

3 min article

Adding Best Offer to your listing and sending offers to buyers

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When you add the Best Offer option to your eBay listings, you're inviting buyers to negotiate with you. After a buyer makes an offer, you can choose to accept, decline, or make a counteroffer. If you want to encourage buyers interested in your items to make a purchase, you can also send them offers.

Adding Best Offer to your listing increases your chances of a successful sale. You can set your preferences to automatically accept or decline offers of a certain amount and use the counteroffer feature to negotiate with prospective buyers.

How to add Best Offer to your listings

Add Best Offer to a listing using the quick listing form

Add Best Offer to a listing using the [new listing tool](#)

If you have an auction-style listing with the Best Offer option, bear in mind that:

- If you receive a bid
 - Current offers and counteroffers will be declined automatically, and buyers won't be able to make any additional offers on your item
 - If you had received an offer that was higher than the current bid, the buyer who made the offer will need to place a bid, as their offer was declined when the first bid was placed
 - If a bidder retracts their bid, the Best Offer feature will be re-enabled
- This option isn't available in the following categories: cell phones, motors, real estate, tablets, and tickets

How to accept a Best Offer

When a buyer makes you a Best Offer, we'll email you to let you know. You can also see any offers you've received in My eBay's [Active](#) section and in Seller Hub within [Active listings with offers](#).

After receiving an offer, you have 24 hours to choose how to respond. You can:

- Accept the Best Offer and end the listing
- Respond with a counteroffer
- Let the offer expire. This will happen automatically after 24 hours or when the listing ends, whichever comes first
- Decline the offer

When using the Best Offer option in a listing, immediate payment isn't required for most buyers. However, some buyers may be asked to confirm their payment and shipping details when they're making an offer.

If you're happy to accept offers from all buyers, without immediate payment, go to your [Buyer Management](#) settings and uncheck the box next to Buyer Payment Requirements.

How to make a counteroffer

When you make a counteroffer, your response should be lower than the Buy It Now price, but higher than the offer you received.

You can respond directly to the potential buyer from the message we send you letting you know about the buyer's Best Offer.

You might receive offers from multiple buyers, and making counteroffers to each is perfectly fine. Each counteroffer expires after 24 hours, and whoever accepts your counteroffer first wins.

Automatic responses to a Best Offer

If you set up automatic responses in your listing, we can accept or decline a Best Offer for you, based on the price limits you select. Buyers won't know your limits, but the upper limit must be below your Buy It Now price.

Here's how automatic responses work:

- When you get an offer at, or above, your upper limit, we automatically send an email to you and the buyer saying that you've accepted and the buyer should pay
- When you get an offer below your lower limit, we automatically send an email to the buyer declining the offer. The buyer can submit a higher bid or you can send a counteroffer. Buyers can make up to three offers per item in most categories
- When you get an offer somewhere between your price limits, we'll send you a message and you'll have to decide how to respond

You can't use automatic responses when:

- You've put an item on sale using the markdown manager feature of [Promotions Manager](#)
- The buyer included additional terms in the offer that you'll need to review first
- The option doesn't appear when you are creating your listing (not all categories allow for automatic responses)

Accepting a Best Offer when the buyer clicked on your Promoted Listings Standard ad

If you accept a Best Offer price from a buyer who clicked on that listing through your Promoted Listings Standard, you'll be charged an ad fee based on the final total sale amount (including item price, shipping, taxes, and any other applicable fees). From your Manage Offers page, we'll let you know if the buyer has clicked your ad in the past 30 days and show you what the ad rate was.

This ad rate may be applied to the final total sale amount if you accept the offer, so keep this in mind when managing offers.

There may be some circumstances where the ad rate displayed isn't applicable, including:

- The buyer clicks on your ad again and purchases the item featured in the ad (the applicable ad rate will be the click closest to the sale)
- The 30-day attribution window expires once the offer is accepted (no ad fee applied)
- The buyer clicks on your ad and makes an offer on and purchases another one of your promoted items (if you updated your ad rate between the offer and the purchase, the applicable ad rate will be the ad rate of the purchased item at the time of the sale)

Learn more about [Promoted Listings Standard](#).

