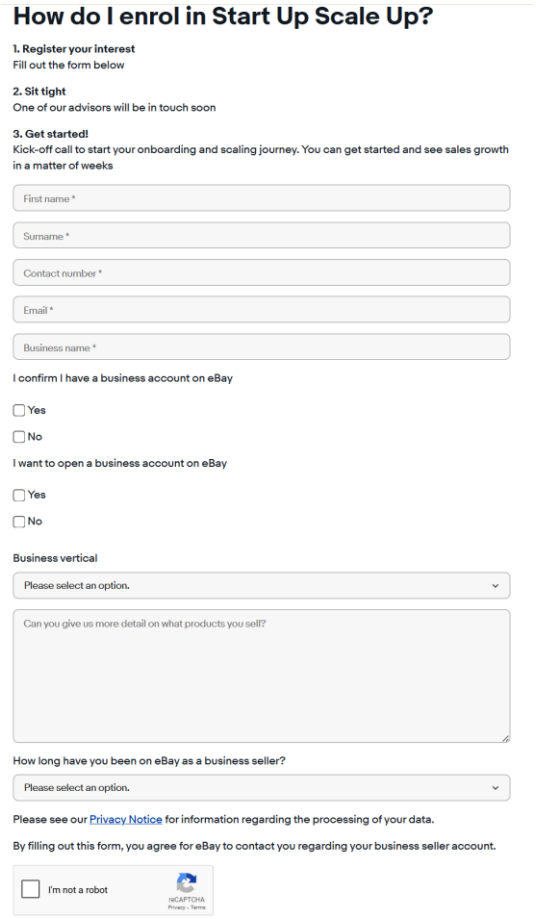
SELLING GUIDE

1. Free Start-Up / Scale-Up Programme

To fill the following form to avail some benefits like training, lowered seller fees, and tools to grow the business.



How do I enrol in Start Up Scale Up?

1. Register your interest
Fill out the form below

2. Sit tight
One of our advisors will be in touch soon

3. Get started!
Kick-off call to start your onboarding and scaling journey. You can get started and see sales growth in a matter of weeks

First name *

Surname *

Contact number *

Email *

Business name *

I confirm I have a business account on eBay

☐ Yes

☐ No

I want to open a business account on eBay

☐ Yes

☐ No

Business vertical

Please select an option.

Can you give us more detail on what products you sell?

How long have you been on eBay as a business seller?

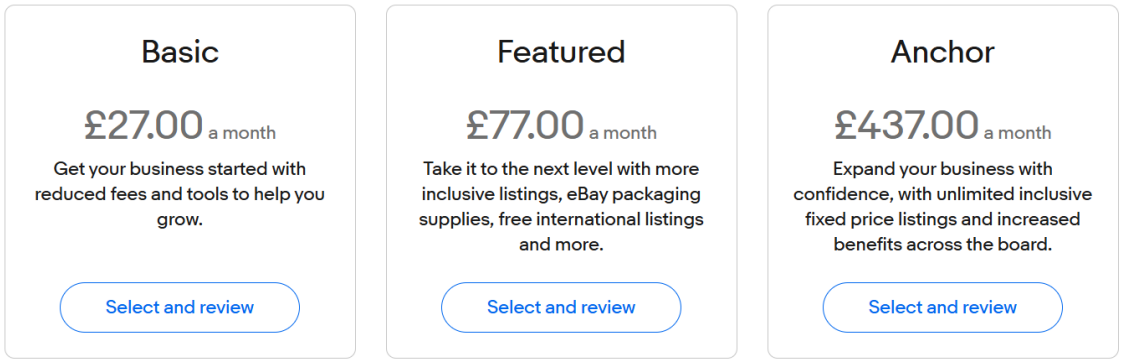
Please select an option.

Please see our Privacy Notice for information regarding the processing of your data.

By filling out this form, you agree for eBay to contact you regarding your business seller account.

☐ I'm not a robot reCAPTCHA Privacy - Terms

2. Opening an eBay Shop (OPTIONAL) – Recommendation *(Basic plan can be purchased after 1-2 months, when the listing becomes paid)*



Basic

£27.00 a month

Get your business started with reduced fees and tools to help you grow.

