is a credit to the IPDA. Welcome Jerry.



Also joining the IPDA is Eric Hall. Eric is from Glendale, Rhode Island and sells on eBay. He sells mostly US and Canada to move some of his extra stock while also building his own collection. He has some interesting material on his eBay site at [BioStamps](#). Eric is also a member of the Facebook group. And a second something of interest - I think - is that Eric applied to join after reading about us in the June APS American Philatelist magazine. Just goes show, advertising can reap rewards! Welcome Eric

Motorbikes



Scott# 693-694, 1975, Source Scott Cat. Scan.

By now everyone should know I like motorbikes. This last week I drove, most motor bikers refer to it as, 'rode,' 82 miles from home to the driver test site. I stayed in an overpriced Hotel due to the location to the test sight. Slept in a very uncomfortable bed with pillows that never seemed to be firm enough. I passed my motorbike road test and headed home. Another 82 miles back to the house for me. While relaxing and listing some stamps the next day, I entered POLAND into the laptop. This country always has some nice eye-catching stamps. I forget the page in the Scott catalogue, but my eyes instantly saw these stamps.

As someone who rides, enjoys and loves the wind motorbikes bring, these are very cool stamps. They made me smile. Are they serious money makers? Heck no - these are stamps that bring smiles. And to add insult to injury - I don't even own or sell this set! Holy smokes! If my fellow 'biker' stamp friends knew???? I would probably lose 45 motor-bike stamp club points! Lee.

Stamps from country Letter T — Tasmania

There were quite a few interesting choices for the Letter T but I suspect many of you would already know plenty about the more obvious countries, like Trinidad and Tobago, Tristan da Cunha, and Tanganyika to name a few, so I decided on Tasmania. A short period of stamp issuing history but some nice and collectible stamps.



Fig 1 - SG 1 - 1853

Tasmania was originally the British colony of Van Diemen's Land. It started issuing stamps in 1853, after the prepayment of letters with stamps became compulsory in England in 1840.

The first two stamps were printed at the *Hobart Town Courier* newspaper offices and became known as "Couriers". The 1d Blue was intended for use on town letters and the 4d Orange for use on letters to inland towns or overseas letters.



Fig 2 - SG 5 1853



Fig 3 - SG 14 - 1855

These stamps were used until August 1855 when new stamps arrived from England.

These are commonly known as the Chalons as they use the Chalon portrait of Queen Victoria which Alfred Edward Chalon painted in 1838. This portrait is used on both the 1855 issue and then on the 1858 issue when the name Tasmania was adopted.

Three stamps were ordered from England – a 1d Red (Fig 3), 2d Green and a 4d Blue. The stamps were printed by Perkins Bacon of London. You may know that these are imperforate. The reason being the printers did not print them perforated as ordered.

Fig 4 - right 1855 Chalon Head design, 1d., 2d., 4d., and 6d. die proofs .



Stamps from country Letter T — Tasmania



Fig 5 SG 146 - 1871

In 1869 the Postmaster General ordered new stamps from London, printed by De La Rue now. These were new stamps with the name Tasmania replacing Van Damien Land. These were issued for use in 1870 and became known as the “sidefaces”

The next significant issue was in 1882 with the introduction of new values and a new design. These stamps are commonly referred to as keyplates or tablets (Fig 6) due to the method of printing. De La Rue was again the printer and each printing plate upwards was made in two sections – the master design and the value tablet – which enabled the stamps to be printed in two colours. The 1/- and 10/- were later printed in Melbourne after Federation and watermark and perforation varieties also produced.



Fig 6 SG 216 - 1892



Fig 7 SG 235 - 1900 perf 14

Now we come to what is my favourite issue. In 1898 new stamps were again order from De La Rue in London. This time the stamps featured wilderness scenes. These stamps are commonly referred to as the Pictorials of 1899 to 1912. Most of the scenes were based on the photographs of Tasmanian John Watts Beattie. The original set of 8 was issued from 1899 through 1900 and printed by the recess printing method. However, there are not just the original 8 stamps but many more

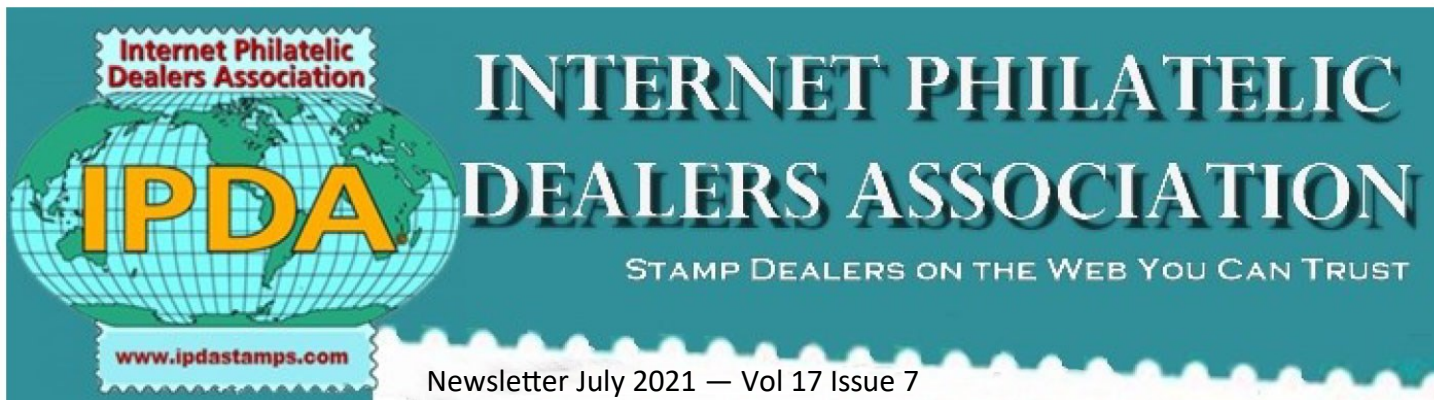


Fig 8 SG 236 - 1900 perf 14

because there were lithography and typography printings, different watermarks and different perforations. For sellers it is worth noting that there can be significant price difference between what look like the same stamp until the watermark or perforations are studied.

