

Offering to Buy or Sell Outside of eBay policy

[GUIDE.TIPS_FOR_MEMBERS](#) Benefits of keeping transactions on eBay Buyers and sellers alike benefit from keeping transactions on eBay. Though these benefits can differ depending on the member, its important to remind members of the value proposition eBay affords them when transactions go through the normal checkout process. Buyer benefits

- Eligible for Money Back Guarantee for items not received or not as described
- Easily receive tracking notification and view overall shipment status in My eBay
- PayPal transaction fees are paid by the seller
- Easy returns flow, if/when needed
- eBay has invested a great amount to connect you with great sellers. We want to continue to partner with you in the completion of transactions with them.

Seller benefits

- Eligible for discounts for being a Top Rated Seller
- Shipping discounts via USPS (average of 15%) and FedEx (up to 37%)
- Delivery reassurance when shipping internationally via Global Shipping Program
- Automatic 5-star detailed seller ratings for shipping and handling charges, handling time, and communication
- Seller protection when shipping within stated handling time and uploaded tracking indicates "Delivery"
- Assistance with eBay Returns
- Protection with Unpaid Item Cases


eBay has invested a great amount to bring you interested buyers. We want to continue to partner with you in the completion of transactions with them.

[GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE](#) How to report a user for Off-eBay Sales

- If a member contacts us to report a user for Offsite Sales, we should be directing the user to report the member through the Help pages. For instructions on how to do this, please see

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1043#InstructionsStepstoResolve> target="_blank">Report a member or listing, including internal reports.

- If you become aware of a violation yourself and it was not

a member report, you can refer the account through
<https://watchdog2.corp.ebay.com/Account/Login>; SHATO

<https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1529/SHATO%20Offsite%20Sales.png>

Blocks for pre-transaction M2M when contact info is used

Members who are blocked from sending pre-transaction M2M will have issue 544 open on their account. This issue should not be closed for members, but, in cases where granting appeals is necessary, see appeal criteria for resolving this issue. Appeal criteria: In cases where the member is being incorrectly blocked (e.g., post-transaction message incorrectly flagged as pre-transaction, non-contact information was sent such as an item number, part number, etc.), the restriction can be lifted by opening Issue 571 via Issues Viewer in Agent Desktop (with Team Leader and above permission only). This issue will automatically close after 3 days.

GUIDE.SUMMARY

What is the policy? Buyers and sellers can't:

- Engage in any action with a user on the site designed to complete or facilitate a transaction outside of eBay
- Share or request direct contact information prior to completing a sale
- Exception: Sellers may opt to provide their phone number as part of the Ask a Seller a Question (ASQ) function to facilitate a sale on eBay
- In any communications with another eBay member, refer to or promote external websites that facilitate sales outside of eBay or other businesses
- Use any user information to contact another member to buy or sell off eBay
- List an item and then offer additional identical or related items for sale outside of eBay
- Offer catalogs or other items that are used to order items directly outside of eBay
- Host item descriptions or images outside of eBay

Buyers and sellers should:

- Complete purchases on eBay in order to be covered by eBay protections and eBay Money Back Guarantee. Confirmation of a completed transaction on eBay can be obtained by:
- Using the eBay checkout to complete the purchase
- Viewing the purchase

in purchase or sales history

- Use Best Offer transactions to accept offers for items and negotiate a price
- Use the Private Offer feature to send a customized offer within Messages to sell to a specific buyer

Activity that doesn't follow eBay policy could result in a range of actions including for example: administratively ending or canceling listings, hiding or demoting all listings from search results, blocking some or all of your messages/communication with other members, lowering seller rating, buying or selling restrictions, account suspension, application of fees, and recovery of expenses for policy monitoring and enforcement. All fees paid or payable in relation to listings or accounts on which we take any action will not be refunded or otherwise credited to your account.

Why does eBay have this policy? Offers to buy or sell outside of eBay are a potential fraud risk for both buyers and sellers. Transactions conducted outside of eBay are not eligible for eBay protection programs and the eBay Money Back Guarantee. Additionally, eBay has invested a great deal to connect interested buyers with great sellers and we want to participate in ongoing transactions with them.

