

## Setting up an eBay Store - subscription levels, creating, opening, closing

**GUIDE.SUMMARY** What This guide is to help provide sellers with information needed to decide whether a store is the right choice for them. It includes the difference between store levels, information on opening and closing a store, and how it affects store listings. An eBay store is a complete e-commerce solution which allows you to display all of your items in a central location, regardless of format. Who This guide is for sellers who may be interested in an eBay store. This article covers

- How to subscribe and unsubscribe to a store
- Store requirements
- How stores affect fees
- Differences between subscription levels
- Store benefits
- How stores affect search results

**GUIDE.RELATED\_LINKS** Related help pages

- eBay stores overview

<http://pages.ebay.com/help/specialtiesites/stores-ov.html>

- Naming your store

<https://www.ebay.com/help/selling/ebay-stores/open-ebay-store?id=4092#section2>

- Closing your eBay store

<http://pages.ebay.com/help/specialtiesites/closing-your-store.html>

- Store selling fees

<http://pages.ebay.com/help/sell/storefees.html>

- Subscriptions and Fees

<https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html>

- eBay Store Subscription Terms of Service

<http://pages.ebay.com/stores/subscriptionterms.html></a></li> </ul>   </ul> </li>Store level comparison, including fees and requirements<br> <a href="http://pages.ebay.com/storefronts/Subscriptions.html">http://pages.ebay.com/storefronts/Subscriptions.html</a></li> </ul> Related articles </ul> </li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079" target="\_blank">Store fees</a></li> </li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1025" target="\_blank">Customizing a store</a></li> </li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1033" target="\_blank">Promoting a store</a></li> </li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079#zifAddon" target="\_blank">Purchasing add-on packages to an Enterprise Store subscription</a></li> </ul> Related solutions </ul> </li><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL8985">eBay store benefits - how to open an eBay store and how to create a sale</a></li> </ul>   </h2></h2>GUIDE.TALKING\_POINTS Questions about the New Stores Experience (Spring 2018) </ul> </li>For questions about the new stores experience (stores migration), visit the FAQs in the Seller Center:<br> <a href="https://pages.ebay.com/seller-center/run-your-store/ebay-stores-shopping-experience.html#m22\_tb\_a2\_\_24">https://pages.ebay.com/seller-center/run-your-store/ebay-stores-shopping-experience.html#m22\_tb\_a2\_\_24</a></li> </ul> Why only 5 cents off of listing fee for above free allocation for Starter? The insertion allocation and fee for additional listings is varied across the store tiers. The intent is to provide a spectrum of value for sellers who list at different thresholds. If sellers list more than the allocation its best to review whether the next highest store tier might be a better fit. Why no free auctions for Starter? The 250 allocations for Starter can be used for fixed

price or auction listings. Why standard FVF for Starter (since all the others are lower)? Why no MAX FVF cap for Starter? Same answer for both Starter is intended as an introductory tier for sellers who consistently list more than the standard allocation but haven't yet decided to make an eBay business a full time pursuit. The rate card is such that starter as it currently stands is a good value for sellers who need 20+ more listings than default ( $20 \times 0.35 = \$7$  vs  $\$4.95$ ). Starter isn't meant to replace Basic so if sellers prefer the variable FVF and FVF cap Basic is where to begin for that. Why aren't my banners and logos showing up from the old stores experience? Banners and logos from the legacy experience will not port over. You can go to the previous experience and then opt-in to the new experience to transfer over your banners and logos. For US sellers, they can do this here:

<a

href="http://storefront.ebay.com/psn/edit/landing/preview">http://storefront.ebay.com/psn/edit/landing/preview</a> Will my store categories be transferred when my store is updated? Custom store categories are being migrated to the new eBay Stores shopping experience. Buyers would be able to filter and browse using custom store categories. However, as we made some changes to search capabilities within the store page, it will not be possible anymore to search by custom categories. The option to search within a store using eBay categories would still be available. We therefore recommend to use custom categories as an help to browse. You may therefore want to consider the # of items by custom categories when setting up custom categories. Benefits of a store

- Additional free listings

<a

href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1079">Reduced final value fees</a> (for Basic store subscribers and above, not Starter store subscribers)

