

## Seller performance standards

**GUIDE.SUMMARY** What Our seller performance standards recognize and reward sellers who provide high levels of customer service. Sellers from all eBay sites are required to meet our global standards in addition to any standards of their domestic site. Sellers who fail to meet our performance goals can fall Below Standard (BSTD). Sellers who fall BSTD face a range of consequences, which can include 1 or more of the following:

- Caps on selling limits, reducing how much they can list
- Limits on selling in certain categories
- Funds Availability holds
- Increased Final Value Fees
- Indefinite selling restrictions
- Exclusion from the

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1047>

Global Shipping Program

Why

Seller performance standards help you focus on what matters most to your buyers and allow you to gain additional insight into your business. Seller standards are in place to support trust in the marketplace. By measuring our sellers performance, we are able to promote those sellers who are most likely to drive the kind of buying experiences we want on eBay.

How

We track how your account is performing on those things that matter to buyers. You can use your seller dashboard to see how you're doing.

On the 20th of every month, sellers will be evaluated on their performance and will receive one of the following statuses:

- eBay Top Rated Seller (eTRS)
- Above Standard
- Below Standard (BSTD)

To determine a sellers performance, we use the following metrics:

- Order Defect Rate
- Cases Closed without Resolution
- Late Shipment Rate
- Tracking Uploaded within Handling and Validated
- Transaction and Sales History

Those sellers who do not meet our minimum performance requirements in either the

Order Defect Rate or Cases Closed without Resolution will receive a Below Standard status.

<ul> <li>Performance in the other metrics in the other standards metrics cannot result in a Below Standard Rating</li> </ul> </li> <li>We may apply limits or restrictions to those sellers who receive a Below Standards status. These consequences will be applied between the 20th and 24th of every month.</li> <li>Sellers are notified of the results of their monthly evaluation through the Seller Dashboard and through email communications.</li> </ul>

This guide covers <ul> <li>General performance questions</li> <li>General defect questions as they relate to seller performance</li> <li>Global performance standards and cross border trade</li> <li>Standard requirements (enforcement criteria) for all 4 standards programs (US, Global, UK, and DE) at all levels (eTRS, Above Standard, Below Standard)</li> <li>What happens when you fall BSTD</li> <li>Proven Seller Protection</li> <li>The Below Standards Rehabilitation (BSTD Rehab) program</li> <li>The Below Standards Exit (BSTD Exit) program</li> <li>Consequences of BSTD</li> </ul>

  </h2></h2>GUIDE.RELATED\_LINKS Related Help Pages <ul> <li>Seller Standards policy<br>

<li>Global Seller Performance policy<br> <a href="https://www.ebay.com/help/policies/selling-policies/global-seller-performance-policy?id=4351"

&gt;https://www.ebay.com/help/policies/selling-policies/global-seller-performance-policy?id=4351</a></li> </ul> Related articles <ul> <li><a href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1374">Late shipment rate</a></li>

<li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1373">Below Standards (BSTD) overview and appeals</a></li></ul>

<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1378">Improving

seller performance

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1467> eBay Top Rated Seller (eTRS) - Top Rated Plus (TRP)

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1366> Seller Dashboard seller performance summary

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1382> Transaction defect report

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1118> Seller performance and feedback policy - Removal and appeal of defects, late shipment, and feedback

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1360> Seller protection overview

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=SOL5500> Global seller performance standards

GUIDE.TALKING\_POINTS Talking Points are divided into:

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1435&ViewLocale=en\\_US#general](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1435&ViewLocale=en_US#general) General seller performance

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1435&ViewLocale=en\\_US#global](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1435&ViewLocale=en_US#global) Global standards and cross border trade

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1435&ViewLocale=en\\_US#bstdconsequences](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1435&ViewLocale=en_US#bstdconsequences) BSTD consequences

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1435&ViewLocale=en\\_US#circumventingbstdconsequences](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1435&ViewLocale=en_US#circumventingbstdconsequences) Circumventing BSTD consequences