The first Australian stamps to be used in Tasmania after Federation in 1901 were the “Kangaroo and Map” series in 1913 so the Pictorial series stamps continued to be used and can be found with cancels right up to 1913.

As always, I welcome feedback [here](#) For ease I have used SG catalogue references Michael Dodd member 039



eBay Managed Payments

The following is a consolidation of the many responses I received from members to my email for experiences and views about the eBay Managed Payments process that has been and continues to be implemented. The following is just us at the IPDA trying to share experiences and examples so others maybe learn or have some known situations to use for our own decision making.

Let me state right up front that I have cancelled all my eBay listings. I have done so because for me – from what I have read – I can only see downsides to me to sell one eBay. Not that I was a big seller at all. However, having said that for the purpose of this article I decided to complete the registration process and I have to say it was extremely simple and straightforward. But, also for the record, my eBay account is a private account and not a business account.

Since writing the above I have read the following- I make no judgement. that is something only an individual can decide. <https://www.ecommercebytes.com/C/letters/blog.pl?/pl/2021/4/1618163007.html>

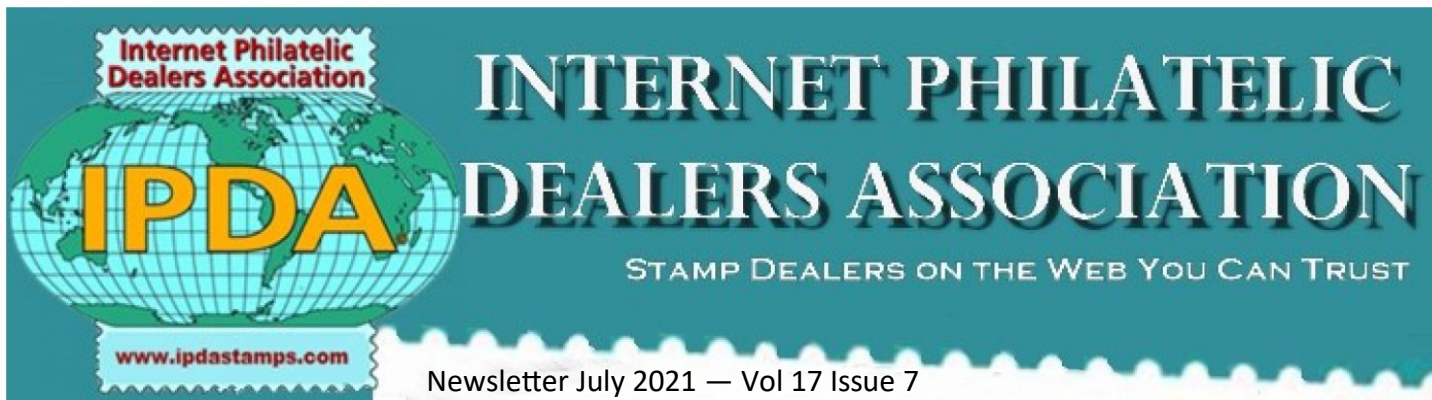
Having set that scene, I have come to realise from all of the well written, constructive and interesting commentaries sent to me that even though it is one Managed Payments process it would appear the registration, set up and perhaps payment part of the process may impact us differently based on our country and / or personal circumstances.

It would seem to me there is no one answer to this. Please correct me if my interpretation is wrong. Perhaps there are some common pointers for us to learn from but at the end of day we must each decide based on our country / region and personal circumstances.

One member sent me the following links which may provide useful reading – However, having had a look I think you might find what is written is USA centric. I would recommend reading your country / regions details. And specifically your respective eBay sites

<https://fleamarketflipper.com/ebay-managed-payments/> much of this applies to large \$ value items. and also seems to be USA centric

<https://resellingrevealed.com/my-experience-on-ebay-managed-payments-did-i-get-scammed/> this is also US centric I think. It has balanced points of view and an interesting perspective on shipping times which might be affected by the introduction of Managed Payments. *Editor note: This was a commentary received by a UK seller recently with the conundrum that they delayed shipping until the payment funds were in their account YET they were getting customers giving feedback of slow shipping and eBay subsequently downgraded the sellers status because of slow shipping feedback. Work that one out!*



eBay Managed Payments cont'd

This link also may be useful as it is the eBay statement I have been able to read. It is generic and does not differentiate by country / region I should add.- https://sellercentre.ebay.com.au/c2c_payments-onboarding

The following statements are as written to me by members. Thank you to everyone for taking the time. Perhaps there are pointers and thoughts here that maybe be worth some thought by us all.

The only editing I have done is to group by country of member and remove various wording around the topic so as to present the key points: I hope you find my approach and style acceptable.

Member Country Canada:

I am a very small, low volume dealer. I do not have a business account, just a separate personal one. I was forced into manage payments about 2 months ago. I did not go willingly but I must say the transition was relatively smooth. There were a few bumps in getting my bank account accepted mostly my fault what with transfer numbers and such. eBay phone support was excellent. I choose weekly payout and the deposits take 2 or 3 days to arrive.

I am selling on 5 sites. Being 3/4 time seller for 18 years. eBay, Delcampe, Hipstamp, Webstore and eBid. Total +_ 10,000 listings. eBay still the best site for me, Hipstamp are starting to move up. I have been with Delcampe/BidStart/Hipstamp for around + 15 years. Delcampe 3-5 sales per month. Sales on Delcampe is going down year after year. Webstore and eBid 2-3 sales per year. I read the Hipstamp forum and I have not notice unacceptable behaviour that I have taken notice of.

