

# OCTOBER 15, 2015 FEE AND LISTING UPDATES

## FREQUENTLY ASKED QUESTIONS

### **Why is eBay making this change?**

We're listening and want to offer our sellers the flexibility they need—especially for the holiday selling season. For our Basic-level eBay Store subscribers, we'll give you higher allotments of zero insertion fee listings\* so you have control to plan your businesses as well as extend the 100 zero insertion fee auction-style listings to both Collectibles and Fashion categories\*\* for *all* eBay Store subscribers.

### **How does this change benefit me?**

For sellers without an eBay Stores subscription:

- Starting October 15, you'll receive a monthly allotment of 50 zero insertion fee listings\*, which can be either auction-style or fixed price, in nearly all categories†. These 50 zero insertion fee listings replace the previous monthly allotment of 20 zero insertion fee listings in nearly all categories, and 20 zero insertion fee listings dedicated to auction-style listings in Collectibles categories.
- Sellers without an eBay Stores subscription are also invited to try a Basic-level eBay Stores subscription for one month FREE. Space is limited, and offer must be activated by October 31. [Learn more.](#)

For eBay Stores subscribers:

- Starting October 15, Basic-level subscribers will enjoy an increased allotment—200 zero insertion fee fixed price listings per month—up from the previous allotment of 150 zero insertion fee listings per month.
- And—for *all* eBay Stores subscribers—the monthly allotment of 100 additional zero insertion fee auction-style listings will be extended to apply to listings in both Collectibles *and* Fashion categories\*\*.

### **Are my overall fees going to change?**

Sellers should see their fees stay the same or possibly decrease with the offer of more zero insertion fee listings.

### **Why is eBay changing the free monthly listing allotments? As a result, how should I change my listing strategy?**

We're always looking for ways to bring fresh inventory onto the site. These updates are intended to improve the overall marketplace by making it easier for shoppers to find and buy the items they're looking for—and help sellers increase their sales.

If you are listing more than 50 items per month, or listing high ASP items, you may want to consider subscribing to an eBay Store to take advantage of the higher free\* listings monthly allotment.

### **Will there be any change to Motors Vehicles and Real Estate fees?**

There are no changes to Motors Vehicles or Real Estate fees at this time.

### **What changes can I make to my listings to benefit from these updates?**

If you are an eBay Store subscriber, you may want to consider putting Fashion and Collectible items in auction format if it's the right format for your item. Other considerations include:

- Use fixed price listing formats, especially for items that have a clear market value and when you know the price you want for your items so that buyers can purchase it right away.
- Use auction-style listings for premium items—when the value may fluctuate, when the price is unknown, or when there is intense buyer demand for a limited item. As an incentive for using the auction-style format, sellers will be credited for an insertion fee on auction-style listings when that item sells<sup>^</sup>.

### **How do the unlimited insertion fee credits for auction-style listings work?**

Free listing allotments will be used first and will not be charged an insertion fee, regardless of whether the listing ends in a sale or not. Once those allotments are used up, auction-style listings will be charged an insertion fee, which will be credited back to you if the item sells. This will apply to all listings in nearly any category<sup>†</sup>, including media. Sellers will receive only one insertion fee credit per sold item, but there is no limit on the number of sold items for which they can receive this credit. Credits will take place at the time of the transaction, and will be reflected on the invoice at the same time as the final value fee.

### **Will listing upgrade or feature fees be credited for auction-style listings that sell, along with the insertion fee?**

No, only the insertion fee will be credited.

### **How does an auction-style listing that does not end in a sale count against my monthly allotment?**

Your monthly allotment will not be credited when an auction-style listing ends in a sale. Therefore, the allotment is first used—without regard to whether the item sells or not.

### **How are my allotted auction-style listings dedicated to Collectibles and Fashion categories different than the insertion-fee credits for auction-style listings that end in a sale?**

Allotted auction-style listings in Collectibles and Fashion categories<sup>\*\*</sup> are not charged an up-front insertion fee.

For sellers with an eBay Stores subscription, you'll receive an allotment of 100 auction-style listings dedicated to Collectibles and Fashion categories. Any auction-style listings in Collectibles and Fashion categories—over the monthly allotment—will be charged the insertion fees below, which will be credited<sup>^</sup> to you if the item sells:

- Basic: \$0.25
- Premium: \$0.15

- Anchor: \$0.10

### **What if I list an item in two categories?**

When listing items in two categories, the monthly allotment or insertion fee credit will be based on the primary category. The second category will be charged standard rates, and are not eligible for the insertion fee credit. [Learn more.](#)

### **Will I still be able to add Buy It Now for free to my auction-style listings?**

If you are a seller without an eBay Stores subscription, you will still be able to add Buy It Now for free. eBay Stores subscribers will still pay a listing upgrade fee to add Buy It Now to their listings, and these fees will not be credited if the item sells.

### **How can I compare the current fees to the upcoming ones?**

You can see the new fee structure that will take effect on October 15, 2015 on the [announcement board](#) to compare the new allotments.

### **When will these changes be reflected in the Fee Calculator and Fee Illustrator?**

The Fee Calculator and Fee Illustrator tools will be updated on October 15, 2015. As always, these tools will be available to all sellers, at no cost.

### **When will these updates take effect?**

The changes will go into effect beginning October 15, 2015 at 00:01 (12:01AM) Pacific Time—for both new listings and listings renewed on or after that date.

### **Where can I go to keep track of my monthly allotment?**

The Promotional Offers module within the All Selling area of My eBay will keep track of both your monthly allotment and any applicable listing promotions.

