

Seller Performance

Your performance as a seller is tracked by eBay and can be seen from Seller Hub > Performance.

Maintaining a good seller rating and feedback rating is important for four reasons:

- Sellers with better performance metrics will perform better in eBay's best match search algorithm
- Top-Rated sellers are eligible for eBay 'Premium Listings', which qualify for a 10% fee discount
- Your feedback profile forms part of your brand on eBay and the broader web. Great feedback with reassure buyers and increase conversion rate
- Below standard sellers pay an additional 4% final value fees

Seller Rating

Seller Rating is eBay's measure of the quality of a seller. There are three levels of seller rating.

- **Top-Rated.** Providing an excellent level of service to customers
- **Standard.** Meeting minimum standards
- **Below Standard.** Your seller level can fall to Below Standard if your transaction defect rate is above 2% or if your percentage of cases closed without seller resolution is above 0.3%.

A different seller rating is given for each region the seller trades in. For the UK, these are:

- UK + Ireland
- EU
- Global

All sellers should aim for the Top-Rated seller level. If your account is 'Below Standard', the account may have restrictions as it is below the minimum standard that eBay expects. Four metrics affect your seller rating:

- Transaction defect rate
- Cases closed without seller resolution
- Late delivery rate
- Tracking uploaded on time and validated (Top-Rated sellers only)

Transaction defect rate

The transaction defect rate is the percentage of your transactions that have one or more of the following defects:

- eBay Money Back Guarantee and PayPal Purchase Protection cases closed without seller resolution
- Seller-initiated transaction cancellation

To be a Top-Rated seller requires a transaction defect rate of < 0.5% and standard sellers < 2%

eBay does not count more than one defect per transaction.

Late delivery rate

For top Deliveries will be considered late only when:

- Tracking shows the item was delivered after the estimated delivery date, and there's no acceptance scan within your handling time

- The buyer confirms the item was delivered after the estimated delivery date and there is no tracking that shows it was on time

Cases closed without seller resolution

Cases closed without seller resolution are cases where eBay was asked to review the case, and the seller was found responsible. Standard and Top-Rated sellers must keep their rate < 0.3% of sales.

Tracking uploaded on time and validated

Top-Rated sellers must send 95% of their orders via a tracked service. This is defined as transactions where you upload tracking details within your stated handling time. The carrier scanned the shipping label either before or after your handling time and is on time and validated.

Sales

To be an eBay Top-Rated Seller, you must have at least 100 transactions and £1,000.00 in sales during the past 12 months in your business account.