Select and review

Featured

£77.00 a month

Take it to the next level with more inclusive listings, eBay packaging supplies, free international listings and more.

Select and review

Anchor

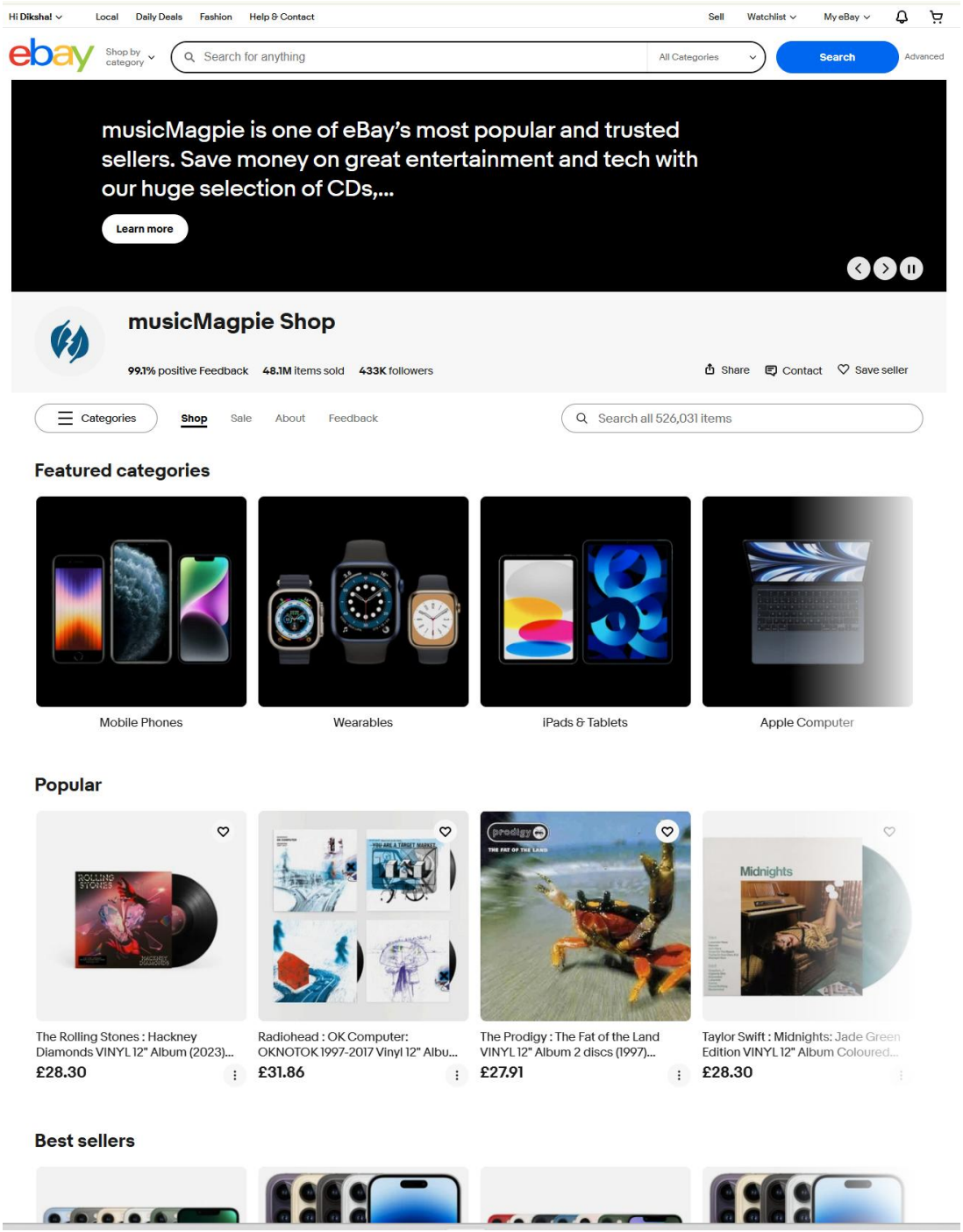
£437.00 a month

Expand your business with confidence, with unlimited inclusive fixed price listings and increased benefits across the board.

