

Relisting an item

GUIDE.TIPS_FOR_MEMBERS If your listing has ended and you'd like to relist your item manually, consider these ideas first.

- Search for active and sold listings that are similar to yours. Compare listings and make changes based on what you think others are doing well.
- Lower your starting price to attract more buyers.
- Offer more shipping services (e.g. free shipping, expedited shipping).
- Use keywords in your title and description that specifically describe your item (e.g., "Chinese Ming Vase" rather than "flower vase").
- Note: Changing your title may delay your item from appearing in search.
- Avoid words and characters that buyers won't search for (e.g. "L@@k").
- Include multiple, high-quality pictures.
- Make sure you choose an appropriate category.
- Note: Changing the category may affect the item conditions available.
- Consider listing in 2 categories (certain restrictions apply).
- Match your item with a product in our catalog. Cataloged items come prefilled with product details that make it easier for buyers to find your item.
- Consider changing your listing format (auction vs. fixed price).

GUIDE.SUMMARY What

- If your item doesn't sell the first time you list it, if your buyer doesn't pay, if you cancel the order, or if you end your listing early, you can relist the item and offer it for sale again.
- This article covers
- Automatic relists
- Manual relists
- Relist vs. sell similar
- Free relist credits
- Relist guidance
- Best practices

GUIDE.RELATED_LINKS Related help pages

- Receiving insertion fee credits
- <http://pages.ebay.com/help/sell/insertion-fee-credit.html>
- Improve performance with better descriptions

<http://pages.ebay.com/help/sell/descriptions.html>><http://pages.ebay.com/help/sell/descriptions.html> Creating effective listings

<a

<http://pages.ebay.com/help/sell/listings.html>><http://pages.ebay.com/help/sell/listings.html> How to sell online
 <a

<http://pages.ebay.com/sellerinformation/learn-to-sell-online/how-to-sell/index.html>><http://pages.ebay.com/sellerinformation/learn-to-sell-online/how-to-sell/index.html>

 Related guides and topics <a

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1751>>New bulk listing tool experience (BLING) <a

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1084>>Improving search placement (Best Match, Google, etc) Related solutions

https://cskb.qa.ebay.com/csxbapp/art?page=content&id=SOL3753>How to relist - unsold item <a

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=SOL5666>>Item removed - can I relist? </h2></h2>GUIDE.TALKING_POINTS

Why are you advised to reduce the item price when relisting? eBay has large quantities of data on what helps items sell. If your listing ends without a sale and you go to relist it, we may suggest a change of price or format to increase your chances of selling. See <a

https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1006&ViewLocale=en_US#guidance>Detailed information for more information.

 You only had 1 of these items, so how did your listing get put back up? Why do your items keep relisting? You haven't done anything, but eBay keeps putting the

item back up for sale. This usually happens because of an <a

<https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1006#InstructionsStepst>

oResolve">auto-relist option that has been placed on the item. Please check the tool that you used to list your item to see if there are any automation preferences.
 Internal Information Identify the tool that was used to list the item: Type billing/cs/items in a web browser. Enter the item number, and then click Details. Click the Appld. This opens a new browser tab with some information about the listing application. Often it gives you the name of the tool. Once the tool is identified, have the member check that tool for any automation options or auto-relist rules. How do you know that an item was relisted? You'll get multiple reminders that your item is set to relist automatically: On the confirmation page after you create your listing In the email you receive if your item does not sell In an email once your item has been relisted You can see which items were relisted in the Unsold section of My eBay. We'll also send you an email if an item can't be relisted due to a listing block, selling limit, or restriction. Why didn't my item relist automatically? When an item doesn't auto relist due to a problem, there is a note in Unsold which advises that the auto relist failed. Internal Information There is not a way for anyone to see the reason why. As a teammate, do not be concerned unless this is happening for multiple sellers and all items. It is normal for auto relist to fail occasionally. Selling Manager provides a way for you to see the failure reason. Auto relist does not. Why was my item's price reduced when relisted? eBay is testing a new feature where auto relist can allow the seller to reduce the price by 5%, 10%, 15%, and 20%. What can you do to make sure that your relisting gets better exposure in search? There are lots of best practices when it comes to creating your listing. Lets look at your previous listing and see

what we can improve.

- Why didn't an item qualify for a free relist credit?

Some

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1006#freerelist>; requirements must be met to qualify for a credit. Lets check your listing and make sure it meets them.