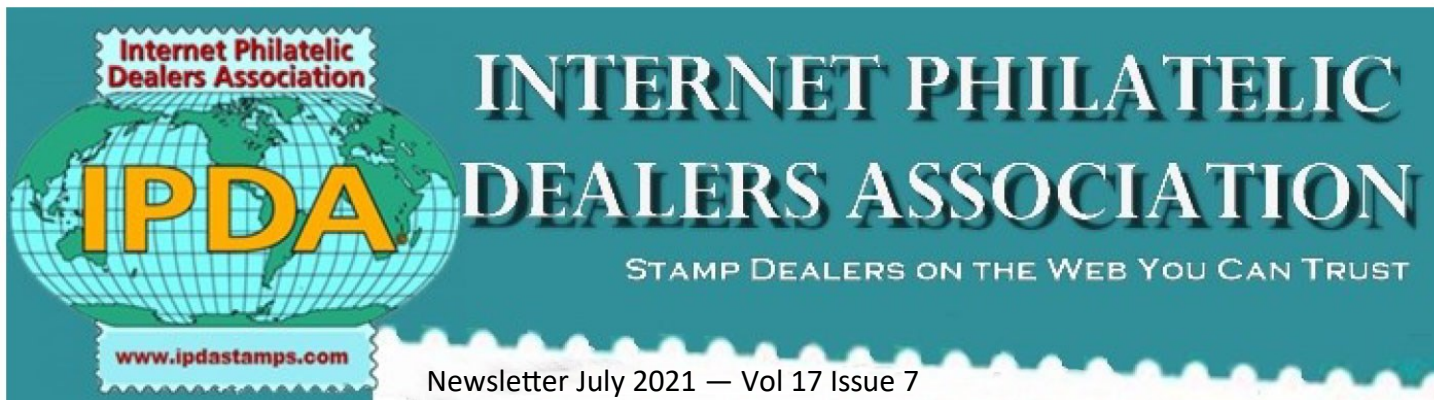
I expect sales from HipStamp will still increase for me. The new eBay managed payment and increasing control of sellers business, will in my opinion result in many sellers and buyers will leave eBay, and move business to other sites, or build own website.

Specifically regarding eBay — here is just one example that makes me upset. I have almost 6000 all positive feed-backs. My top rating are starting to move down. Due to customers rating of post transit time. (Delay)

When customer receive the Order and are giving stars, as for shipping time, and Order has been delayed in the post system in some cases the buyer give low rating 1 star.

The result eBay are giving me a defect rating and it add up in a negative way on my account.

The wording eBay is placing on sellers defect form is **“Transactions that weren't shipped on time:”**



eBay Managed Payments cont'd

My biggest beefs with the new system:

- 1) I've always kept a fair balance in my PayPal account. Although I live in Canada I sell on the US site and get paid in US dollars. PayPal allowed me to do this with no foreign currency fees and I used the funds to buy stock, again usually in US funds. Can't do that with eBay. *Editors Note – this sounds similar to the situation for the Australia - UK – other third party country situations noted under Member Country Australia*
- 2) Funds transferred to my bank are converted to Canadian dollars resulting in a 2.5% transaction fee.
- 3) I'm not sure I'm saving anything in what eBay charges for their fees.

Member Country UK:

I have been using the Managed Payments for a good few months now, my biggest concern was cash flow as Paypal can be transferred instantly and was also very useful for making online purchases, etc etc.

I found it a hassle sorting out my cash flow but now have it all running smoothly. I have it set to pay myself out weekly, but this can be adjusted to daily if so desired, again the email will come from eBay saying your funds have been paid out but they don't appear cleared till late afternoon, so not instant.

I just use a separate current account. I fall below the VAT threshold, so I don't need a business banking account, but this will obviously be different for everyone.

In all honesty, though I find it a lot better, may have to wait longer for the cash, but all the fees are removed instantly and no silly end of the month large bills from eBay. Again, everyone will be different. That way of working suits me, I'd rather know exactly what's mine, rather than looking at the bank account and thinking I'm due eBay £500+ in fees in 2 weeks. It's slightly dearer for smaller sales, around the £6-£7 mark and below but again it's up to the individual.

Sadly eBay has us and we will all eventually just have to grin and bear it. Their love of their customers and disdain for their sellers is about the only consistency eBay ever shows. I shall battle on.

One of the good things with PayPal was the ease of use - Managed Payments will take a while to get used to, but something we have to live with.

I have to admit that I was dreading eBay managed payments and avoided it for as long as I could. They finally made me move over in February and I have had no problems at all. I set up a separate bank account for them to make my payment into and then I transfer it to my current account. My new account is not a business account so has no fees.

I have it set up to pay me daily, but there is a delay, so I receive Mondays payment on Wednesday, Tuesdays on Thursday, and the weekends payment on Tuesdays.



eBay Managed Payments cont'd

The only thing that I am currently struggling with is downloading reports that are accurate. I used to use Paypal reports to state how much I had received and then deduct eBay fees and paypal fees from that report. The reports I can download from eBay never seem to match each other, so other than going through every transaction, which is impossible for the thousands of transactions I do each month, I am still unsure what reports will be truly accurate. Hopefully they will rectify that soon.

I do not have an ABN/ACN (I had to google what they are, but they seem to be an Australian thing so don't affect me).

Member Country USA:

eBay Managed Payments is slower than getting our money via Paypal. It takes about 2-3 days longer to get paid. Also my bank credits it a day later than it did for Paypal. It's not that big of an issue. They do take the fees out now before they pay us. I have them pay once a week on Monday to keep the number of accounting entries down. (I did the same with Paypal and only sent it out to my bank account about once a week). The cost is a very small tad bit less but they have buried it in the overall fee so when fees go up will that be a "payment" increase or a "fee" increase. We may not know.

eBay is a very expensive venue and time consuming but it just gets so much more traffic than the other options and brings in many new customers.