- An organized way for buyers to see all the items you sell
- A place to feature items of your choice
- The opportunity to create and promote your business's brand
- Tools to help grow and run your business
- Quarterly eBay shipping supplies

<a

href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1005#suppliescoupon">

gt;coupon</a>&nbsp;(for Basic store subscribers and above, not Starter store subscribers)</li></ul> Store levels </ul></li>Visit the <a href="https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html"

target="\_blank">Subscriptions and Fees</a> page to review the Store levels and determine which is best for you.</li></ul>  Differences in subscription levels </ul></li>See <a

href="https://www.ebay.com/sellercenter/payments-and-fees/subscriptions-and-fees">subscription level comparison</a>&nbsp;</li></ul> Requirements to open an eBay store </ul></li>Sellers must have an eBay seller&nbsp;account&nbsp;with a linked checking account for payouts.</li></ul></li>Sellers cannot be Below Standard and subscribe to a Premium or Anchor store. </ul></li>If seller already has a Premium or Anchor store and falls to Below Standard, then: <ol></li>Once we realize it, we will send a warning email immediately (essentially providing 60 days to improve performance).</li></li>A reminder message sent at the 30-day mark.</li></li>Once 60 days have passed and seller remains Below Standard, we will downgrade the store to Basic.</li></li>They are not charged an early termination fee.</li></ol><br><br> Note: Seller Standards are based on the location the transaction is shipped to, sorted into one of our four standard programs (US, Global, UK, DE)</li></ul></li></ul> Improving performance standard after being downgraded to Basic </ul></li>When your standing improves and you once again meet the Above Standard requirements, you'll be eligible for a Premium or Anchor store. If your subscription was downgraded, you'll be able to upgrade to a Premium or Anchor store under Manage My Store in the Account tab in My eBay.</li></ul> Knowing performance standing </ul></li>You can track your standing on your Seller Dashboard. Also, you'll get two email notifications (also sent to My Messages) whenever your performance standing changes.</li></ul> Adding a credit card </ul></li>Credit card information will be used only for verification purposes if it's not added as an automatic payment method.</li>

<li>See &nbsp;<a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1040#addcc">Billing -  
payment method for paying eBay - onetime, automated</a>&nbsp;for instructions. </ul>

<li>Note:&nbsp;If you're having issues opening an eBay store, even if your card is already on  
file, try placing your credit card on file as your automatic payment method. Once your eBay store is  
open, you can then switch back to your original payment method on file.</li> </ul>

</li> </ul> Choosing a store name and store name requirements </ul> <li>The  
name you choose determines your stores web address (or "URL"). For example, if your stores name  
is "Fine Jewelry", your store's URL is <a href="http://stores.ebay.com/fine-jewelry"

target="\_blank">https://www.ebay.com/str/finejewelry</a>&nbsp;with the format  
https://www.ebay.com/str/storename.&nbsp;eBay will take out special characters (apostrophes,  
spaces, &, !, \$, etc.), and make all letters lowercase.</li> </ul> Your store name:

</ul> <li>Must start and end with a letter or number.</li> <li>Cannot start with four  
or more consecutive letter As.</li> <li>Cannot start with an "e" or "E" followed by more  
than a single number.</li> <li>Cannot contain the following characters: <li>, <li>, or

@.</li> <li>Cannot be the username of another&nbsp;member on eBay, or be misleadingly  
similar to the username of another eBay&nbsp;member.</li> <li>Cannot contain "www"  
anywhere in the name.</li> <li>Cannot contain two or more consecutive spaces or

non-alphanumeric characters.</li> <li>Cannot end with a top-level domain abbreviation  
used on the web (.com, .net, .de, etc.).</li> <li>Cannot be a name that is identical or  
confusingly similar to another companys name which is protected by trademark law. Also, you cant

use a name that contains the word eBay or one that is confusingly similar to that name.</li>  
</ul> <li>If you&nbsp;receive&nbsp;<a  
href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1035&ViewLocale=

en\_US#nameerror">an error saying that your Store name cannot be the same as another  
user's</a>, you will need to&nbsp;choose a different Store name. </ul> <li>You cannot

change your Store name to your eBay Username if your Store was already created with a different name. (You can only use your user ID as your Store name when you're creating the Store.)