Note: For more talking points on the Late shipment rate, see the <https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1374> Late shipment

rate</a> guide <a name="general"></a>General seller performance What do we track as part of your seller performance? <ul> <li>Seller performance is measured by looking at how well sellers do the things that buyers care about most. Your seller performance is based on your: <ul> <li>Transaction Defect Rate</li> <li>Cases Closed without Resolution</li> <li>Late Shipment Rate</li> <li>Tracking Uploaded within Handling and Validated (eTRS only)</li> <li>Transaction and Sales History</li></ul> </li> <li>Sellers who are not meeting the minimum requirements in either the Order Defect Rate or Cases Close Without Resolution will receive a Below Standard Rating.</li> </ul> Transaction defect rate <ul> <li>A defect is a transaction that's considered a bad shopping experience for a buyer.</li> <li>Your defect rate is affected by:<ul> <li>Seller-canceled orders and seller-initiated refunds</li> <li>Cases closed without seller resolution</li></ul> </li> <li>To calculate your defect rate, we add your number of seller-canceled orders, seller-initiated refunds, and your cases closed without seller resolution. Then, we divide that number by your account's number of total transactions for the evaluation period. <ul> <li>Defect rate = (Seller-canceled orders + Seller-initiated refunds + Cases closed without seller resolution) / number of transactions in the evaluation period.</li> </ul> </li> <li>Cases closed without seller resolution<ul> <li>Cases closed without seller resolution counts again as an individual number. You can only have a certain amount of these before you drop in your seller standard rating.</li></ul> </li> <li>Late shipment rate <ul> <li>Also known as on-time shipping performance, your late shipment rate is the number of transactions that count as late shipments divided by the number of transactions for which we have shipping information.</li> <li>We track how often your item was either shipped within the stated handling time, or delivered by the latest estimated delivery date. <ul> <li>If there's tracking available, we'll use that first. <ul> <li>Only transactions where shipping information is available are considered in your late shipment rate (i.e. tracking data from integrated carriers).</li></ul> </li> <li>If there's no tracking

available, we'll check with your buyer. If your buyer confirms the item was delivered on time, you'll be recognized for on-time shipping.

- ATO transactions will be removed from your late shipment rate.
- Local pick-up, freight, and global shipping program (GSP) transactions aren't included in your late shipment rate.

How can you improve your selling performance rating?

- There are 4 things you can focus on to improve your seller performance:
- Ensure your items are in stock, so orders don't need to be cancelled.
- Ship within your stated handling time, with tracking when possible.
- When listing an item, use multiple photos, and also accurately describe your item and its condition in detail.
- Work with your buyers to resolve transaction or item issues.
- If a buyer asks us to step in, and the case is decided in the buyer's favor, it'll count against the seller as a defect.

Internal Information

- For detailed talking points to coach members about their seller performance, see <https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1378>

Improving seller performance.

- What happens if you don't meet minimum performance requirements? Defect rate and/or cases closed without seller resolution: If your evaluation on the 20th of the month shows that you are not meeting our minimum standards, we may put limitations on your selling activity until your performance improves. To see what you can do to bring your level back to Above Standard, read our article on <https://www.ebay.com/help/selling/selling/monitor-improve-seller-performance?id=4785>

Monitoring and improving your seller performance.

Some limitations are applied straight away after the evaluation, while others take effect from the 1st of the following month. If your seller level improves at a future evaluation, the same time frames will apply for limitations to be removed. Directly after the evaluation:

- Your items may be placed lower in <https://www.ebay.com/help/selling/listings/listing-tips/optimising-listings-best-match?id=4166>