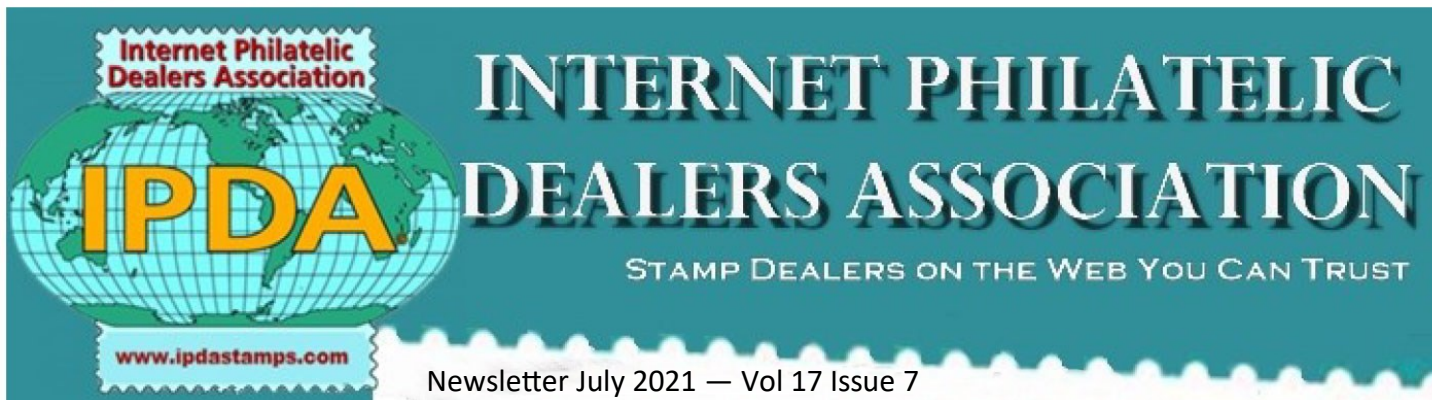
One BIG negative of Managed Payments and I think the main reason they did it is that we no longer get the email address of our buyers via that Paypal transaction. In the past I added every buyer to my database for marketing

I have been signed up and using Managed Payments since it started. I did not see really any choice if I wanted to continue to use eBay. Have not had any problems so far. Every day or so I get a message from eBay telling me what was deposited or at the end of a billing cycle, what is deducted from my account.

I also get reduced shipping options since eBay is now competing with USPS on first class package mailing and with a lower cost.

Don't know about ABN but you just provide your bank account number and it works. *Editors Note. This aspect seems to be different by different country / personal eBay account situation.*

I've been on eBay's managed payment for while now. I HATE IT. They (eBay) after their fees come to about 20%. Their fees are based on the selling price, plus s/h, plus sales tax or vat tax, that they collect from the customer.



eBay Managed Payments cont'd

In others words, they are collecting a fee from the sellers on sales or vat taxes. eBay holds on to your money anywhere from 2 days to 30 days depending on them, not you. Overall, the prices and offers on eBay have been going down because the customers are figuring s/h and taxes. I've been encouraging all my customers to Hipstamp or my website.

As a second point: I closed down one of my eBay stores, since they were charging me .15c per insertion and subtracting the item from my monthly "free" listing count. When I questioned them on it, they said "we value you as a customer and will get back to you" after 30 days, I heard nothing as they continued to charge me a listing fee. So I cancelled. Now they want to know what can be done to get me back. NOTHING. My advise, DUMP EBAY and switch to HIPSTAMP.com, much more friendlier site.

Member Country Australia: Not particularly happy about the new system - trading for over ten years, hold an Australian Business Number (ABN) and operate an eBay store. Business structured to rely on quick turnover – problem 1) - now have to wait up to five days before the payment arrives in my account Problem 2) - always took pride in dispatching my sales the following day. Now, despite payment not being in my account eBay are recommending that it is safe to send. To me it does not make sound business practice to dispatch an item without payment.

The transition was not easy, I sold items and no payment, so rang PayPal (which is owned by eBay) I rang PayPal and was told eBay is now handling payments, because there was no funds in PayPal. So rang eBay, finally got put through to someone in Salt Lake City. He said because money laundering has been happening in PayPal, Australian Government has been involved, and now eBay does their own payments. *Editors Note: This is not the first time I have heard this. I heard it from a seller in the UK who had dealings with a buyer in another country. It used to be that an Australian registered eBay account could buy from a seller anywhere including the UK and have the money paid by Paypal. This appears to not longer be the case. eBay appear to use the money laundering excuse too easily one might suspect.*

Payment takes 3 days because it is handled by a 3rd party payment system. The only thing is they don't let you know what has been paid, just an amount goes into the bank. Hard to track what has and what has not been paid. At least with PayPal you know what payments have come in and out. As far as GST, prior to receiving any funds from eBay, I have to register and provide ABN. Did not find out what to do if you do not have an ABN.

I have struggled through (I think) the changeover for one account of three I have with eBay. The one I managed to complete was for an eBay store for a Mission selling donated stamps – it had been set up with all sorts of charity concessions, but as an individual's store (using the missions names as first and second name to make transfer to another administrator easier). The upshot was that I had to change it to a business account to continue, get that verified, then spend time ensuring all the charity benefits carried over, then verify the bank account. I have not received final notification that all is OK.



eBay Managed Payments cont'd

The upshot was that I had to change it to a business account to continue, get that verified, then spend time ensuring all the charity benefits carried over, then verify the bank account. I have not received final notification that all is OK.

Member Country Europe:

Editor Note: lower number of responses from Europe – we have less number of members there of course. So I consolidated.

eBay has become poor solution for me. Have lost ability to get free one time insertion fees. Situation under complaint review.

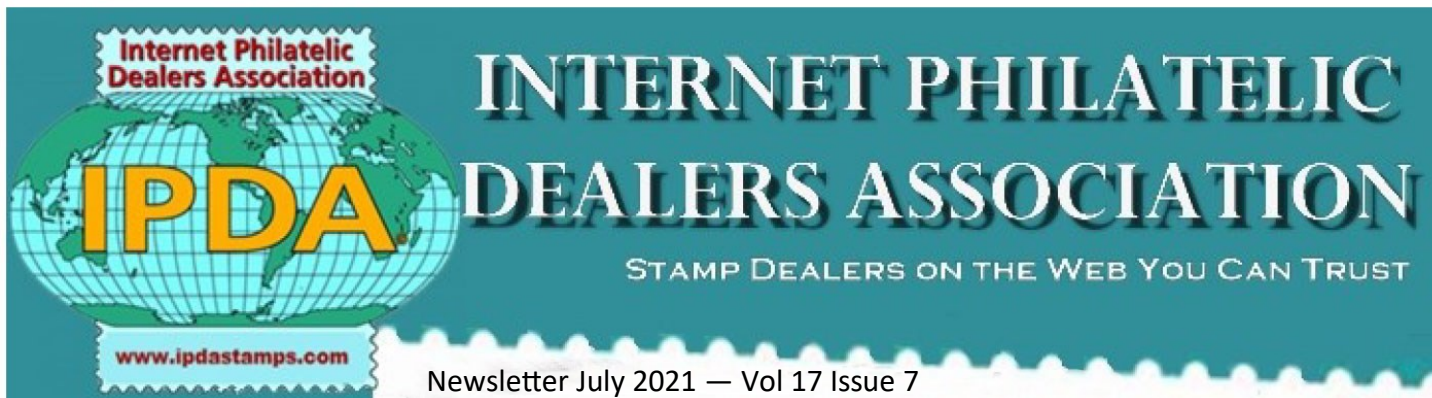
Editors Summary: I have found it difficult to draw any substantive conclusions from what is after all a diverse range of views and situations. The over-arching theme has been one of negativity towards Managed Payments although I will qualify that by saying it is impossible to put it into a relative perspective, especially since one has to remember while there may be 100 negative views the thousands of “happy customers” so to speak are perhaps the silent majority. I leave you to draw your own conclusions of course and do your own further reading perhaps of the links given at the start of this piece.

