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Sommario/riassunto	Second-hand goods, i.e. goods previously owned and held for resale, had been marginalized for a long time. A breakthrough came with the emergence of e-commerce conducted among natural persons, as on auction-style and advertisements websites. The global listing of second-hand products emphasized the problem of appropriate pricing. The author of the publication has analyzed a number of completed transactions on the leading Polish auction-style website in the context of the final bid price. The wide range of activities constituting the bidders' behaviour has been assumed to be one of the most significant contributing factors. The result of the research are the models of a final bid price mechanism of second-hand goods, implemented via a proprietary IT system.