

Seller vetting and performance reviews (Site Wide Limit increases)

GUIDE.SUMMARY What Seller vetting is a combination of mitigating a seller's overall risk to eBay while driving growth on the site. To balance risk against growth, we review a seller's account. This can include, but isn't limited to, reviewing performance, listing practices, and the member's business practices. Who Sellers looking to grow their business, often after hitting their monthly limits. Why To maintain a safe trading environment, we ask members to verify their contact information and business practices before we increase their limits on our site or allow them to continue to sell. Our seller vetting programs allow us to better partner with sellers as they grow their business. How The eBay-to-Member (e2M) Limits teammates review and validate risk factors identified by the Guided Judgment tool and provide customers with information to help them grow their business responsibly. This guide covers Seller vetting policy[https://cskb.qa.ebay.com/csKBapp/art?page\\_content&id=GUIDE1186&ViewLocale=en\\_US#sellervettingpolicy](https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1186&ViewLocale=en_US#sellervettingpolicy) Seller vetting policy Risk level examples[https://cskb.qa.ebay.com/csKBapp/art?page\\_content&id=GUIDE1186&ViewLocale=en\\_US#risklevelexamples](https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1186&ViewLocale=en_US#risklevelexamples) Risk level examples Seller vetting workflow[https://cskb.qa.ebay.com/csKBapp/art?page\\_content&id=GUIDE1186&ViewLocale=en\\_US#E2MAccountWorkflow](https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1186&ViewLocale=en_US#E2MAccountWorkflow) Seller vetting workflow

GUIDE.RELATED\_LINKS Related Help Pages Selling limits  
<https://www.ebay.com/help/selling/listings/selling-limits?id=4107>  
Seller standards policy  
<https://www.ebay.com/help/policies/selling-policies/seller-performance-policy?id=4347>  
Feedback profiles

href="https://www.ebay.com/help/account/changing-account-settings/feedback-profiles?id=4204" target="\_blank">https://www.ebay.com/help/account/changing-account-settings/feedback-profiles?id=4204</a></li></ul><ul><li><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1435" target="\_blank">Seller performance standards</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1373" target="\_blank">Seller Standard appeals - Below Standards (BSTD) and Top Rated Seller (eTRS)</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1378" target="\_blank">Improving seller performance -&nbsp;avoiding defects&nbsp;and late shipments</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1098" target="\_blank">Contact Verification (CV) and Hard Verification (HV) for Phone/Chat/Email</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1428" target="\_blank">Strong ID - RSA (KBA) verification</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1014" target="\_blank">Account restrictions - selling, buying - indefinite, temporary</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1097" target="\_blank">New seller registration policy</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1142" target="\_blank">Multi-account overview and appeals</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1012" target="\_blank">Selling limits - new seller, site wide, category, multi-account</a></li></ul><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1527" target="\_blank">Commercial underwriting (CUD)</a></li></ul><ul><li><a href="https://www.ebay.com/help/account/changing-account-settings/feedback-profiles?id=4204" target="\_blank">https://www.ebay.com/help/account/changing-account-settings/feedback-profiles?id=4204</a></li></ul></div>

<ul>

<li><a

href="https://cskb.vip.ebay.com/csxbapp/art?page=content&id=SOL5702"

target="\_blank">Selling limit increase denied - limit lowered</a></li> </ul>  

</h2><h2>GUIDE.TALKING\_POINTS Why do you have a limit on your account? <ul>

<li>Sellers have limits that allow them to become familiar with our site and the needs of their buyers.</li> <li>We want to make sure sellers are growing at the right pace. Growing too

fast can result in sellers getting overwhelmed. This could ultimately cause poor buying experiences.</li> </ul> What factors contribute to your limits? Why are your limits different

than another seller's? <ul> <li>Your limits are based on: <ul> <li>How long you've

been selling on eBay</li> <li>Your sales volume</li> <li>Your number of

defects</li> <li>Returns, item not as described, or item not received cases</li>

<li>Feedback</li> <li>The overall experience you create for your buyers</li>

</ul> </li> </ul> Do your limits apply to all categories? <ul> <li>There are

some categories that fall under different limit types. They include: <ul> <li>High ASP

Business & Industrial&nbsp;heavy equipment</li> <li>Real Estate</li>

<li>Motors & Cars & Trucks</li> <li>Motors & Motorcycles, RVs &

Powersports</li> </ul> </li> <li>Low Average Sales Price (ASP) Business &

Industrial categories count toward Site Wide Limits (SWL). The ASP for Disposable Face Masks is

\$1, so this is an example of a B&I category that counts.</li> <li>If you receive a block

message, there will be a link for you to request a limits increase, without you needing to call us.</li> </ul> Can the limit be removed? <ul> <li>All sellers have selling limits, so

your limits won't be removed completely. However, your limits may be reviewed as often as every 30 days.</li> <li>Although limits can't be removed, our goal is to partner with you and adjust

these limits based on your needs, seller performance, and utilization of current limits.</li>