target="\_blank"&gt;Best Match&lt;/a&gt; search results&lt;/li&gt; &lt;/li&gt;Your &lt;a href="https://www.ebay.com/help/selling/listings/selling-limits?id=4107" target="\_blank"&gt;selling limits&lt;/a&gt; may decrease&lt;/li&gt; &lt;/li&gt;You'll be blocked from using &lt;a href="https://www.ebay.com/help/selling/listings/promoted-listings-overview?id=5295" target="\_blank"&gt;Promoted Listings&lt;/a&gt;, and won't be able to create new campaigns or edit existing campaigns&lt;/li&gt; &lt;/li&gt;Funds from your orders may be &lt;a href="https://www.ebay.com/help/selling/getting-paid/getting-paid-items-youve-sold/payments-hold?id=4816#section1" target="\_blank"&gt;placed on hold&lt;/a&gt; until tracking information shows that the item is on its way to the buyer&lt;/li&gt; &lt;/li&gt;You'll be unable to &lt;a href="https://www.ebay.com/help/selling/managing-returns-refunds/handle-return-request-seller?id=4115#refund\_guidelines" target="\_blank"&gt;deduct an amount from the buyer's refund&lt;/a&gt; if an item is returned used or damaged&lt;/li&gt; &lt;/ul&gt; From the 1st day of the month following the evaluation: &lt;/ul&gt; &lt;/li&gt;You may be charged higher final value fees. For full details, please see our fees pages: &lt;/ul&gt; &lt;/li&gt;&lt;a href="https://www.ebay.com/help/store-fees/selling/fees-business-sellers?id=4809#section3" target="\_blank"&gt;Final value fees for business sellers&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt; &lt;/li&gt; &lt;/ul&gt; Internal Information &lt;/ul&gt; &lt;/li&gt;Go to &lt;a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1435#EnforcementCriteria"&gt;Enforcement Criteria&lt;/a&gt; section for details about our evaluation dates and look back periods.&nbsp;&lt;/li&gt; &lt;/ul&gt; &lt;/a name="uniquebuyerprotection"&gt;&lt;/a&gt;Can a seller receive multiple defects from one buyer?&lt;br&gt; &lt;br&gt; Unique buyer protection&lt;br&gt; &lt;br&gt; Unique order minimums Unique buyer protection - seller performance rating (defect rate only): &lt;/ul&gt; &lt;/li&gt;The seller standards thresholds have a "unique buyer" minimum. We use these to prevent a small set of buyers from having a disproportionate effect on your selling status.&lt;/li&gt; &lt;/li&gt;The defect rate minimum requirements are: &lt;/ul&gt; &lt;/li&gt;You must have at least 4 defects with 4 different buyers to lose Top Rated status.&lt;/li&gt; &lt;/li&gt;You must

have at least 5 defects with 5 different buyers to go Below Standard. <ul> <li>Example: If you get 4 defects, but 3 defects were with a single buyer, you won't fall Below Standard. This is because you had defects from only 2 unique buyers.</li> </ul> <li> </li> </ul> Unique order minimums - late shipment rate: <ul> <li>We only count 1 late shipment per order. An order is roughly defined as all items purchased by the same buyer, on the same day, from the same seller.</li> </ul> What counts as a case closed without seller resolution? <ul> <li>These are cases closed after eBay steps in to help, and the seller is found at fault.</li> <li>Cases closed as "No seller fault" and eBay Make it Right (eMIRs) don't count as defects.</li> <li>You're allowed 2 cases closed without seller resolution within an evaluation period, or 0.3% of your transactions -&nbsp;whichever is higher.</li> </ul> What counts as a seller-canceled order? <ul> <li>Any order canceled through eBay or a seller-initiated refund issued&nbsp;because you no longer have the item or because you choose not to ship it, counts as a seller-canceled order.</li> <li>Orders&nbsp;canceled because the buyer no longer wants the item or there's a problem with the buyer's address aren't counted.</li> </ul> Why do seller-canceled orders count as stockout defects? <ul> <li>Sellers are expected to deliver any item they sell. One of the main things that create bad buyer experiences is when a seller cancels an order or issues a refund because they don't have the item they listed.</li> </ul> Why do I have a defect on a buyer-requested cancellation? <ul> <li>When there is no indication that the buyer wanted to cancel an order and a seller-initiated refund is issued, this counts as a seller-canceled order.</li> </ul> Internal Information <ul> <li>Currently, we only issue a defect in the flows for seller-canceled orders and seller-initiated refunds, not in the buyer-cancellation flow. If we see that the seller refunded the buyer without any indication that the buyer wanted a refund, then the seller will receive a defect.</li> <li>Check the Billing tool to determine if a seller went through seller-canceled orders, issued a seller-initiated refund, or the buyer cancellation flow.</li> <li>If the seller went through the cancellation flow, you will see the "Cancel transaction" banner in the "Full item