Philatelic Exhibitions - maybe to plan for?

Who knows what impact and when corona virus is going to have on us all over the coming year or so but perhaps knowing these exhibitions dates offers us a sense of optimism and are worth putting in our diary? Just a thought. Thanks to Alan Devine for sharing these details.

London 2022 (FIP), 19 - 26 February london2022.co perhaps worth signing up for the Newsletter on the site.
 Hunfilex2022 Budepest, 31st March - 3rd April 2022, hunfilex2022.com
 Helvetia 2022 (FIP/FEPA) Lugano, 18 - 22 May 2022 Helvetia2022.ch/enweb site worth a visit.....
 Capex 2022 (FIP/FIAF) Toronto, 9 - 12th June 2022 Capex22.org
 Melbourne 2022 (FISP), 8 - 11 September 2022 melbourne2022.com.au
 Taipei 2022 (FIAP), 23 - 27 October 2022 no current link yet. See you there maybe?
 Cape Town (FIP), 8 - 12 November 2022 capetown2022.org

Now what about IPDA presence at these shows, either through member attendance or even sponsorship? Thoughts are welcomed.



European Union - July 1st VAT regulations

Some of you may have read about this on the IPDA Facebook page, others may have read it from other sources.

Just reprinting a part here for your information. As part of the EU reform of VAT they will be removing Low Value Consignment Relief so all packets may be charged clearance and VAT fees (even ones with one £0.01 stamp in). They are also making marketplaces liable for VAT on goods sold through them to EU Customers.

eBay will be charging VAT on your behalf but you must put the IOSS number they provide in the electronic and physical customs information to avoid the customs being charged twice. Reference [this eBay link for details](#)

Delcampe are also having the option to charge VAT, but are also adding a fee for the privilege. Below is a screen shot from the Delcampe page. Reference this [Delcampe link](#) for more details. The example tells it all very clearly!

Application of import VAT on shipments from outside the European Union: what Delcampe can tell you

As at 1 July 2021, the European Union will require that marketplaces like Delcampe collect VAT on imported items sold to European private individuals by professionals located outside of the EU for any shipments of up to €150. The purpose of the legislation is to ensure that the VAT on the transactions is correctly paid to the Member State in which the delivery is made, in accordance with the taxation policies of the Member State of destination.

In practice, this means that Delcampe will collect and pay the VAT on shipments up to €150 imported by professional sellers located outside of the European Union for European private citizens.

The VAT rate applied by Delcampe will be the one in effect in the buyer's country. There will also be administrative fees. The amounts will be clearly displayed on the item page and when the purchase is finalised. Delcampe will allow buyers to pay the import fees directly to Delcampe via Delcampe Pay or to go through customs to potentially obtain a reduced VAT rate (as provided for in Directive 2017/2455). In the event that the buyer decides to pay the import fees on receipt of their parcel, if they have any questions, we recommend that they contact the customs office or the VAT office of their country.

Example:

A French buyer purchases a stamp valued at €80 from a professional American seller. Knowing that the VAT in France is 20%, here are the costs the buyer will have to pay to purchase the stamp.

Import fees	€16
Administrative fees	€4 (5% of the amount)
Total amount to be paid (excluding delivery/management charges)	€100

⚠ Note: for purchases above €150, the normal customs import declaration procedure is applicable. In addition to the VAT declaration, some items may also be subject to customs duties (depending on the type of item and the country of origin).

Loss leaders in our store(s)

Is it really worth the effort to buy a stamp and list it for sale as a loss leader, that is, with the aim of getting more customers into your store?

Recently I received the APS circuit of Middle East stamps. 6 or 7 little stamp albums filled with a selection of stamps from various Middle Eastern countries. A lovely surprise really that just show up in your mail box one day. For me it's like Christmas - stamps and more stamps to sort and study.



Scott# 1029, Mint never hinged, 1954-1955 year
CV\$40.00 USD

After spending \$100.00 USD on filler material for my Hipstamp store, I opened another small album to find this stamp:

I don't think I would be in business long if I purchased this stamp, as it was offered at 40% of Scott Cat. Value. The seller is asking \$16.00 USD, which you may say is the standard 40% rule many of us live by.

While eye catching as it is well centered and never hinged, I would have to pass. This stamp would become a 'hard sell' and end up being that turnip I am trying to squeeze every last drop of juice out of. Could I list it for \$20.00 USD? I would only profit \$4.00 USD, and since I ship all my stamps in separate 102 cards I would have no room for a margin.

As collectors turned sellers we all struggle with the "but it's a nice stamp" dilemma! While not a business expert, I would be working for free on this stamp - after I take into account postage, invoice paperwork, selling fees, envelope to send, 102 card etc.

