

## Private Offers

**GUIDE.SUMMARY** If a buyer asks a question on a fixed price format item, the seller can send an offer to the potential buyer to invite them to purchase the item at a lower cost.

**GUIDE.RELATED\_LINKS** Related Help Pages [Sending an offer to a buyer \(Private Offers\)](http://pages.ebay.com/help/sell/private_offer.html)

[http://pages.ebay.com/help/sell/private\\_offer.html](http://pages.ebay.com/help/sell/private_offer.html)

**GUIDE.TALKING\_POINTS** If a customer accepts a higher offer than the price of the listing, what fee does eBay charge? eBay will charge a final value fee (FVF) based upon the negotiated price of the order, either higher or lower than the listed item that generated the question.

The FVF rate is based upon the category in which the item is sold. How can I keep track of the offers I've sent, and the offers accepted? eBay doesn't yet offer a single page from which you can view all of the offers you have sent to buyers from all listings. For individual listings, you can view all offers sent by adding in the item id at the end of this web address:

[http://offer.ebay.com/ws/eBayISAPI.dll?ManageBestOffers&itemid=\(insert item id here\)](http://offer.ebay.com/ws/eBayISAPI.dll?ManageBestOffers&itemid=(insert item id here)). One

idea would be to send all offers through a single listing. Create a listing that says, Seller ABC Custom Offers. Then encourage all buyers to message you after you've negotiated what they would like to purchase. Create a custom label that states, Talk to Joe about order so that anyone processing the order can know to talk to you about specifics. Then you can track all offers sent and received in the same spot. Some sellers are already doing it this way. Another way around this issue is to create a filter within your own email address that eBay sends messages to. If you require immediate payment on your listings, then this method can work.

When a buyer accepts your offer, you receive an email stating that a buyer has agreed to purchase your item, but hasn't paid for it yet. You can create a new filter and folder that captures any emails with the phrase: Your buyer hasn't paid yet, so hold onto the item until you receive payment. We'll send your buyer a reminder to pay within 48 hours.

This can be an alert for you that a buyer has

accepted your offer and will likely pay for it soon. As soon as the product is paid for, you'll be able to find the order in the Awaiting Shipment folder of My eBay.

Then you can add seller notes to the Order Details screen describing exactly what needs to be shipped out. We know this isn't ideal, and we plan to create a better system of tracking these sales in the future, but for now this is a method to keep track of accepted offers.

I can't see the Respond with offer button in my messaging? Is something wrong? You may not see the button for a number of reasons. Please check to see if they apply to you.

The Reply with offer button only shows up on the first message that you can respond to from a buyer. All other messages sent by you to the buyer will not show this button. After negotiating and agreeing on a price for the item, you'll need to go back to the first message the buyer sent you and then click the Reply with offer button to utilize the private offer feature.

The button currently only shows up on eBay and the email to which eBay sends messages. If you are using a third-party platform to respond to messages (Such as Reply Manager or ChannelReply), you won't see the Reply with offer button. In these cases, keep using your third-party tool for messaging, just go into eBay whenever an opportunity occurs that the tool would be useful in solving a customer's problem. Or ask your third-party software to update their tool so that you can use it!

Also, the feature only shows up on PRE-transaction messages, and not on ended, Auction, or Multi-variation listings. How can I protect myself when adding or changing the product(s) associated with a private offer? The best way is to be as transparent as possible within your member-to-member messaging. If the price of the order is changing, please line-item out the changes and associated costs of anything included within the order within your member-to-member messaging as well as in the message to buyer section of the offer itself. That will allow eBay to assess the details of the order and what should have been included in the order. Does eBay Money Back Guarantee apply to private offers? Yes. Please adhere to the best practices outlined in the How can I protect myself when adding or changing the product(s) associated with a private offer? question. Will eBay reduce my active inventory if I sell the customer items I already have listed on eBay? No. If the buyer accepts your offer, your inventory will