The system also checks the new name against existing user IDs and Store names, even ones that are not a direct match (e.g., store\_name and store\*name are considered the same).

We aren't able to locate the exact reason you're getting this message, but it is not a bug; you'll have to choose another Store name to proceed.

Changed Store name, but the old one still appears

Sellers should be able to update their store name directly from the Manage my store page.

If a seller is reporting that they updated their store name but the old one is still showing after we've provided some general troubleshooting steps (refresh the page, view from a different browser/device, etc.), we should report the details to eWatch

Note: Updating your store name will not update your URL and in order to promote third-party search placement, the URL can no longer be changed after a store is first created.

Placement in Best Match with store

A store does not have any affect on your listing's placement in Best Match.

Showing in search or just in store

All listings, whether listed before or after subscribing to a store, will show in both the store and search results.

Stores and separate sites

You can have only 1 store per account. You can't have a separate store for different country sites.

You can review the differences between sites on the following pages:

<http://pages.ebay.com/storefronts/Subscriptions.html> & <http://pages.ebay.com/storefronts/Subscriptions.html>

<https://cloud.forbusiness.ebay.de/shops/> & <https://cloud.forbusiness.ebay.de/shops/>

<http://pages.ebay.co.uk/help/specialtiesites/questions/open-store.html> & <http://pages.ebay.co.uk/help/specialtiesites/questions/open-store.html>

Affect on fees <ul> <li>See <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079">Store

fees</a>.</li> <ul> Store cost <ul> <li>See<nbsp;<a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079">Store

fees</a>.</li> <ul> Free listings if store is opened / upgraded / downgraded /

canceled <ul> <li>Because we bill store subscriptions a month in advance, you'll get the

free insertion fees you paid for until the store closes / downgrades at the end of the month. When

you upgrade or open a store, you lose any of your previously unused free listings but immediately

get the number of free listings associated with your new store level.<nbsp;For example, if you still

have 70 free listings from your Basic store when you upgrade to a Premium store, you'll lose those

70 but you'll get 500 new free listings to use before the end of the month.</li> <ul> Store is

upgraded <ul> <li>When upgrading your store's subscription (changing your store's

subscription level to one with more benefits, or changing from a monthly subscription to a yearly

subscription of the same subscription level): <ul> <li>Fees for your current subscription for

the current invoice month are prorated, and the unused portion of your current subscription is

credited back to you. Your upgraded subscription fee is also prorated for the current invoice month,

and your upgraded subscription is treated as a new subscription.</li> <li>Your free

insertion-fee listing allotment from the plan being canceled ends immediately. (Any unused free

insertion-fee listings from your previous subscription allotment don't roll over.)</li> <li>You

receive upgraded store benefits immediately. You receive your full allotment of free insertion-fee

listings for the new upgraded subscription immediately. Each calendar month thereafter, you receive

the applicable allotment of free insertion-fee listings.</li> <li>Your upgraded Subscription

Start Date and renewal date is reset based on the date you change your subscription.</li>

<ul> <li><ul> <li>An early termination fee isn't charged if you upgrade

your store's subscription with the same or higher subscription duration.</li> <ul> How

stores are billed <ul> <li>See<nbsp;<a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079#invoicingnewstore>

**Store fees**

- What happens to listings when a store is closed
- All of your listings will stay active.
- Note that some fees may be subject to change; for example, Good 'Til Cancelled listings will be automatically renewed at the non-Shop listing fee rate. You might need to revise or manually end listings to ensure that fees are not assessed at a new non-Store rate.
- Store still showing after cancellation
- Because we bill stores in advance and do not prorate store subscription fees when a store is simply cancelled, the store will remain open for the time already paid. The store's end date will be displayed on the subscriptions page. All store benefits will be available until that date.
- Reopening a store after closing it
- You can reopen your store at any time from the subscriptions section of My eBay. We will save your store settings for 30 days after you close it.
- After 30 days another seller can take your store name.
- Stores when suspended
- If you are suspended, we may cancel your store subscription. If so, you will have to reopen a store once your account has been reinstated.
- We'll save your settings for 30 days, so if your suspension lasted longer than a month, you'll have to start over with a new store.
- Dedicated customer service for Anchor and Enterprise Store subscribers (does not apply to CA FR)
- Effective July 1, 2016, sellers with a valid eBay registration address in the US or Canada are eligible for:
- Dedicated toll-free phone number and email access to most experienced customer service agents (or "teammates")
- One-stop shop for quick support for all account-related topics such as seller standards.
- Proactive policy consultation, including advanced notification on potential violations.
- Webinars and coaching on eBay best practices.