Internal Information

- The Billing team has created a tool called
- <http://billing/tools/rocs/> Relist Occurrence and Credit Search (ROCS) to help teammates research why an item didn't qualify for a relist credit.
- If a seller didn't qualify for a relist credit because they weren't aware of the policy, the teammate can consider issuing the seller a courtesy credit. See
- <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1506> eBay Manual Seller Fee Credit Policy, Appendix 1.8 Courtesy credits, for more information.

- What if you have an open cancel order request?
- You can relist the item as soon as the cancellation is complete.
- See
- https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1136&curPage=art&prevPage&viewlocale=en_GB#cancelandrelist Canceling an order
- Instructions/Steps to resolve
- Seller
- Cancel and relist an unpaid item
- for info about relisting an item after a canceled order
- When I relist an item, will my sales history from the previous listing carry over to the new listing?
- No, if an item is relisted, the new listing will not carry over the sales record tied with the previous listing. Sellers who want to keep their sales records on their listing, should list their items as Good Til Cancelled listings. This will preserve the sales records on the listing itself.
- Why doesn't my sales history carry over when I relist an item?
- When an item is relisted, certain information may have changed that isn't consistent with the original listing. This is why the sales history isn't saved on relisted items.
- eBay tracks sales by item number, not by the item itself. Sellers who want to keep their sales records on their listing should list their items as Good Til Cancelled.
- Why did you relist my item after my remorse return

was closed/transaction was cancelled? We have allowed items to be automatically relisted after a successful cancel transaction or remorse return to eliminate the need for you to re-list your items. You may recall a check box on the screen when you went to issue a refund to your buyer on a buyer-requested cancellation or on a remorse return. See <a

</h2><h2>GUIDE.DETAILED_INFORMATION You can relist the item and offer it for sale again in any of the following scenarios: Your item doesn't sell the first time you list it Your buyer doesn't pay You cancel the order You end your listing early If your buyer hasn't paid and more than 6 days have passed, you'll have the option to automatically <a

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1006&ViewLocale=en_US#freerelist&automatic insertion fee credit&/a may issued.&/li& &/li&eBay may offer you certain &/a

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1006&ViewLocale=en_US#guidance&guidance&/a& when relisting&/li& &/ul& &/a id="automatic" name="automatic"&/a& Relisting an item automatically Built into the sell your item (SYI) form and quick listing tool is the option to have your item automatically relisted. When you select this option: &/ul& &/li&Your item is relisted, up to 8 times, if it doesn't sell.&/li& &/li&Your listing duration remains the same for each relisting.&/li& &/li&Relistings count toward your monthly free insertion fee listings; once you've used up your free listings, fees will be charged.&/li& &/li&If you successfully refund on a buyer-initiated cancel transaction or on a remorse return, we will relist the item for you. If you do not wish for us to relist your item, uncheck the box when issuing a refund on a cancel transaction or remorse return.&/li& &/li&Keep in mind that: &/ul& &/li&The auto relist feature is an ongoing promotion that is subject to change.&/li& &/li&Automatic relists work only when the listing ends without a sale. If a buyer purchases an item or the order is canceled for any reason, you need to relist the item manually. Please ensure you select the right cancellation reason, according to the scenario you are dealing with.&/li& &/li&The automatic relist option is only available on listings created by new, occasional, or lapsed sellers. &/ul& &/li&New, occasional, and lapsed sellers are based on a complicated seller segmentation system. The segmentation updates once a week, and the option will disappear when the seller moves to a higher segment.&/li& &/li&Business sellers aren't eligible.&/li& &/li&Good 'til Cancelled and eBay Motors listings aren't eligible.&/li& &/li&1-and 3-day duration listings aren't eligible.&/li& &/ul& &/li& &/ul& &/li& &/li&You can relist both auction-style and fixed price listings automatically.&/li& &/li&With each automatic relist, a new item ID is created.&/li& &/li&When your item is relisted, it might not appear on the site for several hours after the initial listing ends.&/li& &/li&Auto relist

items appear in Scheduled. This is no cause for concern. For new sellers, auto relist will put the item in scheduled temporarily so that it will end at an optimal time for selling. Auto relist does not do this for occasional sellers.

- The auto-relist option may or may not be selected for you by default.
- You can also set up automation preferences in <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1149> Selling Manager Pro.
- Internal Information
- Clicking on "Relist" or "Sell Similar" to see if the item had auto relist enabled is not a way to identify if the item had auto relist or not. (Doing this only shows the default.) If the item had auto relist, the seller will be unable to manually relist the item due to an error that the item will be automatically relisted. If the seller can relist the item manually, then it did not have auto relist.

