

Seller performance and feedback policy

We know that a seller's reputation on eBay is an important factor in helping build a successful business. For this reason, we always want your seller performance ratings and feedback to properly reflect the service you provide to your buyers, and will adjust these in situations where we find that you were not at fault.

Based on the information we have, we'll automatically adjust your performance ratings, or remove feedback in some situations. You can also request a manual adjustment if you have additional information, such as tracking data showing that an item was delivered, that illustrates that you weren't at fault when something went wrong. For more details on when we adjust ratings or remove feedback, please see our full policy guidelines below.

Frequently Asked Questions

How do you measure my seller performance?

We measure seller performance using data from your seller account on your defect rate, late shipment rate, and cases closed without you resolving them. For full details of

how performance is evaluated, please read our [Seller standards policy](https://www.ebay.com/help/policies/selling-policies/seller-standards-policy?id=4347) and [Service metrics policy](https://www.ebay.com/help/policies/selling-policies/service-metrics-policy?id=4769).

What kinds of defects can be removed, and how?

We automatically remove defects in certain situations, including where we find the buyer was at fault, if the problem was caused by an eBay site issue, or if there was an issue outside of your control like shipping service delays, or items being delayed because of an extreme weather event. If you've

had a defect removed for any of the reasons mentioned above, please note it can take up to two days for your ratings to be adjusted.

Read our full policy [Seller performance and feedback policy overview](#)

Most sales go smoothly. When you follow

<https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=4346>>selling best practices and make sure the items you list are in stock, you work with a customer when an issue arises, and you ship within your stated handling time, your buyers will have a great experience and are more likely to buy from you again. Occasionally, there may be an issue with a transaction. When certain transaction problems happen, you can track them in your seller standards dashboard. This policy outlines when we adjust your performance evaluation and feedback.</h3>How is selling performance measured?</h3>Seller performance standards focus on what matters most to buyers-getting the item they ordered on time, and effective customer service to resolve any requests for help. This is measured in 3 metrics:Defect rateLate shipment rateCases closed without seller resolutionFor full details of how your seller level is evaluated, please read our <a

<https://www.ebay.com/help/policies/selling-policies/seller-standards-policy?id=4347>>Seller standards policy article and <a

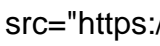
<https://www.ebay.com/help/policies/selling-policies/service-metrics-policy?id=4769>>Service metrics policy.</h3>Can defects, late shipments, or feedback be appealed?</h3>We automatically remove defects, adjust your late shipment rate, and remove feedback in the instances described in the guidelines below. Things to keep in mind:Automatic adjustments happen daily, but please allow up to 72 hours for them to show in your seller standards dashboard or your feedback profileAppeals aren't considered if tracking shows the item is still in transit, if there is an open eBay Money Back Guarantee request, or a refund hasn't been issued for a returned itemYou may qualify for automatic 5-star detailed seller ratings and other protections outlined in the <a

<https://www.ebay.com/help/policies/selling-policies/seller-protection-policy?id=4345>>Seller Protection PolicyActivity on eBay is required to follow this policy, the

<https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259>>User Agreement and all applicable laws, as well as respect the rights of third parties. If it doesn’t, eBay may take action consistent with applicable laws and the eBay https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259>User Agreement, and may even be legally required to do so. Such actions may include, as an example only: Removing the listing or other content, issuing a warning, restricting activity or account suspension.<h2 id="section2">What are the guidelines?</h2>

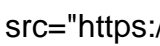
Automatically removedWe automatically remove defects, adjust your late shipment rate, and remove feedback when:

- The buyer didn't pay for an order and you canceled it using Buyer hasn't paid as the reason
- The defect, feedback, or late shipment was the direct result of an eBay site issue or program error
- The delivery estimate shown in the listing was shortened, but tracking shows the item was delivered by the carrier's longest delivery estimate
- We take action against a buyer for violating the https://www.ebay.com/help/policies/rules-policies-buyers/buying-practices-policy?id=4374>Abusive buyer policy
- We take action to close an eBay Money Back Guarantee case or appeal request in favor of the seller
- We instruct you to hold a shipment or take action to cancel the transaction
- We can determine through valid tracking that the defect, feedback, or late shipment was the direct result of systemic delays in shipping or communication. Examples include wide-scale shipping carrier delays, items stuck in customs, or power outages due to extreme weather. Actual qualifying events are listed on our announcement board - opens in new window or tab <img alt="Not allowed"

 Not eligible for removal

The following scenarios aren't eligible for removal:

- We may remove a feedback comment that violates eBay policy, such as containing profanity or links, but the feedback rating or any defects aren't necessarily removed
- Late shipment appeals for transactions without tracking to verify on-time order fulfillment or delivery

 Manual review

There are some circumstances where a defect, feedback, or late shipment can be manually reviewed. Sellers may appeal in these cases, but must make the request within 90 days of the transaction. Examples include:

- You upload tracking, prior to the defect occurring, that confirms the item was shipped within the handling time or the item was delivered by the latest estimated delivery date, but the late shipment rate wasn't automatically updated because the tracking isn't integrated with eBay
- In cases where there is an attempted delivery, we consider this "delivered" for the purposes of adjusting late shipment rate or removing feedback
- The feedback comment contained inappropriate content (such as profanity) as described in our [Member-to-member contact policy](https://www.ebay.com/help/policies/member-behaviour-policies/membertomember-contact-policy?id=4262). While inappropriate comments will be removed, the rating will remain

Why does eBay have this policy?

We adjust seller performance metrics when we have objective information available in our system, or through carrier tracking that shows the seller fulfilled all elements of the transaction and the defect, feedback, or late shipment was not accurate.

Tip Visit [Seller Help](/sellerhelp) - opens in new window or tab to resolve any incorrect defects or improper feedback.