Select and review

Comparison of the plans attached below in the Appendix.

Example of storefront:



3. Product Listing

a) 2 types of listings – New & Used products (For Appliances category, Used category not applicable for Linen products)
b) EU Plug should be clearly specified in description & title.
c) Insertion fee - £0-£0.35 per product depending on the product category. Free only during promotions or with shopfront plan.
d) Auction or fixed price listing. Our biz model aligns with fixed pricing.
e) Two types of listing duration –

- ✓ Till a particular date as and when its sold, its removed.
- ✓ Good 'Til Cancelled (GTC) – This is applicable to our model where we can refill the stock to our existing listing.

4. Seller Fee

FNF (Final Value Fee) is charged by Ebay on each sale. Standard FVF is 12.8% but in case of any discrepancy in an order, Ebay may charge 4% more especially in case of SNAD returns.

5. Shipment Options & Cost

- ✓ Supported courier partners/carriers just like Amazon:

a) Royal Mail
b) Evri
c) DPD
d) Hermes/Hub Europe
e) UPS/DHL

- ✓ Pay on purchase. Directly deducted from Ebay wallet, in case of insufficient balance, should be paid directly from the card.
- ✓ Delivery charges should be included in the product price for better sales.
- ✓ GSP, Global Shipping Programme to Europe - Buyers will always see and pay the full postage, duties and taxes at checkout.
  Ebay takes care of **international customs, import duties, taxes, and delivery** to the buyer.

6. Ebay Top-rated seller badge on products

Benefits of Top-rated seller:

eBay Top-rated Seller

As an eBay Top-rated Seller, you are the gold standard of consistent, great customer service in our marketplace. You'll get access to exclusive benefits, such as:

- Enhanced Seller Protection.
- Eligibility for discounts on Final value fees.

You don't need to register for anything and there's nothing extra to pay - all you need to do is provide excellent customer experience over a period of time.

eBay Top Rated Sellers have the option to add eBay Premium Service. Listings with a Premium Service badge may attract more buyers and boost sales. Benefits of using eBay Premium Service include: Maximum visibility in Best Match search results and a 10% discount on final value fees on eBay.co.uk or eBay.ie.

To qualify for eBay Premium Service, your listings need to:

- Offer a free domestic delivery option within 3 working days.
- Offer an express delivery option within 2 working days for no more than £10.
- For items over £20, all of the delivery services must be designated tracked services and valid tracking must be uploaded within the dispatch time (this includes auction-style listings and Best Offers where the final price is over £20).

eBay Premium Service

Tips to qualify for the seller level to be top-rated

- Dispatch items within your specified dispatch time.
- Manage inventory and keep items well stocked.
- To minimise returns, describe your item accurately, including lots of pictures and item specifics in your listing.
- Clearly state your return and payment policies in your listing and offer a 30-day returns policy when possible.
- Streamline returns using the settings for automatic approvals and refunds.
- Stick to your original terms when accepting payment at the end of a successful sale.
- Respond promptly and politely to questions from the buyer.
- Keep your buyer informed about when the item will be sent.
- Issue refunds in a timely manner.

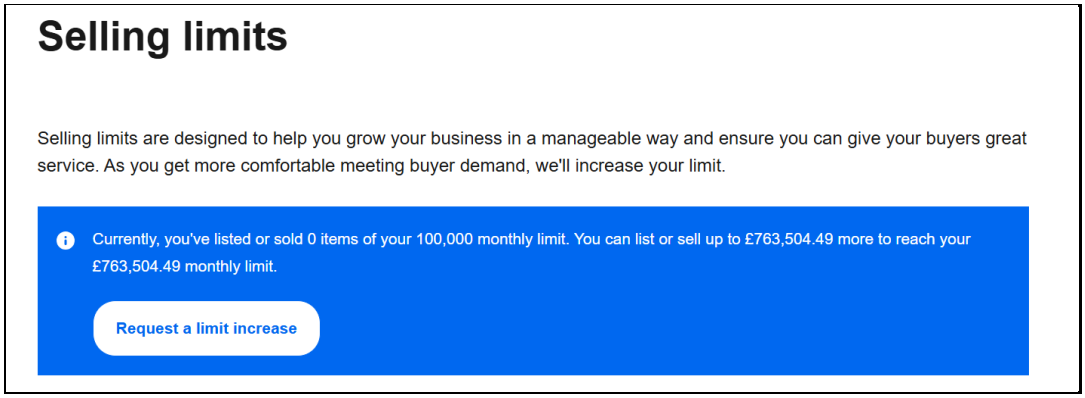
7. Returns

Two types of returns –

a) SNAD (Significantly Not As Described) – Mandatory Return policy. Seller pays the shipment
b) Change of Mind Return – Optional for Seller. Customers pay the return shipment.

