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William J. Britt and **William E. Gryc*** (wgryc@muhlenberg.edu), Department of Mathematics & Computer Science, Muhlenberg College, 2400 Chew St, Allentown, PA 18104, and **Jamie A. Oliva**, **Brittney N. Tuff** and **Charli E. White**. *Strategies for “Buy-It-Now or Make Offer” Auctions on eBay.*

eBay is the top auction website in North America. Some of the auctions on eBay have a fixed “Buy-It-Now” price for which the item can be instantly purchased with an opportunity for interested bidders to instead “Make (an) Offer” that the seller can accept or reject. This format presents some basic questions for the bidder. Should the bidder risk making an offer or just buy the item? If making an offer, how much should the bidder offer? And on the seller side, how high should the seller set the “Buy-It-Now” price? In this talk we present research on a model for this auction format and give mathematical answers to all the preceding questions. (Received August 08, 2017)