### **I sold an item via an auction-style listing, and the buyer returned the item. Will my insertion fee still be credited in this case?**

Yes, credits will take place at the time of the sale commitment.

### **Will this affect the fees I pay to PayPal?**

There are no changes to PayPal fees at this time.

### **How do I choose the right listing format?**

Here are some general guidelines to help you select the best format for your items:

Fixed price is the right format for the majority of items listed on eBay. Choose fixed price when:

- You know the **value of your item** or know the exact price you need to get for it
- You have **multiple items** that you can place into **one listing**
- You have a **lot of inventory** and an eBay Store and want to minimize your upfront insertion fees
- You want your items to be available to buyers for **more than 10 days**

Auction-style is a profitable format when used according to the guidelines below. Choose auction-style when:

- **You're unsure of the value of your item** and want the eBay Marketplace to determine its value
- You have **unique and hard-to-find items** that could attract demand and spur a bidding war, which could maximize profits from your listing
- You have items whose market value may fluctuate
- Use a **combination of both** auction-style and fixed price by adding the Buy It Now feature when you sell a **variety of items** and want to **attract both bidders and buyers**—those looking for a deal on auction-style listings and others who prefer the convenience of fixed price purchases. Be sure to price the Buy It Now much higher than the bidding start price.

### **What listings fall under the Collectibles and Fashion categories?**

Collectibles categories are as follows:

- Antiques
- Art
- Coins & Paper Money
- Collectibles
- Dolls & Bears
- Entertainment Memorabilia
- Pottery & Glass
- Sports Memorabilia, Cards & Fan Shop
- Stamps
- Toys & Hobbies

Fashion categories are as follows:

- Clothing, Shoes & Accessories
- Health & Beauty
- Jewelry & Watches.

### **What impact will this have on Good 'Til Cancelled listings?**

Good 'Til Cancelled listings created or renewed on or after October 15, 2015 will be subject to these changes. Insertion fees and advanced listing upgrade fees are charged every 30 days.

### **Are all categories eligible for free listings?**

You can take advantage of your free listings\* in all categories except Real Estate, Motors Vehicles, Heavy Equipment, Concession Trailers & Carts, Imaging & Aesthetics Equipment, and Commercial Printing Presses. See all exclusions and restrictions.

**How will listing promotions affect my free listing allotment, and where can I keep track of all of my different types of promotions and free listings?**

Listing promotions are always outside of any monthly allotment. You can keep track of both your allotments and promotions via the Promotional Offers module within My eBay. For sellers not using Selling Manager, this is found within the All Selling area of My eBay.

**Will I still be able to add Best Offer for free to my fixed price listings?**

Yes. We recommend you add Best Offer to your fixed price listings as it provides you an opportunity to engage and bargain with potential buyers.

**Unlimited insertion fee credits for auction style listings that end in a sale—still applicable?**

Yes, this will still be applicable<sup>^</sup>.

**Why are you making changes again?**

It is our desire to create a platform with a more consistent rate card to help you plan and build your business. We will continue to test and iterate for the optimum seller experience.

**Why not more free listings for Premium and Anchor store sellers?**

We will continue to evaluate and test various updates on our site. At this time, we will not be changing the free listings for Premium and Anchor stores.

**If I can get more free listings without a store can I cancel my subscription without penalty?**

Yes. Please contact our customer support team to make this update to your eBay Store.

**What will happen to my initial October allotment on October 15?**

The initial allotment is available until October 15, at which time; it will be replaced with the new allotment. This also means sellers will have more allotment than normal, as they can technically max out the allotment prior to October 15 and then have a new allotment start October 15. That new allotment will only apply to affected areas (Non-stores, Basic Fixed Price allotment, and the Auction allotment across all stores). The Premium and Anchor fixed price allotment will not be reset on October 15, and function as it does normally.

**Do the unlimited insertion fee credits for auction-style listings change?**

No, there are no changes to unlimited insertion fee credits for auction-style listings<sup>^</sup>.

**How will I know if I am part of the first 50,000 sellers to sign-up for a store?**

As long as the RSVP/activation worked for the seller ID, they are in and get a free month.

**I tried to activate the promotion, but it did not work?**

There are certain eligibility requirements. It is likely due to those restrictions: 1) US or CA resident for the seller ID, 2) have not had a store in the last 6 months, 3) are not below standards.

### **Why is this promotion not eligible for sellers who have had a store within the last 6 months?**

The trial is meant to give sellers an opportunity to try a store and see if it right for them. If a seller has had a store in the last six months, they have had a chance to experience and evaluate if a store is right for them.

\* Optional fees and final value fees still apply. You're charged one insertion fee per listing per category, regardless of the quantity of items, for any duration including Good 'Til Cancelled. Good 'Til Cancelled listings count toward your monthly allotment of zero insertion fee listings upon renewal every 30 days and may incur insertion fees and optional fees upon renewal. Terms are subject to change. [Learn more.](#)

\*\* Collectibles categories include Antiques, Art, Coins & Paper Money, Collectibles, Dolls & Bears, Entertainment Memorabilia, Pottery & Glass, Sports Memorabilia, Cards & Fan Shop, Stamps, and Toys & Hobbies. Fashion Categories include Clothing, Shoes & Accessories, Health & Beauty, and Jewelry & Watches.

† Motors Vehicles, Real Estate, Classified Ads, Heavy Equipment, Concession Trailers & Carts, Imaging & Aesthetics Equipment, and Commercial Printing Presses are excluded.

^ You will receive one insertion fee credit for each auction-style listing for which you paid an insertion fee if that listed item sells ([exclusions apply](#)).