8. Current Selling limits

Selling Limit increases with an improved business performance. Our current selling limit is as below (100,000 units/items for no more than £763k approx.) -



9. Advertising

- ✓ Paid Promotion is charged for Pay on Click (paid on the clicks goes to purchase).
- ✓ Seller Hub Social Page – Dedicated section to manage social media presence of the listings on Ebay. Helps to promote items & store outside of Ebay by directly scheduling the post or sharing the listing on Instagram and LinkedIn. This all happens by using the social share button from Seller Hub.

APPENDIX

A) STOREFORNT PAID PLAN

Compare Shops

Find the Shop that's right for you

	No Shop	Basic	Featured	Anchor
Cost and value				
Monthly subscription	-	£27.00	£77.00	£437.00
Subscription value ⓘ		£90.00	£245.00	£1,275.00
Fees and allowances				
Free fixed price listings ⓘ		250 a month	1,500 a month	Unlimited
Free 7-day auction-style listings ⓘ		100 a month	600 a month	1,000 a month
Additional fixed price listings		£0.10	£0.05	£0.00
Additional auction-style listings		£0.15	£0.15	£0.15
Benefits				
Seller Hub ⓘ	✓	✓	✓	✓
Seller Hub discounts ⓘ		✓	✓	✓
Shopfront ⓘ		✓	✓	✓
eBay Shop link on your listings ⓘ		✓	✓	✓
Daily deals eligibility ⓘ		✓	✓	✓
Customer service ⓘ	Standard	Standard	Standard	Invitation to Concierge
European Sales Booster ⓘ			✓	✓
Comparative pricing via API ⓘ			✓	✓
eBay packaging vouchers ⓘ			Worth £10.00 a month	Worth £20.00 a month
Free listings in multiple countries ⓘ			✓	✓
Free listings in 2 categories ⓘ				✓
Terapeak Sourcing Insights		✓	✓	✓
Who it's for				
Eligibility		Registered as a business seller	Registered as a business seller	Registered as a business seller
Summary				
	No Shop -	Basic £27.00 a month	Featured £77.00 a month	Anchor £437.00 a month
		Select and review	Select and review	Select and review

B) LISTING CHARGES PLAN

	No Shop	Basic	Featured	Anchor
	Pay as you sell	Get your business started with reduced fees and tools to help you grow	Take it to the next level with more free listings, eBay packaging supplies, free international listings and more	Expand your business with confidence, with unlimited fixed price listings included and increased benefits across the board
Monthly price	-	£27	£77	£437
Monthly subscription value*	-	£105	£237	£1,173
Free fixed price listings**	-	250	1500	Unlimited
Free 7-day auction-style listings**	-	100	600	1,000
Additional fixed price listings	30p	10p	5p	Free
Additional auction-style listings	30p	15p	15p	15p
Seller Hub	✓	✓	✓	✓
Seller Hub Promotions†	✗	✓	✓	✓
Promote your listings	✓	✓	✓	✓
Shopfront	✗	✓	✓	✓
Link to eBay Shop on listings	✗	✓	✓	✓
Daily Deals eligibility	✗	✓	✓	✓
European Sales Booster	✗	✗	✓	✓
Comparative pricing via API	✗	✗	✓	✓
Sourcing Insights	✗	✓	✓	✓
Customer service	Standard	Standard	Standard	Invitation to eBay Concierge
eBay packaging voucher	✗	✗	Worth £10 a month	Worth £20 a month
Free listings in 13 countries	✗	✗	✓	✓
Free listing in 2 categories‡	✗	✗	✗	✓