

Your eBay account

This document covers the setup and configuration of your eBay account.

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Account Configuration

Before you can start selling on eBay, you first need to set up an account. There are two types of accounts: Private and business

Private seller account

All you need to sign up for an eBay account is your email address. However, before the account can be used for buying and selling, this email must be verified.

As well as using an email to register, an account can be created using an Apple, Facebook or Google account.

Business seller account

A personal account is the best option if you plan to sell casually, like selling items you no longer want. However, if you are going to sell in volume, it is best to open a business account.

Individual accounts can be converted into business accounts from within My eBay. This is a one-way process that cannot be reversed. The benefits of business accounts are as follows

- Higher selling limits. eBay places listing limits on new sellers. For business sellers, these are higher
- Different fee structure. There are different fee schedules for business and private sellers

Furthermore, it is against eBay's rules to masquerade as a private seller if you are a registered business. They state the business account should be used under the following circumstances:

- Sell items that you have bought to resell
- Make items yourself and sell them, intending to make a profit
- Are a trading assistant
- Buy items for your business

Setting up a business account on eBay is easy and requires the following information:

- Legal Business Name
- Registered business address
- Registration number (if registered)
- Tax information (if registered)
- Landline telephone
- Payment details for fees

Choosing a username

Choose your eBay username carefully, as it is part of your brand. Ensure that it is:

- Easy to remember
- Easy to spell
- Reflects your brand

Your username can only be changed every 30 days. Usernames can include letters, numbers and some symbols and must be at least six characters long. You cannot use spaces, or these symbols: @, &, ', (,), <, or >.

Selling Limits

To 'help business grow in a manageable way', eBay sets seller limits that grow as the account matures. An account's seller limit is accessed from the overview tab of the Seller Hub.

Reviews are reviewed automatically by eBay every month. Alternatively, a seller can request a limits increase manually from the [selling limits](#) page.

If you have more than one seller account, you may also be able to raise your limits by linking to your other, more established seller account. If the accounts can be connected, you will see that option when selecting Request higher selling limits in the Monthly selling limits section of My eBay's All Selling view.

Multiple account policy

eBay is much less strict on multiple accounts than Amazon. It is generally acceptable to have more than one eBay account, with the following caveats:

- Multiple accounts should not be used to get around sell limits or other policies
- Duplicate listings of the same product are not allowed. This is true within the same account and between multiple accounts owned by the same business.

eBay Fees

eBay charges several fees for listing on its marketplace

- Insertion fee
- Final Value (FVF) fee
- Payment processing fee
- Listing upgrades

Note: Fees vary across eBay territories. What may be free in one region may not be free in another.

Insertion fee

The insertion fee is the charge to list an item on the eBay marketplace. Listing items is free for individual accounts up to a limit (currently 1000 listings). Business sellers also get a free listing allowance depending on the shop subscription level

Final Value fees

The final value fee is a commission charged on the sale price of an item, including shipping. This varies by category for business sellers.

Payment processing

On top of eBay fees, sellers used to pay a PayPal payment processing fee. However, since eBay no longer owns PayPal, eBay has been migrating sellers onto their 'managed payment' system. Under this new arrangement, instead of paying fees to eBay and PayPal, the payment fee is included in a higher FVF.

Discounts

Top Rated sellers are eligible for a 10% discount on their 'Premium' listings. These are listing which fulfil the following criteria:

- Offer a free domestic delivery option within three working days.
- Offer an express delivery option within two working days for no more than £10.
- For items over £20, all delivery services must be tracked services and valid tracking must be uploaded within the dispatch time.

In eCommerce, margins are low, so every discount is worth getting.

Listing upgrades

eBay offers sellers several options for upgrading their listings. When using these upgrades, bear in mind that eBay offers features important to the conversion rate for free. For example, eBay charges for reserve prices because it reduces the sell-through rate.

- **Reserve Price.** Setting a reserve price (minimum £50) means your item will not be sold if bids do not reach that amount. Whether or not the item sells, this is charged at 4% of the reserve price (max. £150 per item).
- **Buy it now price.** Give your buyers the option to purchase before an auction-style listing ends for a set price. A Buy it now price gives you the possibility of a quick sale for the right money.
- **Subtitle.** Make your item stand out from the crowd with a line of additional text that appears beneath your listing title in search results.
- **Gallery Plus.** Catch a buyer's eye with larger pictures from your listing in search results when buyers move their mouse over your listing's thumbnail picture
- **International Site Visibility.** Increase your item's visibility in search results on eBay.com and eBay.ca.

eBay Payment and invoices

When you create a seller account, you must add a payment method to pay for any eBay selling fees or charges. You can choose direct debit, credit card, or PayPal.

eBay charges fees monthly and will issue an invoice with a detailed fee breakdown.

Seller profile and feedback profile

Whether they are a business or an individual, each seller has an eBay profile page.

For example for seller hellobabydirect: <https://www.ebay.co.uk/usr/hellobabydirect>

This page is an opportunity to introduce your business to the eBay community briefly. It also displays your profile picture (which could be your logo), a summary of your feedback and some of the products you have for sale.