Sending offers to interested buyers

If a buyer watches your item or adds it to their cart, you can send them special offers. Here's how:

1. Go to [My eBay Selling](#) or [Seller Hub Active](#).
2. Select **Send offer** beside the eligible item (or **Eligible to send offers**, if you're using Seller Hub).
 - Not all listings are eligible. Eligibility is determined by a number of factors, including age of listing, listing format, and rules that manage the number of offers buyers receive
 - Items must be in the buyer's cart for at least 2 days to send an offer
3. Select an offer price.
 - The amount must be at least 5% less than the Buy It Now price for items under \$200, 3% for items between \$200 and \$1,000, and 2% for items over \$1,000
 - Shipping will not be included in this price
4. In Seller Hub, if you don't want to let buyers counter your offer, select **Don't allow counteroffers**.
5. Add a message to buyers.
6. Select **Send offer to buyers**.

Tip

You can find more information on sending offers to buyers on our [Seller Center page](#).

Sending offers in bulk

You can also send an offer for multiple listings at once using Seller Hub. Here's how:

1. Go to [Seller Hub Active](#).
2. Select **Send Offers - Eligible** to see your eligible listings.
3. Select the listings you want to send an offer on and select **Send Offers**.
4. Select a **Percent off** discount (e.g 10%). This discount will apply to all the listings you selected.
 - With tiered offer discounts, the discount percentage must be at least 5% less than the Buy It Now price for items under \$200, 3% for items between \$200 and \$1,000, and 2% for items over \$1,000
 - The highest minimum discount percentage based on the Buy It Now price within the listings you've selected will apply
5. Add a message.

6. Select **Send offers**.

Offers will be sent to the 30 most recent interested buyers (people watching your items or who have added your items to their cart). Each offer is valid for 48 hours or until the listing is sold, whichever comes first. With a single item listing, the first buyer to accept the offer gets the item. With a multiple quantity listing, buyers can continue to use the offer until all items in the listing are sold or the offer expires.

Sending coupons to interested buyers

Automatically send offers

You can save time by enabling offers to be sent automatically to interested buyers. You can change the settings for your automatic offers by going to [active listings](#) and selecting the status **With offers sending automatically**. This filters all your listings with the automation setting enabled.

Select **View Offer settings** to manage your automation setting.

Here you'll be able to:

- Enable or disable offers from being sent automatically
- Adjust the automatic offer amount
- Turn on or off counteroffers
- Change your message

Frequently asked questions about automatic offers

What happens if I adjust my item's price?

What settings are carried over to the offers that are sent automatically?

How many interested buyers receive automatically sent offers?

Responding to counteroffers from buyers

Buyers can respond to your offer with a counteroffer. If a buyer sends you a counteroffer, you'll receive an email and a message in My eBay. (You'll also receive a notification on your phone, if you've installed the eBay app and enabled notifications.) Select **Respond now** in this message to view the counteroffer. You can then choose to **Accept offer**, **Decline offer**, or **Make counteroffer**. You and the buyer can send a maximum of 5 counteroffers each.

You can monitor offers and counteroffers in [Seller Hub Active](#) or [My eBay active](#).

Sending a custom offer using the “Reply with offer” button

If a buyer sends you a question about an item you have listed in a fixed-priced format, you'll have the option to reply with an offer. If you've already replied to the buyer but wish to make them an offer, you can find the Reply with offer button in your first message to them.

The offer you send can be for more or less than the Buy It Now price, and you can send a buyer up to 3 offers. Each offer is valid for 48 hours or until the listing is sold, whichever comes first.

The option to reply with an offer is available to all sellers, whether you use the Best Offer option in your listing or not. However, this feature is unavailable on auction or multi-variation listings, and in the

motor vehicle category.

If you're accepting Best Offers on a listing, you can send custom offers on that same listing to buyers who ask questions, unless the buyer has already sent a Best Offer. If a buyer sends a Best Offer, the **Reply with offer** button won't be available, but you can send them a counteroffer.

How to send a custom offer

What happens when a buyer accepts a custom offer

Offers and multi-quantity listings

If you're selling 2 or more identical items in a single listing, you can send an offer for all, some, or only one of the items in the listing.

For example, if you are selling 4 of an item and the Buy It Now price is \$25 each, you can send an offer for all 4 items at a price of \$80. As soon as all of the items for a listing have been sold, either through Buy It Now, a Best Offer, or by sending offers, the listing is immediately closed and any further offers are automatically canceled.

Tip

You can't include contact information such as an email address, phone number, or URL when sending an offer. You also shouldn't respond to a buyer who asks to purchase an item outside of eBay. Doing so violates our [offers to buy or sell outside of eBay policy](#).

Top Takeaway

After receiving an offer, you have 24 hours to respond to the buyer.

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2 min article

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