[Relist for free program for Good Til' Cancelled \(GTC\)](#) listings

When sellers accept a buyer's cancellation request or when they cancel an order for any reason except out of stock on a GTC listing, they can renew their single quantity listings once for free. (Insertion fees and any optional listing fees on the listing will be waived.)

To do this they just have to click the button saying Submit and relist for free.

Only the first renewal is free, sellers will be charged fees for all subsequent renewals.

Sellers may still have their insertion fee waived when renewing if they are within their zero insertion fee listings allowance. They will still have to pay for optional listing upgrades in this case, however.

If sellers ask why they are being charged for subsequent relists, explain that charging for relists is standard policy, the first free relist was an exception as it's part of the Relist for Free program. Find out more here about [renewal fees here](#)

<https://www.ebay.com/help/selling/fees-credits-invoices/selling-fees?id=4822#section5>

[https://www.ebay.com/help/selling/fees-credits-invoices/selling-fees?id=4822#section5](#)

[manual](#)

Relisting an item manually You can manually relist an item after the listing ends. Use this option when:

- A listing ends but the item doesn't

sell. The buyer doesn't pay. You cancel the order. You end your listing early. You have 2 options when manually relisting your item: Relist and Sell Similar. Both options will put your item back up for sale, but each is useful in its own way: Relist The relist option takes you directly to the Review and Submit Your Listing pages. You can put your item back up in just 2 clicks. This is useful when: You don't need to make any changes to your listing. You qualify for a Free Relist credit. Note that if you want to manually relist something after your automatic relists are complete, you must relist the last version of the listing (i.e. the last item ID); you can't manually relist the original listing. Sell Similar The Sell Similar option takes you directly to the Edit Your Listing page. Use this when: You want to keep some of your listing information but need to make significant changes. You can't change the category from a non-vehicle category to a vehicle category (or vice versa) and keep the original listing information. You must make a new listing. You can't switch a multi-variation listing to a normal listing (or vice versa). A new listing will need to be made. You aren't relisting the same item but want to keep some of the information from a previous listing. name="freerelist" Free relist credit for manual relists If your eligible item sells on the first manual relist, an insertion fee credit will be given automatically. This is to encourage you to list your item again, and help you recover some fees. Keep in mind that fixed price, classified ad and real estate listings aren't eligible to receive this relisting credit. Also remember that only the insertion fee is credited. Upgrades such as bold and highlight are not credited. To automatically receive an insertion fee credit, you need to meet these requirements: This must be your first relisting of the eligible item. Subsequent relistings of the same item don't qualify. The item needs to be relisted within 90 days of the closing date of the original listing. Both the original listing and the relisting must be in online auction format. The starting price for the relisted item can't be greater than that of the

original listing.

- The relisted item can't have a reserve price if the original listing didn't have one.
- If the original listing had a reserve price, the relisted item's reserve price can't be greater than that of the original listing.

eBay Motors offers free relisting with the same requirements. However:

- The starting price and reserve price have to be the same or less.
- If the original listing ended with an unpaid item, the system will automatically credit the original listing after the item shows as being relisted and sold.

Note: If the seller closes an unpaid item case before the relist shows as sold, the system won't credit automatically. The seller may still be eligible for a credit, but they would need to call in and request the credit.

Relisting multi-quantity items

Relisting an item resets the quantity of the items for sale. For non-MSKU item:

- If a quantity is passed during relist, it will be accepted and no other treatment is made.
- If quantity is not passed during relist

For items that have ended with available quantity greater than 0, the relisted item would have quantity equal to the available quantity.

- For items that have ended with quantity equal to 0, the relisted item would have the original quantity.

For MSKU item:

- If the variation quantity is passed during relist, it will be accepted and no other treatment is made.
- If variation quantity is not passed during relist

For item variations that have ended with available quantity greater than 0, the relisted item variation would have quantity equal to the available quantity.

- For item variations that have ended with quantity equal to 0, the relisted item variation would have the original quantity.

[eBay guidance when relisting items](#)

To increase sellers' chances of selling, we may provide pricing and format guidance in the Unsold section of My eBay. This guidance is based on data of similar items sold on eBay.

- eBay may make recommendations to help you sell your item, like changing the price, or listing an item as Fixed Price instead of Auction, or the other way around.