A feedback profile is similar but gives a more detailed breakdown of your eBay feedback:

Example: https://www.ebay.co.uk/fdbk/feedback_profile/hellobabydirect

Account settings

Account settings is where a seller customises the settings which are required to run their account

Business information

This section is where your business details are specified. These include:

- **Username.** Your username can only be changed every 30 days. Your usernames can consist of letters, numbers and some symbols. Usernames have to be at least six characters long. You're not able to use spaces, or these symbols: @, &, ', (,), <, or >.
- **Contact details.** Login email and phone number
- **Business Details.** Business name, registered address, company number

Payment information

This is where payment methods for purchases are set and also your linked PayPal account is specified

Communication with buyers

This is where automatic messages which are sent to buyers can be viewed. Sellers have minimal options for changing these.

Business policies

Business policies are a group of settings that can be applied to a listing. They include:

- Payment
- Returns
- Postage

We will be covering these in detail in the listings section.

Addresses

A seller can set separate addresses for the following:

- Registration address, email and phone number
- Dispatch address. The address from which items are dispatched
- Delivery address. Delivery address for purchases
- Returns address. Address for customer returns

Communication preferences

Choose the email which you wish to receive from eBay. These include:

- Sales notifications
- Buyer messages
- Resolution centre
- Feedback

Site preferences

Site preferences cover various aspects of eBay selling, including buyer requirements and returns.

Return preferences

Sellers can set rules which specify the following:

- Automatically refund if the order is below a certain amount
- Automatically refund if a particular return reason is specified
- Automatically approve a return if the order is below a certain amount

- Automatically approve a return if a particular return reason is specified

Unpaid items assistant

Buyers can 'buy' items without paying for them. They will then be in the status 'awaiting payment'. This is a legacy of eBay's origins as an auction site. The unpaid item assistant will automatically start an unpaid item case after a certain number of days.

Listing preferences

Sellers have two choices which are applied to all listings

- **Out of stock listings.** Items which are listed but stock out will not be deleted but instead will be live but removed from search. This maintains the listing history of the listing
- Show/Hide amount of stock available.

Buyer requirements

A seller can block buyers based on specific rules. These include:

- Block buyers by ID. Specify a list of blocked buyers
- Unpaid purchase level. E.g. block buyers who have 2 or more unpaid purchases in the last month
- In a location you do not post to

Postage preferences

This is where sellers set their postage preferences and enrol in postage programmes.

Postage programmes

Global Shipping Programme

With the Global Shipping Programme, international parcels are shipped to a domestic shipping hub and then forwarded internationally, with eBay taking responsibility for international shipping. This is great for sellers who do not want the hassle of international shipping. It is also great for difficult locations to ship to, like Russia and South America.

Click and Collect

Click and collect is a programme where customers can choose to deliver their packages to a convenience store.

Shipping preferences

Using postage rate tables allows shipping to be set at the country level. These can then be assigned to a product using shipping profiles.

Set same business day handling times

Set the cut off time for shipping for each day. Note that to be eligible to be a premium listing shipping service, a free 2-day service must be specified. For this, orders need a same-day processing time, even if this is early in the morning.

Allow combined payments and postage

If a buyer buys two things, they will not want to pay for postage twice. Therefore, eBay allows sellers to set rules to combine postage for multi-item orders. These are:

- **Allow combined payments.** Buyers can pay for multiple items with one payment when they check out. If this is not selected, postage will be charged for each product individually.
- **Flat postage rule.** Add or subtract a shipping amount for each additional item or offer free shipping

- **Promotional postage rule.** Specify postage prices rules for multiple, e.g. buy 2 items and shipping is £3.

Exclude postage locations

Sellers may not want to ship to all locations. Therefore, postage locations can be excluded at the account level.

Sellers can choose to allow excluded locations to be covered by the global shipping programme.

Always ask buyers for phone number

Sellers can be asked for a phone number after making a purchase. Whilst this is useful for couriers, requesting a number can annoy customers.

Seller Hub

Seller Hub is the central place for managing your eBay business. It consolidates all our selling information and activities into one location. It also gives you valuable data and recommendations to help you grow your eBay sales.

Seller Hub gives you tools to:

- **Manage your listings.** You'll find all the listing, reporting, and order management functionality of My eBay, Selling Manager and Selling Manager Pro
- **Monitor your business.** You can create custom dashboards to track listing activities, sales, costs, traffic data, and more
- **View payouts.** If you are a managed payments seller, you can view previous payouts, find out when you will receive your next payout, and check if you've any funds on hold
- **Analyse business performance.** You will receive personalised insights, as well as tips to improve your business

If you have an eBay Shop, you will manage your Shop and access all the features of Promotions Manager or Promoted listings from Seller Hub.

The Seller Hub overview page summarises all you need to know about your selling activity, and by selecting the different tabs listed below, you will access a range of tools and data:

- **Overview.** See a summary view of your Tasks, Orders, Listings, and Feedback, along with access to frequently used actions and selling tools
- **Orders.** Take action on orders, including printing postage labels and uploading tracking. You can also review past orders and set up rules for managing returns
- **Listings.** Create and manage listings, individually or in bulk. You can also manage listing templates and create business policy settings
- **Marketing.** Use our tools to build your brand, attract more buyers, and sell more per visit (available to Shop subscribers only)
- **Performance.** Understand your business performance through detailed information on sales, selling costs as a percentage of sales, traffic, buyer traffic source, and more. Select the data on the page to drill into in-depth charts and graphs
- **Research.** Get advice for improving your listings, sourcing, pricing, and restocking
- **Payments.** If you are a managed payments seller, you can find out when you will receive your next payout, see any funds currently on hold or processing, details on previous payouts and update the bank account to which eBay sends money.