<li>When your limits are reviewed, we may raise them or lower them if performance

expectations aren't being met.</li> </ul> Why were your limits lowered? <ul>

<li>We may lower limits to ensure that: <ul> <li>You can meet the expectations of your buyers and create repeat customers. </li> <li>You can successfully manage your sales while delivering an experience that's competitive in the online marketplace.</li> <li>You're increasing volume at a manageable pace.</li> </ul> </li> </ul>

<a id="IndefiniteSusp" name="IndefiniteSusp"></a>Indefinite suspension and selling restriction<br> <br> Issues 233 and 181<br> <br> When will you be able to get back on the site? <ul> <li>Issue 181 <ul> <li>Based on the risk presented to the eBay community by your account or business, we will not be reinstating your account.</li> <li>Because your actions haven't reflected the spirit of eBay, we've decided that you will no longer be able to participate on the site.</li> <li>Due to the risk involved, we've determined that you are not eligible to use our site from this point on.</li> <li>Regrettably, your account will not be reinstated based on the risk the account has posed to the community.</li> </ul> </li> <li>Issue 233 <ul> <li>Based on the risk involved in your eBay business, we've indefinitely suspended your selling privileges. </li> <li>This means you will not be able to list new items or revise any current listings.</li> <li>You can still buy items, communicate with buyers, print shipping labels, and sell any items that were active prior to the restriction.</li> </ul> </li> <li>Appeal denied <ul> <li>Due to the risk presented to the community by your account, we've determined it's in eBay's best interest to deny your appeal. This means that we will not be reinstating your account.</li> </ul> </li> </ul>   </h2><h2>GUIDE.DETAILED\_INFORMATION

Internal Information <h3>Related issue numbers</h3> Enter the Issue number in the <a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1469" target="\_blank">Trust & Safety Issues Directory</a> for more details on the below issues. Do not share the Issue number with customers. <table border="1" cellpadding="4" cellspacing="0"> <tbody> <tr> <td> Issue # </td> <td> Issue Name </td> </tr> <tr> <td>60</td> <td>Issue 60 - Brand Block

Safelist				160		Seller Vetted
				172		Fraud Risk Account Lock
				181		Below Standard Selling restriction
				220		CIT INR Prevention Limits
				233		Indefinite Selling Restriction
				334		Limit identifier -SWL Strong ID
				335		Limit identifier - SWL Not Strong ID
				371		Automated Limits Reduction
				384		Returning Bad Seller Source Account
				445		New risky seller with incomplete identity (Zoot issue)
				446		Seller with incomplete identity, questionable buying history (Zoot issue)
				447		Third-party data flags for intent risk (Zoot issue)
				448		Third-party data flags for financial risk (Zoot issue)
				449		Third-party data flags for financial risk (Zoot issue)
				97		CUD only - Do not take action on this account (Commercial Underwriting/CUD issue)
				135		Commercial Underwriting Controlled limits (Commercial Underwriting/CUD issue)
				221		Hot Item Limits - Business Vetted (Commercial Underwriting/CUD issue)
				309		Business Vetted Safelist (Commercial Underwriting/CUD issue)
				326		Daily Deals Vetted Safelist (Commercial Underwriting/CUD issue)
				450		LiveAuctionWL (Commercial Underwriting/CUD issue)
				469		GMV enabler for new SMB sellers (Commercial Underwriting/CUD issue)
				496		Hot Item Limits - Business Vetted Other (Commercial



<https://my.ebay.com/ws/eBayISAPI.dll?MyEbayBeta&CurrentPage=MyeBayNextAllSelling>&https://my.ebay.com/ws/eBayISAPI.dll?MyEbayBeta&CurrentPage=MyeBayNextAllSelling</a> Help & Contact (Help Hub) <ol> <li>Click on Help & Contact at the top of most eBay pages.</li> <li>Locate the search box for How can we help you today?</li> <li>Type Selling limits in the field and hit Enter.</li> <li>Click Request a limit increase button.</li> </ol> Direct link: <a href="https://www.ebay.com/help/home">https://www.ebay.com/help/home</a> Selling limits Help Article <ol> <li>Click on Help & Contact at the top of most eBay pages.</li> <li>Locate the search box for How can we help you today?</li> <li>Type Selling limits in the field and hit Enter.</li> <li>Click on the article titled Selling limits.</li> <li>Click Request a limit increase button.</li> <li>The seller can also find more information about selling on this page. </li> </ol> Direct link: <a href="https://www.ebay.com/help/selling/listings/selling-limits?id=4107">https://www.ebay.com/help/selling/listings/selling-limits?id=4107</a> </h2>