You can relist the item instantly with eBay's recommendations, or you

can review each recommendation and see which recommendations are right for you.
Well let you know if the changes you make to your listing affect your fees.
 One or more of these suggestions may be given: Change from auction
to fixed price (when relisting) Looks like this item could take longer to sell. We
recommend changing the selling format to a fixed price and accepting Best Offers. Edit and relist
it

 Change from fixed price to auction
(when relisting) We recommend changing the selling format to Auction. Similar
items in auction format had starting prices around \$XX and sold for between \$XX\$XX. Edit and relist
it Lower price (when relisting) We
recommend lowering your starting price to \$XX. Edit and relist it

 We recommend lowering your price and accepting Best
Offers. Similar items that successfully sold were priced between \$50\$65. Edit and relist it

 Lower price or change format (seller tips in Unsold
section)

Revising older items Similar to how mobile phones or computers start to slowly become obsolete,
eBay GTC items sometimes do the same. If an item has a start date outside of 12-18 months,
occasionally they can't be edited, have various errors, or reach the limits of the database.
Sometimes these older items just need to be re-created - either by relist, sell a similar, or made
brand new. Where possible, we suggest a relist of the item to update it in the database. While the
item will start on the front end having 0 purchase history, the back end links the original and new
items together (Billing -> ROCS view). The back end (not visible to member)

also retains the sales/ buyer engagement history and may re-insert the newly relisted item (if title/category haven't changed) into the best match search results approximately where the old one is - if the relist is done soon after the original item ended.

After that, the normal best match evaluation scoring kicks in as the new item continues on the site.

Note: The back end carry-over only works on the first relist of the item, and not multiple relists of the same original item. Sell a similar and listing a new item always starts from a new score.

Internal Information

It looks similar to this on the back end (not visible to member):

Item A	1st Relist to	Item 1	score kept from Item A
Item A	2nd Relist to	Item 2	score not kept. Item A
Sell similar (any form) or new item	score not kept. Item 1	relisted to item 1A	- kept from Item 1. Item 2
relisted to Item 2A	- kept from Item 2.		

Built into the sell your item (SYI) form and quick listing tool is the option to have your item automatically relisted. When you select this option:

Your item is relisted, up to 8 times, if it doesn't sell.

Your listing duration remains the same for each relisting.

Relistings count toward your monthly free insertion fee listings; once you've used up your free listings, fees will be charged.

If you successfully refund on a buyer-initiated cancel transaction or on a remorse return, we will relist the item for you. If you do not wish for us to relist your item, uncheck the box when issuing a refund on a cancel transaction or remorse return.

Keep in mind that:

The auto relist feature is an ongoing promotion that is subject to change.

Automatic relists work only when the listing ends without a sale. If a buyer purchases an item or the order is canceled for any reason, you need to relist the item manually. Please ensure you select the right cancellation reason, according to the scenario you are dealing with.

The automatic relist option is only available on listings created by new, occasional, or lapsed sellers.

New, occasional, and lapsed sellers are based on a complicated seller segmentation system. The segmentation updates once a week, and the option will disappear

when the seller moves to a higher segment.

Business sellers aren't eligible.

Good 'til Cancelled and eBay Motors listings aren't eligible.

1-and 3-day duration listings aren't eligible.

You can relist both auction-style and fixed price listings automatically.

With each automatic relist, a new item ID is created.

When your item is relisted, it might not appear on the site for several hours after the initial listing ends.

Auto relist items appear in Scheduled. This is no cause for concern. For new sellers, auto relist will put the item in scheduled temporarily so that it will end at an optimal time for selling. Auto relist does not do this for occasional sellers.

The auto-relist option may or may not be selected for you by default.

You can also set up automation preferences in Selling Manager Pro.

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE

Setting your item to automatically relist

- Click Sell at the top of eBay.com.
- Select a category for your item.
- Select an item from our catalog as a basis for your listing (if available).
- Create your listing.
- On the Review your listing page, select Automatically relist this item 8 times if it doesn't sell.
- Finish your listing.

Relisting an item manually using the relist option

At the top of eBay.com, go to My eBay, and then click Selling.

Under the Sell section, click Unsold.

Find your item, and then select Relist from the More actions drop-down menu.

Make your changes, and then submit your listing.

Relisting an item manually using the Sell Similar option

At the top of eBay.com, go to My eBay, and then click Selling.

Under the Sell section, click Unsold.

Find your item, and then select Sell Similar from the More actions drop-down menu.

Make your changes, and then submit your listing.

Canceling your automatic relist

At the top of eBay.com, go to My eBay, and then click Selling.

Under the

Sell section, click Active. Find your item, and then select Remove Automatic Relist from the More actions drop-down menu. Save your changes.

Relisting an item when you cancel an order See<nbsp;Canceling an order > Instructions/Steps to resolve > Seller > Cancel and relist an unpaid item<nbsp;for info about relisting an item after a canceled order </h2>