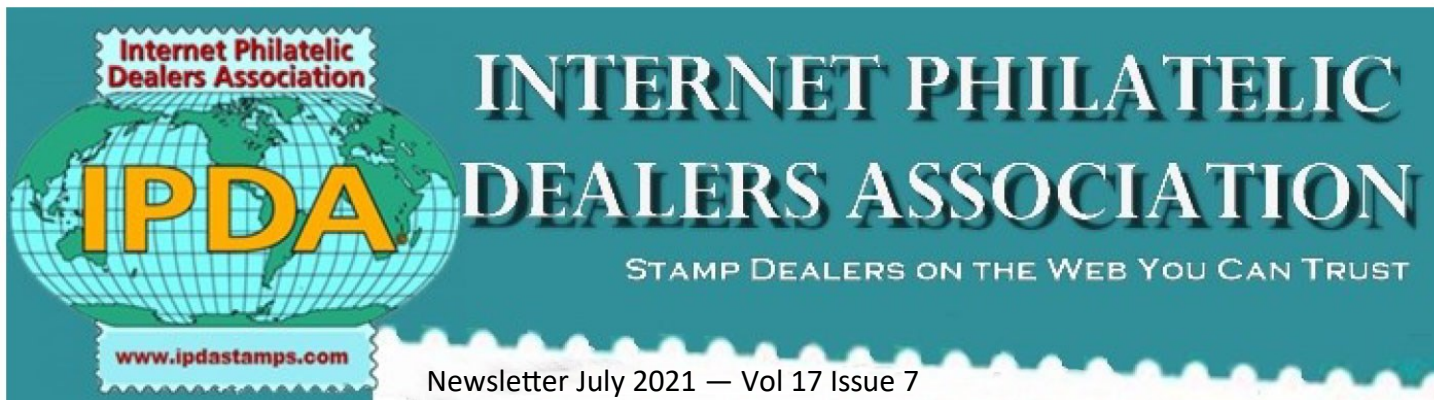
Remember, buy low and sell high, even if you really, really like the stamp and there are none offered for sale on the platform you sell on. You/we won't grow our business working for free just because we 'like' a stamp. Money pays the bills and nice stamps bought at full retail really don't, even when used as a loss leader.

Good luck, and **Together We Can** grow our stores!!!

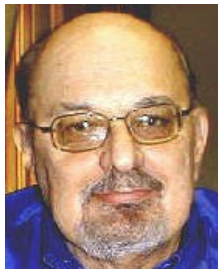
PS Like my new logo ?



Together We Can



Member Profile — Ralph Schneider



First I would like to say that I very much enjoy the IPDA bulletins- they are always interesting and well written.

I would like to contribute a few words about my experience with stamp dealing - my approach to the business has been a bit different than many of my fellow dealers.. I started stamp dealing on a part time basis in the early 1970's when I was in the military. As an active service member I moved often and could sell only through the mail.

I decided early on that I wanted to specialize in one or two countries and try to accumulate a comprehensive stock in those areas. I decided that I did not want to be a worldwide stamp dealer or a dealer in US stamps - there were too many other dealers who did this. I picked German and Austrian area stamps. I started by advertising in the back of the trade magazines with small classified ads and mailed monthly price lists to all that replied to my ads and slowly built up a decent business. My long term objective was to become a full time dealer when I retired from the military and my business strategy was to steadily build my stock and customer base so that when I retired I would have a steady income from my business. As a specialized dealer I thought I needed to be able to fill all levels of my collector's needs in the two countries I specialized in. During the time I was in the military my sales were 80 percent directly from my monthly price lists and 20% from filling customer want lists. All of my transactions were via mail.

After I retired from the Army in 1989 I devoted all of my efforts to my stamp business. In the early 90's I started a web site and slowly began to list stamps on my site. I also experimented with selling on ebay and other philatelic web sites. I quickly discovered that the returns from selling on my web site were much, much better than via ebay and other sites. My stock was organized into stock books in catalog order - I now have about 100 64 page stock books with basic stock and 50 binders filled with stock pages of stamps that have been scanned and posted to my web site.



After I became a full time stamp dealer - I also started to take booths at regional stamp shows. My objective at doing stamp shows was to attract new customers as opposed to achieving large show sales - the heart of my business has always been long term customers. Because of my rather massive stock, I took only small portions to stamp shows.



Member Profile — Ralph Schneider cont'd

In the past 20 years my customer base has steadily grown. My sales are now 70% directly from my web site, 15% from my monthly price lists and 15% from want lists and phone orders. Because of physical limitations (old age) I have stopped doing stamp shows entirely. I still mail monthly lists because I have some longtime customers who don't use the internet but it is just a matter of time before I devote all of my listing effort to the web site.

A few words about building and maintaining stocks. I started my first price lists from my existing stamp collections. I determined from the outset that I would no longer collect stamps as to not mix business with a personal hobby. I first started my acquisitions solely from buying at stamp auctions. In the 70's and 80's Apflebaum and Stolow were great sources. I still buy often at auctions - about 50/50 between foreign auction and US auctions. I also buy substantially from customers who decide it is time to sell their collections or from their estates, and receive offers from sellers every day via my web site. I also have a wide net of fellow dealer contacts in the US and overseas who help with special needs. I acquire new and recent issues from overseas post offices and dealers. Ebay.de is a good source for quality stamps - as opposed to ebay.com.



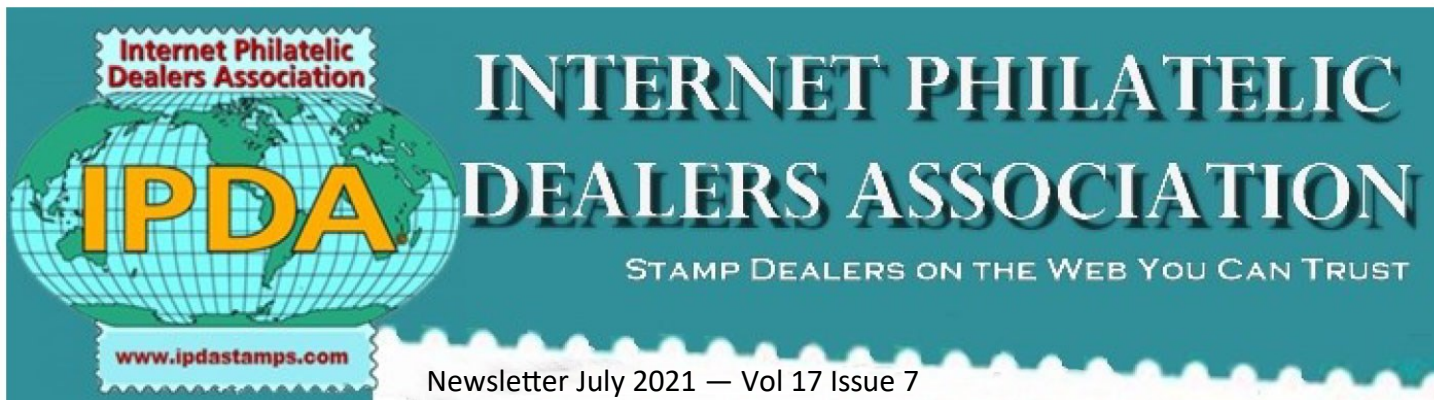
After I became a full time dealer I increased my advertising in philatelic publications to include large display ads and recurring small ads. Over the years I found weaker and weaker response to my ads in all of the philatelic publications and have now greatly reduced my advertising in them. I do advertise online and 90% of my new business comes directly off my web site. My new business is steady and I now attract more advanced collectors than beginners - which are exactly the type of customers I prefer.