**GUIDE.DETAILED\_INFORMATION**

**Subscription levels**

There are 5 levels of eBay Store subscriptions:

- Starter Store
- Basic



Store

- Premium Store
- Anchor Store
- Enterprise Store

Internal Information

Anchor and Enterprise Store subscribers will have the following MAC note on their account:

Merchant receives reactive support exclusively from Premium Services via Anchor/Enterprise Stores.

Unrestricted contact information for members	
Direct: 1-877-322-9227	Email: <a href="mailto:merchantsupport_na@ebay.com">merchantsupport_na@ebay.com</a>

Teamates: Please inform the member that they should contact the MSO going forward for dedicated account support.

For more information about eBay store features, see the Subscriptions & Fees page (<http://pages.ebay.com/storefronts/Subscriptions.html> US, <http://sellercentre.ebay.co.uk/ebay-shop-subscriptions-fees> UK, <http://pages.ebay.de/storefronts/pricing.html> DE).

Closing a store

There are times when a seller will need to close a store temporarily or permanently.

When a seller closes a store, store settings are saved for 30 days. The store name will not be saved beyond the 30 days.

Before a seller closes their eBay store, suggest they look into the following resources for storeowners:

- <https://www.ebay.com/sellercenter/ebay-for-business/ebay-stores-shopping-experience> Stores Overview
- <https://www.ebay.com/sellercenter/payments-and-fees/subscriptions-and-fees> Store subscriptions and benefits
- <https://www.ebay.com/sellercenter/payments-and-fees/subscriptions-and-fees> Which

store option is right for me?

- Internal Information In many cases, when a seller wants to close an eBay store, it's because of a relatively small problem with the store. Be sure to ask the member if there is anything that you can do to help resolve problems before he or she closes the store: "Do you have any problems or concerns with your eBay store(s) that I can help with? I'd like to make sure that all your issues with your subscription are resolved."

**Mandatory subscription period** There is a mandatory subscription period for eBay Stores (monthly subscriptions only). Your subscription will continue through the end of the month when you opened it, then one more full calendar month after that.

- If you cancel your subscription before this time has passed, you will still be charged for the entire mandatory subscription period, and you will receive the benefits of your subscription until the end of that period as well.

**Example**

- If a member opens a Store on September 12, their subscription will last through the end of October.
- They will see prorated charges for September 12-30, then another charge for October 1-31.
- If they cancel their subscription anytime through October 31, their subscription will continue through the end of October and they will still be charged for that period.

**Additional information:**

- If a member downgrades their subscription level during the mandatory subscription period rather than cancelling, the same time frames apply.
- If a member downgrades or cancels a monthly subscription at any time after the mandatory subscription period, their subscription will continue through the end of the calendar month when they took the action, and they will still be charged for that period.
- Annual (yearly) subscriptions also follow this process, and are subject to early termination fees (see <https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1079>).

**Store Subscription Benefits Directory**

This table is now searchable and sortable. Use the search box at the top of the issues table to search by name or issue number or click on the column headers

Benefit Name	Description	Related Education Articles
001	HTML builder which can be used to create graphical and text links to your eBay store, listings, or your off-eBay website	<a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&amp;id=GUIDE1033&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777216&amp;uniqueid=16777216:12595780&amp;searchid=12&amp;curPage=art&amp;prevPage=srp">https://cskb.qa.ebay.com/csKBapp/art?page=content&amp;id=GUIDE1033&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777216&amp;uniqueid=16777216:12595780&amp;searchid=12&amp;curPage=art&amp;prevPage=srp</a>
002	Seller has an eBay store which allows you to display all of your items in a central location	<a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&amp;id=GUIDE1035&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777217&amp;uniqueid=16777217:12595731&amp;searchid=16&amp;curPage=art&amp;prevPage=srp">https://cskb.qa.ebay.com/csKBapp/art?page=content&amp;id=GUIDE1035&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777217&amp;uniqueid=16777217:12595731&amp;searchid=16&amp;curPage=art&amp;prevPage=srp</a>
004	Visit Store link on listing/view item page under Seller information	
005		
007	Quantity of free Fixed Price Insertions per store tier	

