

LP - Duplicate listings policy - List Practices

<h2>GUIDE.SUMMARY

What is the policy?

 We don't allow more than one fixed

price listing of an identical item at the same time from the same seller. This includes:

Listing an identical item in different categories or listing an identical item using different

usernames Listings that aren't significantly different, such as adding an

inconsequential bonus item with the same identical item in two listings

Identical auction-style listings are allowed if they: Have the same start

price Have the same reserve price Have the same title and

description Don't use the Buy It Now option

Multiple fixed price listings for identical generic or universal items, such as AA batteries for

example, are not allowed. Separate listings can be created for the same item on different eBay

sites, as long as the international shipping options don't result in the listings cluttering the search

results of any individual site Up to 5 separate fixed price listings for identical items

designed to fit multiple devices are allowed, when each listing is differentiated by spelling out the

brand or model the item fits eBay bulk listing can be used when there is many of

the same item for sale You can have more than one auction-style listing for

identical items if you follow the guidelines below, but only one duplicate auction-style listing without

bids will be visible to buyers at a time. Once the first listing receives a bid or ends, the next listing

will appear on the site Why does eBay have this policy? This policy

provides buyers with a wide range of options and prevents an individual seller from dominating

search results </h2><h2>GUIDE.TALKING_POINTS Why did I receive a warning email for

duplicate listings? Our system identified a similar item that you already have listed

on the site You will need to follow these steps to resolve the issue:

Review the listing(s) highlighted in the warning. Determine if the item you are listing

duplicates one that is already active on the site

If you do have duplicate listings, go to the eBay [Site Map](http://pages.ebay.com/sitemap.html) (link found at the bottom of the eBay homepage).

In the Sell column, under Selling Activities, click End Your Listing.

Enter the item number for your listing (the item number is found in your listing confirmation email or in the Active listings section of My eBay) and click Continue.

Select the reason you're ending your listing early and click End My Listing.

What does eBay consider a duplicate listing?

- Multiple listings for the same item
- Listings for different items that appear the exact same to buyers in search
- Listings that aren't significantly different, such as adding an inconsequential bonus item to two otherwise identical listings
- Separate listings for identical generic or universal items that fit most products, brands or models, such as AA batteries

Seller has multiple accounts:

- You aren't allowed to list duplicate items across multiple accounts
- This results in the same bad search outcome and is a violation of this policy

Why did you remove my listing?

- You are only allowed to have one unique fixed price listing for your item at any time.
- This includes listing the same item on multiple accounts

I have a stock of identical or similar items that I want to sell, what do I do?

- List identical items in one multi-quantity fixed price listing using eBay bulk listing
- List items with variations such as size and color in one fixed price listing with variations
- List items that fit multiple vehicles using our parts compatibility guide. (Compatible vehicles should not be in the title)

I have multiple auction listings for the same item, why is only 1 showing in search?

- You may list identical auction-style listings
- When we detect duplicate auction style listings, only one at a time will appear in search until a bid has been placed
- After a bid has been placed on the first item, another identical auction style listing will appear in search

What are the benefits for sellers?

- Increased overall sales - When we remove duplicate listings, we see a substantial increase in the purchasing behavior of buyers
- A level playing field -No individual seller can dominate search results with duplicate listings for the same item, making it fair to other sellers who are offering similar items

What are the benefits for buyers?

- Buyers can see a wide range of options from a greater number of sellers on our site
- Its easier to make purchasing decisions and find the right deal when we remove duplicate items from the site

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