My business is a two person operation - my eldest daughter now handles half of my workload and I plan to pass the baton to her full time when I no longer can handle the business. I recruited my daughter because she is a highly qualified business professional with a lot more computer savvy than I have - she designed our web site - and she enjoys stamps!

The keys to my survival for nearly 50 years in the stamp business have been that I always try to follow good business practices, maintain a comprehensive stock, have excellent sources for replacement stock, and try hard to be a good resource for stamps and information for my customers.

Ralph Schneider - Member 178, Texas, USA.

Editors Note: I could not resist showing this. From Ralph's Site; Beautiful. Sorry Ralph, I have not got the spare cash this month!



Opinion

“A fool and his money are soon parted” This is attributed to Thomas Tusser. More on him later.

Basically the phrase is typically used to describe someone who loses their money quickly, either by being tricked or spending it wastefully. Perhaps spending it wastefully better applies in this situation.

However, I am sure there will be various points of view on this topic although the previous owner of the British Guiana 1c Magenta stamp, shoe tycoon Stuart Weitzman, maybe realizes he wasted his money slowly. He did buy the stamp for USD \$9.48 Million (including buyer fees) in 2014. and sold it for whatever he got from the USD \$8.3 Million including buyer’s fees on June 8th 2021, only a few weeks ago.

So, the topic - Stanley Gibbons spent \$8.3 Million USD on the stamp; “the unique British Guiana 1c Magenta was purchased at auction in the USA for a total sum of \$8.3m (including buyer’s premium)”



And by now you may have read what Stanley Gibbons plans to do with the stamp.

They plan on making it available for viewing at their store on the Strand in London - that will be nice and will no doubt draws people into the store. But they also state in their publicity material that it is their intention “to make it available for everybody to enjoy owning a piece of this unique and storied item through the increasingly popular concepts of fractional ownership and the creation of digital collections”. Using their language, they plan to “democratise the ownership of this unique item”

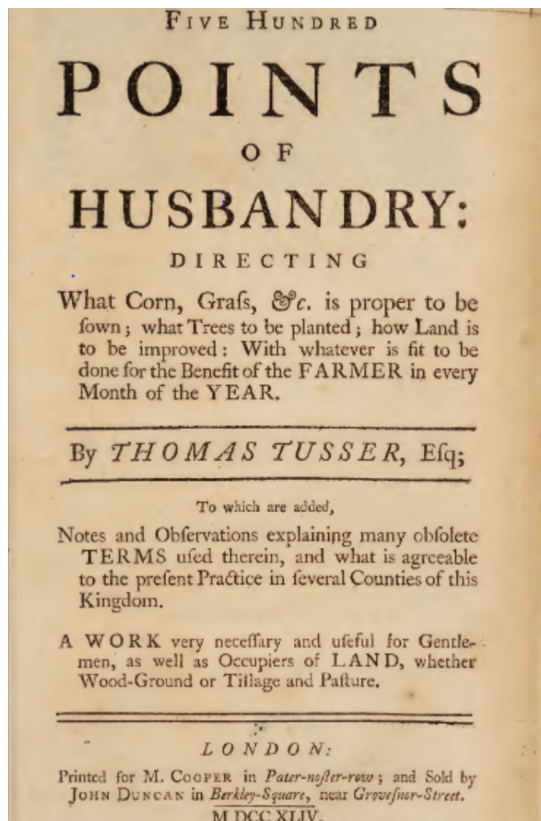
If you have not already done so you can register for more details “For more details about the stamp and to register your interest in learning more about the possibility of purchasing a piece of history, please visit www.1c-magenta.com “

So a little survey. drop me a line if you really want to spend your money on this type of “opportunity”? I will publish the results in the August Newsletter.

But lets go back to Thomas Tusser, a far more interesting topic some might say!

.....cont’d

Opinioncont'd



He was an English poet and farmer, best known for his instructional poem *Five Hundred Points of Good Husbandry*, an expanded version of his original title, *A Hundreth Good Pointes of Husbandrie*, first published in 1557

This was a long poem in rhyming couplets recording the country year and was in fact among the best selling poetry books of the Elizabethan age.

It was in the second book, *Five Hundred Points of Good Husbandry*, that the reader first came across the proverb "*A foole and his monie be soone at debate, which after with sorrow repents him too late*"

This today is read as "*a fool and his money are soon parted*"

He lived between 1524 and 1580 and given that he wrote the above titles one can only assume he was either the most boring man around or the most entertaining.

Hard one to call although he was extremely well educated and accomplished during his lifetime.

Further Quotes of the Month - alternative title - how important is it to have a professional listing description.