Subscripti

ons and fees</a> </a>

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1035&actp=search  
&viewlocale=en\_US&answerid=16777216&uniqueid=16777216:12595731&searchid=2&curPage=art&prevPage=srp">GUIDE1035- Setting up an eBay store</a>  
</a> href="https://www.ebay.com/help/selling/listings/listing-tips/free-listings?id=4163">Zero  
Insertion fee listings</a> </td> </tr> <tr valign="top"> <td>008</td>  
<td>ZIF\_20162</td> <td>ZIF benefit for free auctions (ZIF) in Collectibles and  
Fashion based on sellers store tier</td> <td> </a>  
href="https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122#insertion">Stor  
e selling fees</a> </a>

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079&actp=search  
&viewlocale=en\_US&answerid=16777216&uniqueid=16777216:12595777&searchid=4&curPage=art&prevPage=srp#detailedinformation">GUIDE1079 Store Fees  
</a> </td> </tr> <tr valign="top"> <td>009</td>  
<td>IF\_FP\_0</td> <td>Additional Fixed Price Insertion fees charged to the seller once  
they have consumed their free FP fees based on store tier</td> <td> </a>  
href="https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122#insertion">Stor  
e selling fees</a> </a>

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079&actp=search  
&viewlocale=en\_US&answerid=16777216&uniqueid=16777216:12595777&searchid=4&curPage=art&prevPage=srp#detailedinformation">GUIDE1079 Store  
Fees</a> </td> </tr> <tr valign="top"> <td>010</td>  
<td>IF\_AUC\_0</td> <td>Additional free auction Insertion fees based on store  
tier</td> <td> </a>  
href="https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html">Subscripti  
ons and fees</a> </a>

<a href="https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122#insertion">https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122#insertion</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1079&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777216&amp;uniqueid=16777216:12595777&amp;searchid=4&amp;curPage=art&amp;prevPage=srp#detailedinformation">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1079&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777216&amp;uniqueid=16777216:12595777&amp;searchid=4&amp;curPage=art&amp;prevPage=srp#detailedinformation</a>	Store
<a href="https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122#fvf">https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122#fvf</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1079&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777216&amp;uniqueid=16777216:12595777&amp;searchid=4&amp;curPage=art&amp;prevPage=srp#detailedinformation">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1079&amp;actp=search&amp;viewlocale=en_US&amp;answerid=16777216&amp;uniqueid=16777216:12595777&amp;searchid=4&amp;curPage=art&amp;prevPage=srp#detailedinformation</a>	Store
<a href="https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html">https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
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<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store
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<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590">https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1590</a>	Store
<a href="https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753">https://www.ebay.de/help/policies/selling-policies/grundsatz-zu-wachstumsrabatten-fr-gewerbliche-verkufer-deutschland-und-sterreich?id=4753</a>	Store

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079#zifAddon> &gt; GUI  
DE1079 Store fees &lt;/a> &lt;/td> &lt;/tr> &lt;tr valign="top"&gt; &lt;td>016 &lt;/td>  
&lt;td>ZIF\_0\_50000 &lt;/td> &lt;td>Add on package for Enterprise store  
subscription &lt;/td> &lt;td> &lt;/td> &lt;/tr>

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1079#zifAddon> &gt; GUI  
DE1079 Store fees &lt;/a> &lt;/td> &lt;/tr> &lt;tr valign="top"&gt; &lt;td>018 &lt;/td>  
&lt;td>CBT\_WEB\_INTEPRET &lt;/td> &lt;td>Free Web Interpret based on store tier. Web  
Interpret takes sellers eligible listings that qualify and makes them active on five eBay sites &lt;/td>  
&lt;td> &lt;/td> &lt;/tr>