reduce by 1 only for the listing from which the question was asked. You are responsible to keep track of reducing inventory counts on any other listings which you sell. Where can I view the details of the offers I send to buyers? Is the offer flagged when they purchase? The details of the offer are not visible in your eBay Sent messages. You also do not currently receive any specific notification when a private offer is accepted and paid for. The item will show up in your Awaiting Shipment folder as if they purchased just the item they questioned you from originally with no adjustments except the price will likely be different. Does my offer have to include shipping? Yes. eBay will charge the shipping rate you have included in your listing along with the offer you made. If your listing has free shipping, no additional shipping charge will be added when the buyer checks out. If your listing charges \$10.00 for shipping, the buyer will pay \$10.00. So, if the cost to ship will be more than what you are already charging in your original listing, you should add that cost into the offer. How can I use this feature if my product has MAP (Minimum Advertised Price) restrictions? You should reference your contract with your manufacturer to see if it would allow you to discount your product in this manner. For many MAP policies, using private offer may not break these agreements. The sold price is never shown externally, and you aren't advertising that you are willing to sell the product below MAP since Best Offer does not show up on the listing. Can I message the buyer through the offer to call or email me if they have more questions? No. This is considered an off-eBay sales solicitation. Any seller caught doing this will receive a selling restriction. All offer messages are saved and tracked. Continued violation of this policy will get your selling privileges permanently revoked. What if the buyer orders something that takes me longer to ship than the item the question originated from? eBay will hold you accountable to ship the item in the time period stated within the listing from which the question was asked. So if you offer 1-day handling on that listing, you must ship out the item(s) and upload tracking within 1-day. Otherwise there will be a defect placed on your account for that transaction. To get around this, you can encourage them to message you from a listing that has a longer handling time, and then you can send the private offer request. Can I message the buyer in M2M messaging first to facilitate a private offer? No. Private offers can only

occur from the seller as a RESPONSE to a buyers message. Cant I avoid all listing fees if I just sell items through member-to-member messaging? No, because buyers will never know to ask you a question if they dont know what you have to sell them. In addition, sales through private offer require more time to process than a direct purchase from a buyer who doesnt ask any questions. So we would not encourage you to try and save money by avoiding listing fees. Do I need to have Best Offer enabled on my listing to use this feature? No. This feature will work with any member-to-member message with a fixed-priced format. Will this feature work with a multi-variation listing? No, it will not. Private Offer will only work with fixed priced listings without multi-variation. I entered the wrong information for my offer, how can I fix it? As long as the buyer hasn't already accepted the offer you can cancel the offer you sent and send a new offer to the buyer with the correct information. How many offers can I send a buyer? You are allowed to send a buyer up to 3 offers for active listings. Only one active offer is allowed at any time. If you wish to send another offer while an offer is still active, you must first cancel the active offer or wait until the offer expires before sending a new one. We recommend you use good judgment in determining if multiple offers are appropriate and avoid potentially bothering a potential customer with too many offers. Does this feature allow for buyers to counter my offer? No, buyers will not have the ability to counter your offer. The only options available to buyers once you've sent them an offer is to accept or ignore the offer. If there is no action taken by the buyer, offers will automatically expire after 48 hours or when the listing ends (whichever is sooner). You can send the buyer up to 3 offers on active listings as long your previous offer has expired or been canceled. Can I use this feature on fixed-price listings with Best Offer? Yes, you will have the option to send an offer to a buyer when responding to an inquiry on a fixed-price, non-multi-variation listing with Best Offer not including Motor Vehicle listings. Can I use this feature on buyer inquiries for auction-style listings? No, this option is not available on auction-style listings. Can I control how long the offer is good for? No. All offers are good for 48 hours or until the listing ends, whichever is sooner. While there is currently no option to change the duration of an offer, sellers do have the option to cancel an offer at any time before it's

accepted or expired. What happens if I extend an offer to a buyer and the item sells out before the buyer accepts the offer? All outstanding offers are automatically canceled when an item has sold out. Can a buyer submit a Best Offer after I've sent them an offer with my email response? Yes, buyers can continue to use the Best Offer option while your offer is still active. Your offer will automatically expire once a buyer submits a Best Offer. Does the price of my listing change when I send a private offer? No, sending an offer will not change the Buy It Now price that appears on a listing. Can other members see the offers I've sent through this feature? No, offers sent to a buyer through this feature are not visible to other members. How do I handle buyers who send me repeated emails asking for larger discounts on an item? While there's always the potential for overly-enthusiastic shoppers looking for the best deal on an item to contact you, we recommend using good judgment when using this option to send offers directly to interested buyers. Sellers should focus their efforts on buyers who they believe have the best chance of purchasing the item and making future purchases. Here are a few things to consider before sending an offer to a buyer:

- Is there a high likelihood the item will sell at the Buy It Now price?
- Is now the right time to send an offer or is a wait-and-see approach the better strategy?
- Is this a loyal customer who I can surprise and delight with a special offer?
- Is there a good chance the buyer will purchase from me again?