details" view.</li> </ul>  <ul> <li>If the seller did not go through the cancelation flow, there will be no banner.</li> </ul> <br> <ul> <li>You will see the refund in the "Checkout order summary" view.</li> </ul>  Does feedback count towards a seller's performance rating? <ul> <li>No, feedback and detailed seller ratings aren't included in your seller performance metrics.</li> <li>However, a seller's feedback and detailed seller ratings can be used by potential buyers to assess the reliability and reputation of a seller.</li> </ul> Internal Information <ul> <li>See <a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1076#DetailedInformation">Feedback - Basic process - How the feedback system works > Detailed Information</a> for more about feedback revisions, including instructions. </li> </ul> Do unpaid items count towards a seller's performance rating? <ul> <li>Unpaid items don't count towards your defect rate.</li> </ul> Do you count partial refunds as a defect? <ul> <li>No, partial refunds don't count as defects.</li> </ul> Why have you changed performance standards?  <ul> <li>From time to time, we re-evaluate our standards and the way we measure seller performance both for the sake of keeping buyers on eBay and doing the right thing for sellers who provide great service.</li> </ul> <a id="global" name="global"></a>Global standards and cross border trade What are global standards? <ul> <li>The global standards program looks at only transactions from buyers not in US, UK, or Germany.</li> <li>Sellers are held to only one standards program - either their domestic program or the global program: <ul> <li>US</li> <li>UK</li> <li>Germany</li> <li>Global. If you're a seller selling outside the US, UK, or DE, your



primary program is the global program.

- Performance in one program does not affect the other.
- The criterion for assigning transactions to the performance standards program is based on the buyer's "ship to" location.

Internal Information

Selling performance standards program scenarios:

- Seller is registered in the UK; buyer is registered in the UK. The seller is held to the UK (primary) program.
- Seller is registered in Germany; buyer is in the United States. The seller is held to the US program.
- Seller is registered in Germany; the buyer is registered in France. The seller is held to the global program.

Why do you have global standards?

- Global seller performance standards help highlight sellers who consistently offer excellent service in international transactions.
- This ensures that sellers are setting and meeting buyer expectations worldwide.

What's included in the global performance rating?

- Your global performance rating is based on your defect rate and cases closed without seller resolution with buyers not in the US, UK, or Germany.

Internal Information

- See the [https://cskb.qa.ebay.com/csKBapp/art?page\\_content&id=GUIDE1435&ViewLocale=en\\_US#EnforcementCriteria](https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1435&ViewLocale=en_US#EnforcementCriteria) Enforcement Criteria

Global tab in this article for what we evaluate within our global standards programs.

- What determines the region of the transaction?
- The buyer's "ship to" location determines the region of the transaction.
- What is the difference between the 95% tracking uploaded/carrier validation requirement and the late shipment rate?

There are many differences between the tracking uploaded requirement and the late shipment requirement. The below talking points are not the only examples you could use with a customer contact. Feel free to use your own talking points/examples you have collected in addition to the ones below.

- The late shipment rate does not require sellers to provide tracking information to meet the requirement. Sellers who don't upload tracking to verify an item was shipped

within the seller's stated handling time or delivered by the latest estimated delivery date, will only receive a late shipment defect if the buyer indicates they did not receive the item by the estimated delivery date.

The 95% tracking uploaded requirement does not require carrier scans within the seller's stated handling time. It only requires a carrier scan at some point during the shipment.

Why do we have both the 95% tracking uploaded/carrier validation requirement and the late shipment rate? The late shipment rate verifies if a seller is shipping and delivering items on time. The tracking uploaded/carrier validation requirement verifies if sellers are providing the means for buyers to track shipments to their destinations. We found both of these metrics are important to buyers and the buying experience.

For more, see [https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1467&actp=search&viewlocale=en\\_US&answerid=16777217&uniqueid=16777217:20971631&searchid=8&curPage=art&prevPage=srp#TalkingPoints](https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1467&actp=search&viewlocale=en_US&answerid=16777217&uniqueid=16777217:20971631&searchid=8&curPage=art&prevPage=srp#TalkingPoints)

eBay Top Rated Seller/Top Rated Plus Performance talking points. Proven seller

Proven seller and concierge accounts may be protected from BStd status for up to 3 consecutive months.

Because not BStd, these accounts are not subject to BStd consequences (lower search ranking, funds availability holds, additional fees, lower selling limits).

Internal Information

To qualify for proven seller, there are several factors, including low/ no loss or BBE rates.

Selling violation history is a main factor for determining proven seller protection, especially the following violations:

Selling practices

OES

SRM temporary selling restrictions (Issues 172, 217)

Multi-account

CBT seller performance selling restrictions (Issues 262, 290, 420, 421)

BSTD consequences

BSTD consequences How are Below Standard consequences applied?