[https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1534&actp=search  
&viewlocale=en\\_US&answerid=16777216&uniqueid=16777216:12595724&searchid=14&curPage=art&prevPage=srp](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1534&actp=search&viewlocale=en_US&answerid=16777216&uniqueid=16777216:12595724&searchid=14&curPage=art&prevPage=srp) &gt; GUIDE1534 Cross-Border Trade (CBT)  
Promotion & Webinterpret &lt;/a> &lt;/td> &lt;/tr> &lt;tr valign="top"&gt;  
&lt;td>025 &lt;/td> &lt;td>STD\_SVC &lt;/td> &lt;td>Based on store tier, seller receives  
standard service support &lt;/td> &lt;td> &lt;/td> &lt;/tr>

<https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html> &gt; Subscripti  
ons and fees &lt;/a> &lt;/td> &lt;/tr> &lt;tr valign="top"&gt; &lt;td>026 &lt;/td>  
&lt;td>DEDICATED\_SVC &lt;/td> &lt;td>Based on store tier, member receives dedicated  
Merchant Support (MSO) &lt;/td> &lt;td> &lt;/td> &lt;/tr>

[https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1676&actp=search  
&viewlocale=en\\_US&answerid=16777217&uniqueid=16777217:12595511&searchid=20&curPage=art&prevPage=srp](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1676&actp=search&viewlocale=en_US&answerid=16777217&uniqueid=16777217:12595511&searchid=20&curPage=art&prevPage=srp) &gt; GUIDE1676 Merchant Support Operations  
(MSO) &lt;/a> &lt;/td> &lt;/tr>

<https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html> &gt; Subscripti  
ons and fees &lt;/a> &lt;/td> &lt;/tr> &lt;tr valign="top"&gt; &lt;td>027 &lt;/td>  
&lt;td>CONCIERGE\_SVC &lt;/td> &lt;td>Based on store tier, member receives Concierge

support

[https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1621&actp=search&viewlocale=en\\_US&answerid=16777216&uniqueid=16777216:12596638&searchid=22&curPage=art&prevPage=srp](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1621&actp=search&viewlocale=en_US&answerid=16777216&uniqueid=16777216:12596638&searchid=22&curPage=art&prevPage=srp) eBay Concierge

Program

[https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1455&actp=search&viewlocale=en\\_US&answerid=16777220&uniqueid=16777220:12595726&searchid=28&curPage=art&prevPage=srp](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1455&actp=search&viewlocale=en_US&answerid=16777220&uniqueid=16777220:12595726&searchid=28&curPage=art&prevPage=srp) eBay Motors

GROWTH\_PORTAL\_LST\_IMPROVEMENT

improvements in DE

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1590> eBay-Wachstumsportal DE

<https://verkaeufportal.ebay.de/wachstumsportal-angebote-optimieren> Seller Center

GROWTH\_PORTAL\_INVTRY\_SOURCING

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1590> eBay-Wachstumsportal

SH\_GRWTH\_GUIDANCE\_LST\_IMPROVEMENT

[https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1446&actp=search&viewlocale=en\\_US&answerid=16777216&uniqueid=16777216:12596440&searchid=42&curPage=art&prevPage=srp#growth](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1446&actp=search&viewlocale=en_US&answerid=16777216&uniqueid=16777216:12596440&searchid=42&curPage=art&prevPage=srp#growth) Seller Hub- features, how to use