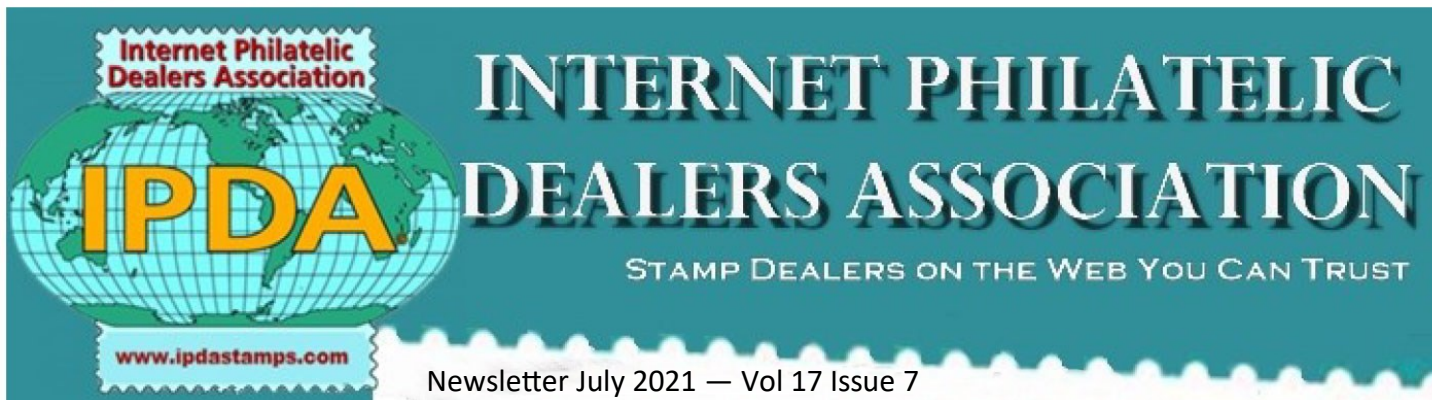
To save time I only scan the top value or the key value of the set.

Please be aware that the condition of the stamp is on the title

Scan is an average of the stamp(s) you will receive

Enormous boardwalk margins

In summary- do you as a seller have your customers interest at heart, or your own!



[The PhilatelicRegister.com](http://ThePhilatelicRegister.com)

In the April issue we told you about the Philatelic Register, a free fortnightly resource promoting and connecting all aspects of philately. You can get more details here [The Philatelic Register](http://ThePhilatelicRegister.com). As you may recall it was created by Ian Lasok-Smith an IPDA Member who believes passionately in the values of professional trade associations including the IPDA. He has now created a website to complement the Register. Something you may think is extremely long over due.

I could write pages but I think a few words are best and a visit yourself to the site and the User Guide will explain far better than me copying it all here.

However, in summary, the website delivers a number of services, including

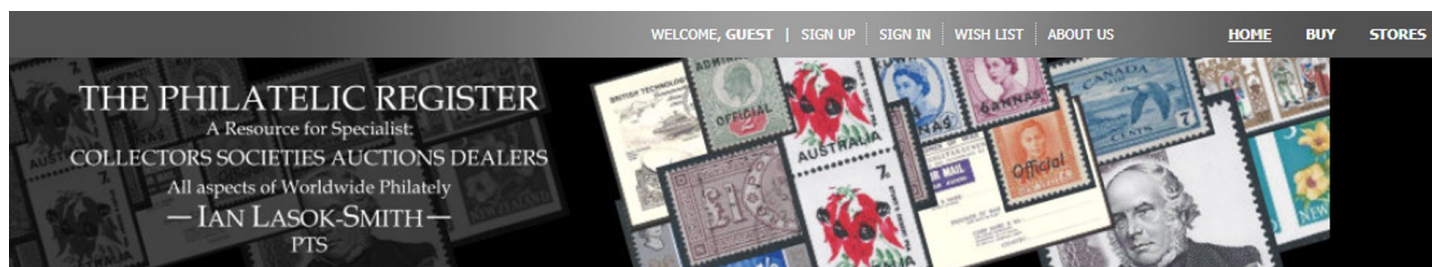
- an archive of the Philatelic Register issues
- Dealers current retail lists and Auction house catalogues
- Access to professional trade association member lists through links, and perhaps of greatest interest to many,
- a new retail platform.

This retail platform has many of the features we are familiar with on other online market place platforms but with more. Features that are in the best interests of both sellers and buyers. It is also underpinned by principles that will offer sellers and collectors a very different experience - in particular

- All sellers must be a member of a professional trade association or organization, such as the IPDA for example, and
- All sellers must maintain standards for listing and selling philatelic material on the internet that are consistent with standards such as we at the IPDA have published or that the PTS or APS have for example, and
- There will be no bulk listing (a deliberate position to avoid junk lot loading shall we say (*Editors wording!*)).

There is much more and you can read at this link - [the PhilatelicRegister.com](http://thePhilatelicRegister.com) [Ethos, Rationale, Requirements, Opportunities & Guide to creating your sales platform](#)

One final point, Registration is Free, listing inventory is free, and there is no monthly charge to have a store, there is a 2½% fee incurred for sales up to £2000 and sales over £2000 incur a flat rate fee of £50. No sale, no fee.





The Back Page - Ethics as a Seller

This month's stamp circuit showed up. I couldn't wait to dive in. Several books and many choices. After several books of basic stamps, I hit book #5. I need more selling material for my store and I often resale from the APS Stamp Circuit.



As I flipped through the pages, I knew I was purchasing this book. I made it to the last page to find a stamp caught in the binding. Persia, Scott# 16, mint hinged, I quickly flipped through my Scott catalogue. \$600.00 USD! No way. I quickly scanned the stamp and posted it to a Facebook page; Iran Study circle Facebook page. Sadly, for the owner, it came back as a fake.

Either way, fake or valid, I would have returned it to the APS attached to the book.

Sure, finding a \$600.00 stamp for free would be nice. One problem: Ethics.

I can't and wouldn't keep the stamp. When we can't trust each other with our little pieces of paper that we spend hours studying or listing, then we have lost.

I have mailed the stamp, safely in the circuit book. I am sure that Scott English, APS Executive Director will be aware of this. I will be emailing him a copy.

I wish each and everyone of you many sales in the near future. And remember, ethic's have more value than money in my book. Good luck Lee Coen IPDA Chairman

WESTPEX San Francisco

And finally, later this month is Westpex. Our Chairman will be attending and will be promoting the IPDA with our brochure. If anyone is going please drop Lee a message, maybe you can meet up?

Or, if anyone has a booth there and would be prepared to have IPDA brochures on display please also let Lee know. I know three members have displays, perhaps there are others I missed. NOTE: see page 2 for details of the brochure.

Lee is at leejcoen@gmail.com