A newly Below Standard seller (i.e. a seller who was not rated Below Standard in the previous evaluation) will be subjected to the

following consequences for three evaluation cycles

- Funds availability
- Increased FVF of 6%
- Search demotion

If the seller is improving, we will not apply any limits or restrictions.

If the seller is not improving, we may apply a limit or restriction.

This applies only to performance limits/restrictions, not to limits/restrictions related to other policies.

How do we assess whether the seller is improving? We assess improvement by looking for month-over-month improvement. We do this by:

- Identifying which metric in the current evaluation the seller is not meeting the minimum performance requirements (either defect rate or cases closed without resolution)
- Using those metrics where the seller is not meeting, we compare performance of the transactions in the last calendar month to the month prior
- If the performance of the transactions from the last month is better than the performance of the month prior, the seller has improved. Otherwise the seller is not improving.

Examples

NOTE: the table below assumes the seller is being evaluated on the June 20th cycle

Defect Rate Table

Closed cases rate table

If a seller is Below Standard in the current evaluation in both Defect Rate and Cases Closed without Resolution, we will look for improvement in both metrics. Otherwise, we will look for improvement in only one metric.

When calculating month-over-month improvement, we include only those transactions that happened in each month. Please note this is different from the monthly evaluation, in which we will include transactions over a 3-month or 12-month period.

Selling limits consequences

We have selling limits to ensure members are growing their business at a rate that allows them to provide a great buyer

experience.

- We may lower an account's limits to refocus efforts around creating great buying experiences
- Shipping fees aren't included in your limits.
- Improving with lower limits

While your limits are lower, we ask you to concentrate on the experience you're providing for your buyers.

- This helps you move forward with positive transactions that will help lower your percentage of defects.
- We encourage you to concentrate on items that sell well on the site.
- If you have items that haven't sold, you can remove those. This will free up space to add items you're sure can create positive buying experiences and feedback for your account

Funds Availability holds

- While your account is Below Standard, you'll experience Funds Availability holds.
- Transactions sold after you become Above Standard or Top-Rated, will no longer have the funds availability hold applied.

Internal Information

See the

<https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1054#DetailedInformation>

Overview of account-level, eMBG temporary, eMBG recoupment, and funds-availability holds

Detailed information

Below Standard

for more information about BSTD Funds Availability holds.

Indefinite selling restrictions (Issue 181)

Permanent restriction

Your selling practices have proven inconsistent with the level of customer service we expect sellers to deliver.

Based on the risk involved in your eBay business, this restriction is permanent.

All issues were resolved on the account

Despite resolution of any outstanding issues, your account will remain indefinitely restricted.

What are the consequences of a high late shipment rate?

A high late shipment rate will not cause you to go Below Standard.

It may, however, have other consequences.

Internal Information

See

&lt;a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1374>>Late shipment rate</a> for additional information</li> </ul> </li> </ul>   <a id="circumventingbstdconsequences"

name="circumventingbstdconsequences"></a>Circumventing BSTD consequences Can you start a new account? <ul> <li>It's against our policy to open a new account without first resolving the issues on your primary account.</li> <li>The best thing to do is to adjust your selling practices and business model to work towards meeting performance standards on your current account.<br>   Internal Information <ul> <li>See< a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1378">Improving

seller performance, avoiding defects, and tips for transactions</a> for ways to improve selling performance<li> </ul> </li> </ul> What happens if you stop listing altogether? <ul> <li>When an account falls Below Standard, it's important for you to continue to sell on the account. <ul> <li>While defects fall off, so do transactions. If there aren't enough transactions to counteract remaining defects, the defect rate may actually increase. This could lead to an indefinite selling restriction for the account.</li> </ul> </li> <li>For cases closed without seller resolution, sellers who don't actively sell after receiving a selling limit aren't likely to show signs of improvement. This can lead to an indefinite selling restriction for the account</li> </ul>  

</h2><h2>GUIDE.DETAILED\_INFORMATION Related issues 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.<br> Do not share the issue number with customers. List is not exhaustive. <table

Issue	Name
181	Below Standard Selling restriction
224	Below standard restricted

262	Seller Standards CBT selling restriction	Segment C
290	Seller Standards US CBT selling restriction	
420	UK CBT selling restriction	
421	DE CBT selling restriction	
502	eTRS Program Removal	
587	Selling Practices Policy Violation	

Transfer guidelines For detailed information on transfer guidelines, enter "Selling Performance" in the Transfer Guide 1453 search.