<td>SH\_GRWTH\_GUIDANCE\_INVTRY\_SOURCING</td> <td>Seller Hub Growth tab  
for guidance on inventory sourcing</td> <td><a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1446&actp=search  
&viewlocale=en\_US&answerid=16777216&uniqueid=16777216:12596440&searchid=42&curPage=art&prevPage=srp#growth">GUIDE1446 Seller Hub- features, how  
to use</a></td> </tr> <tr valign="top"> <td>044</td>  
<td>SH\_INVTRY\_MGMT\_TOOL</td> <td>Seller Hub inventory Management tool  
(only available if seller has SMPRO)</td> <td><a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1446&actp=search  
&viewlocale=en\_US&answerid=16777216&uniqueid=16777216:12596440&searchid=42&curPage=art&prevPage=srp#growth">GUIDE1446 Seller Hub- features, how  
to use</a> GUIDE1149 Tools for Selling- Selling Manager (Pro) </td> </tr> <tr  
valign="top"> <td>045</td> <td>SM</td> <td>Selling Manager selling  
tools</td> <td><a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1149&actp=search  
&viewlocale=en\_US&answerid=16777222&uniqueid=16777222:12595574&searchid=44&curPage=art&prevPage=srp">GUIDE1149 Tools for Selling- Selling Manager  
(Pro)</a></td> </tr> <tr valign="top"> <td>046</td>  
<td>SMPRO</td> <td>Selling Manager Pro selling tools</td> <td><a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1149&actp=search  
&viewlocale=en\_US&answerid=16777222&uniqueid=16777222:12595574&searchid=44&curPage=art&prevPage=srp">GUIDE1149 Tools for Selling- Selling Manager  
(Pro)</a></td> </tr> <tr valign="top"> <td>048</td>  
<td>PROMOTION\_MGR</td> <td>Promotions Manager selling tool</td>  
<td><a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1148&actp=search



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<a &gt;https:="" a="" href="https://www.sd.ebay.com/subscriberdiscounts" subscriberdiscounts<="" www.sd.ebay.com=""></a>					
<a &gt;https:="" a="" href="https://www.sd.ebay.com/subscriberdiscounts" subscriberdiscounts<="" www.sd.ebay.com=""></a>					
<a &gt;guide1035acc_mgmt_svc<="" a="" href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1035"></a>					
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<a &gt;guide1079legal_text<="" a="" href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1079"></a>					

;/a> DE: <a href="https://verkaeuerportal.ebay.de/abmahnschutz-datenschutz">Seller  
Center</a> </td> </tr> <tr valign="top"> <td>070</td>  
<td>GROWTH\_BASED\_DISCOUNT</td> <td>Growth based discount in DE for  
Premium</td> <td> DE: <a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1035">GUIDE1035<  
</a> DE: <a href="https://verkaeuerportal.ebay.de/rabattberechnung-platin-shop">Seller  
Center</a> </td> </tr> <tr valign="top"> <td>071</td>  
<td>GROWTH\_BASED\_DISCOUNT</td> <td>Growth based discount in DE for  
SuperAnchor</td> <td> DE: <a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1035">GUIDE1035<  
</a> DE: <a href="https://verkaeuerportal.ebay.de/rabattberechnung-platin-shop">Seller  
Center</a> </td> </tr> <tr valign="top"> <td>074</td>  
<td>EBAYPLUS</td> <td>eBay Plus Membership</td> DE: <a  
href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1495">GUIDE1495<  
</a></td> </tr> <tr valign="top"> <td>078</td>  
<td>FREE\_LISTINGS</td> <td>Free listing and scheduler for C2C Basic UK</td>  
<td> </td> </tr> <tr valign="top"> <td>079</td>  
<td>SELLER\_HUB\_PROMOTION</td> <td>Seller Hub promotion UK</td>  
<td> </td> </tr> <tr valign="top"> <td>081</td>  
<td>EBAY\_PACKAGING\_VOUCHER</td> <td>eBay packaging voucher for Featured  
UK</td> <td> </td> </tr> <tr valign="top"> <td>082</td>  
<td>EBAY\_PACKAGING\_VOUCHER</td> <td>eBay packaging voucher for Anchor  
UK</td> <td> </td> </tr> <tr valign="top"> <td>083</td>  
<td>LISTING\_UPGRADE\_CREDIT</td> <td>Listing upgrade credit for Featured  
UK</td> <td> </td> </tr> <tr valign="top"> <td>084</td>  
<td>LISTING\_UPGRADE\_CREDIT</td> <td>Listing upgrade credit for Anchor