If you prefer not to extend an offer to a buyer who has asked for a discount on an item, you have the option to ignore the request. However, it's a good business practice to thank the buyer for their interest and politely decline the request by explaining that further discounts are not available. Instead of a price discount, can I send other types of offers through this process, e.g. bundles or rebates? No, this option currently allows for pricing discounts on single-quantity or multi-quantity purchases. Only items included in the original listing and description will be covered by eBay Money Back Guarantee. Is there somewhere I can view the offers I've sent through this feature? Yes, you can track offers sent through this feature by going to My eBay and clicking on Selling to see your active listings. Select Review my offers from the drop down menu

under "More actions" to get to the Manage offers page. There you'll see a summary of your offer activity. Can I use this feature if I'm using a mobile device? Yes, you can receive and send offers within My Messages by using the eBay app or via the web browser on both tablets and mobile devices. How do I send suggestions and feedback for this feature? We welcome your feedback on your experience using this option. To send us your comments, click on the Tell us what you think link that appears on the confirmation page after you've sent a buyer an offer.

</h2></h2>GUIDE.DETAILED\_INFORMATION What are Private Offers? Sellers can send private offers to buyers who have emailed them about a listing. This option is only available to eligible sellers on fixed-price, non-multi-SKU listings, and will be available for all categories except

Motor Vehicles. Sellers can't send private offers under these conditions: <ul> <li>The buyer purchased the same item from the seller before the seller initiates the private offer.</li>

<li>The seller has exceeded the private offer limit (3 offers per buyer per item).</li>

<li>The seller has already sent a private offer to the buyer where the offer is still active.</li>

<li>Seller/buyer's account is suspended or is no longer registered on eBay.</li>

<li>Seller has blocked the buyer in settings.</li> </ul> Why does eBay offer this as an

option? This feature exists because sellers have asked us for more ways to negotiate with buyers who are interested in their items. This feature allows them to better create conversations and offers around their listings. </h2></h2>GUIDE.INSTRUCTIONSSTEPS\_TO\_RESOLVE

</h2><h3>Private Offers - Seller Side</h3> Click on a below subject for steps on how

to assist a seller with Private Offers.<br> <br> <h3><a

<li>Go to My eBay and click Messages.</li> <li>Open an email from the member and

click the send an offer directly to the member link at the bottom of the email.<br> <img alt=""

email, and then click the Send an offer button at the top right-hand corner.<br> </li> <li>Enter the details requested in the form. (Note: Shipping isn't included in the offer details.)<br> </li> <li>Click Submit.<br> </li></ol> Once you've sent the offer, the buyer will receive an email with the offer details.<br> <br> The offer automatically expires after 48 hours or when the listing ends whichever comes first. If the buyer accepts the offer and completes the purchase, you'll be notified by email.<br> <br> You can send an offer to multiple buyers. However, you can send only one offer at a time to the same buyer. If you want to send a revised offer to the same buyer, you need to cancel the original offer first.<br>   <h3><a href="https://cskb.qa.ebay.com/csKBapp/art?page\_content&id=GUIDE1552&ViewLocale=en\_US#">Managing your offers</a></h3> To view or make changes to your offers:<br> <ol> <li>Go to My eBay.</li> <li>Click All Selling, and then click Review all offers on the right hand side of the listing..</li> <li>From the offers page, you can view the status of your offers, review individual offer details, and cancel an offer.</li> <li>To cancel offers you have sent, click on the box under the Email Offers heading on the left hand side of the screen.</li> </ol> <h3>Private Offers - Buyer Side</h3> Click on a below subject for steps on how to assist a buyer with Private Offers.<br> <br> <h3><a href="https://cskb.qa.ebay.com/csKBapp/art?page\_content&id=GUIDE1552&ViewLocale=en\_US#">Receiving private offers</a></h3> If a seller sends you an offer, you will be notified in email.<br> <br> </h3></a>

[<Accept an offer</a></h3> <ol> <li>Click Review offer to see the details.<br>](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1552&ViewLocale=en_US#)

 height="542" src="https://cskb.qa.ebay.com/library/EBAY/4364/ReviewOffer.png" data-bbox="50 140 950 158"/> width="900"></li>

<li>If you like the offer, click Accept offer, and then click Pay now.<br> <img alt="" data-bbox="373 174 658 191"/> height="460" data-bbox="50 208 950 225"/> src="https://cskb.qa.ebay.com/library/EBAY/4364/PayNow.png" data-bbox="373 208 950 225"/>

width="900"></li> </ol> <br> Keep in mind the offer may no longer be available if:

<ul> <li>The seller decides to cancel.</li> <li>Another buyer purchases the item first.</li> <li>The offer has expired. An offer expires after 48 hours.</li> <li>There aren't enough items available.</li> </ul> </h3><a

<Decline an offer</a></h3> If you don't want to accept the offer, you can ignore the email. There is no need to do anything as the offer will expire automatically in 48 hours.