UK	
FREE_LISTINGS_IN_13_COUNTRIES	UK sellers get free listings in 13 EU countries
FREE_LISTINGS_IN_2_CATEGORIES	UK seller get free listing on second category
FINAL_VALUE_FEE_CATEGORY_CAPS_UK	Final value fee cap based on store tier (UK)
SUBSCRIPTION_VALUE_UK	Subscription value for Basic (UK)
SUBSCRIPTION_VALUE_UK	Subscription value for Featured (UK)
SUBSCRIPTION_VALUE_UK	Subscription value for Anchor (UK)
TERAPEAK	Seller has a Terapeak subscription
<a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&amp;id=GUIDE1691">https://cskb.qa.ebay.com/csKBapp/art?page=content&amp;id=GUIDE1691</a>	
TERAPEAK	
EUROPEAN_SALES_BOOSTER	European Sales Booster for Featured UK
EUROPEAN_SALES_BOOSTER	European Sales Booster for Anchor UK
COMPARATIVE_PRICING_TOOL	Comparative Pricing Tool for Featured UK - similar tool to Terapeak on UK that helps seller find comparative pricing for their items
COMPARATIVE_PRICING_TOOL	Comparative Pricing Tool for Anchor

UK- similar tool to Terapeak on UK that helps seller find comparative pricing for their items				
SHIPPING_SUPPLIES_CREDIT	Quarterly shipping supply credit for			
Basic	store	tier	(CA)	
<a href="https://pages.ebay.ca/seller-centre/selling/ebay-stores.html#packages-pricing">https://pages.ebay.ca/seller-centre/selling/ebay-stores.html#packages-pricing</a>				
Center- eBay Stores				
SHIPPING_SUPPLIES_CREDIT	Quarterly shipping supply credit for			
Premium	store	tier	(CA)	
<a href="https://pages.ebay.ca/seller-centre/selling/ebay-stores.html#packages-pricing">https://pages.ebay.ca/seller-centre/selling/ebay-stores.html#packages-pricing</a>				
Center- eBay Stores				
SHIPPING_SUPPLIES_CREDIT	Quarterly shipping supply credit for			
Anchor	store	tier	(CA)	
<a href="https://pages.ebay.ca/seller-centre/selling/ebay-stores.html#packages-pricing">https://pages.ebay.ca/seller-centre/selling/ebay-stores.html#packages-pricing</a>				
Center- eBay Stores				
DISCOUNT_PACKAGING_FRITES	Coupon that can be used for purchasing packaging materials from eBay for FRITES Premium Plan			
DISCOUNT_PACKAGING_FRITES	Coupon that can be used for purchasing packaging materials from eBay for FRITES Anchor Plan			
EUROPEAN_SALES_BOOSTER_FRITES	European Sales Booster for FRITES			
EUROPEAN_EXPANSION_PROGRAM_FRITES	European Expansion Program for FRITES			

<li>Hover over the Account tab.</li> <li>Select the Subscriptions link at the bottom of the pop-up menu.</li> <li>Under Available subscriptions, choose the eBay store level you want and select Subscribe.</li> <li>On the next screen, you will choose your subscription level </li> <li>US / DE - you'll also choose whether you want a monthly or yearly subscription.</li> <li>At the bottom of the page, you will choose your store name.</li> <li>Select Continue.</li> <li>You can then review your subscription before clicking Submit (UK / DE - Subscribe with Fees).</li> </ol> US / DE only - Switch from a monthly to a yearly subscription We encourage our store subscribers to commit to a year-long subscription to enjoy our lower subscription fees.  </ol> <li>Select My eBay at the top of most eBay pages.</li> <li>Hover over the Account tab.</li> <li>Select the Subscriptions link at the bottom of the pop-up menu.</li> <li>Under Active subscriptions, select Change subscription.</li> <li>Under your desired store level, select Change to Yearly.</li> <li>Click Continue.</li> </ol> Cancel a store subscription </ol> <li>Select My eBay at the top of most eBay pages.</li> <li>Under the My Account heading, select Subscription.</li> <li>Your active subscriptions will be shown at the top.</li> <li>Select Cancel Subscription. </ul> <li>If you have Selling Manager/Pro or Sales Reports Plus subscription, you can select if you would like to keep these or unsubscribe from them at the same time as closing your store.</li> <li>US / DE ONLY You can also select if you want to end all your Fixed Price listings or keep them.</li> <li>Note: Your Good Til Canceled (GTC) listings will renew with the non-store listing fees.</li> </ul> </li> <li>Select Cancel Subscription.</li> </ol>   </h2>