GUIDE.RELATED_LINKS

Related help pages

- Offers to buy or sell outside of eBay

<http://pages.ebay.com/help/policies/rfe-spam-non-ebay-sale.html>

<http://pages.ebay.com/help/policies/rfe-spam-non-ebay-sale.html>

- Member-to-member contact policy

<http://pages.ebay.com/help/policies/rfe-spam-ov.html>

<http://pages.ebay.com/help/policies/rfe-spam-ov.html>

- Avoiding eBay fees

<http://pages.ebay.com/help/policies/listing-circumventing.html>

<http://pages.ebay.com/help/policies/listing-circumventing.html>

- Sending an offer to a buyer

http://pages.ebay.com/help/sell/private_offer.html

http://pages.ebay.com/help/sell/private_offer.html

- Selling with Best Offer

<http://pages.ebay.com/help/sell/best-offer.html>

[http://pages.ebay.com/help/sell/best-offer.h](http://pages.ebay.com/help/sell/best-offer.html)

Related articles

[Private Offers](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=LIVE1892)

[Selling with Best Offer](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1031)

[LP- Other circumvention of eBay fees policy List Practices](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1241)

[Email communication/warning to sellers](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=LIVE2104)

[LP - Contact info in listings policy](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1238)

Other related links

OeS best practices instructional videos

<https://www.youtube.com/playlist?list=PLMV2Cg6FZxxdlQmMSrHgVkSopcyJ8Mczd>

<https://www.youtube.com/playlist?list=PLMV2Cg6FZxxdlQmMSrHgVkSopcyJ8Mczd>

GUIDE.TALKING_POINTS What's the downside of offering to sell an item off eBay?

By offering to sell an item off eBay, there is no buyer or seller protection offered on the transaction.

There is not a consistent post-transaction fulfillment process to see your purchase history, shipping status, tracking, and potentially returns flow.

Sellers who list items on eBay and pay their fees are at a disadvantage to those sellers who would sell such items off eBay.

Why was I warned?

After a review of your account we show that there was messaging sent that could lead to a transaction off-site or that contact information was included within your listing page(s). Please be aware that this type of activity is not permitted.

Why did sellers see an Off eBay Sales notification in the Seller Hub?

In order to maintain a safe and secure marketplace, eBay routinely reviews customer

business practices to ensure they are in line with our policies. We recently did so for our offers to buy or sell outside of eBay policy and a number of accounts were flagged based on behavior that could have indicated off-eBay transactions were being offered. Those sellers received a notification in the seller hub. We are providing this notice as a courtesy to them so they may educate themselves and, if needed, adjust their behavior accordingly.

- Why was I warned in the Seller Hub?
- After a review of your account, we show that there was messaging (M2M) sent that could lead to a transaction off-site or that contact information was included within your listing page(s). Please be aware that this type of activity is not permitted.
- Can I send a customized offer to a buyer (private offer)?
- There is an option for the seller to send a customized offer if your item hasn't sold. Within My Messages (eBay email system) you can customize an offer for a specific buyer for your fixed price listings by clicking send an offer directly to the member at the bottom of the message from the buyer (this is also called Private Offer).
- Can I solicit offers in my listing?
- When you list your item you can select Best Offer to add the ability for buyers to make an offer on your item, remaining on the eBay platform you can accept or counteroffer to reach an agreed price and the buyer can check out through the eBay platform.
- As a buyer, I would like a shipping quote for an item.
- Can I provide the seller my address?
- You cannot provide your full physical address to a seller. It is permissible to provide your city, state/province and zip/postal code as this should be sufficient for a seller to make a shipping quote without providing your actual address.
- eBay fees are too high.
- We charge fees on our site to be able to provide excellent service. We constantly enhance tools and features to more easily assist you as a valued seller.
- Why shouldn't I add fees after the close of a listing?
- Adding fees after the close of the listing creates a bad buying experience.
- Why should I disclose all fees in a listing?
- It is necessary to disclose all fees in the listing for buyers to be able to make an educated decision to bid on or buy an item.
- Why did you edit my listing?

 If we made edits to your listing, it was due to the presence of contact information within it. Contact information cannot be provided within any listing page unless its located in a structured data field. Why did you remove my listing? Offering items directly in this way circumvents eBay listing and final value fees. The items are not covered by our trading services because all details are handled offline and away from the eBay site. Sellers who list items on eBay and pay their fees are at a disadvantage to those sellers who would sell such items off eBay. Why can I not find my listings in search? We reserve the right to reduce visibility for sellers who have exhibited repeated violations of Off eBay Sales. These changes are not permanent, but during the time of your restriction, we will limit the ability for your fixed price items to be located in search. Normal visibility for items will return once your restriction period is completed. Auction-style listings will be unaffected and remain visible. My sales have gone far down. Why is that? If you have a restriction for Off eBay Sales on your account, we reserve the right to reduce visibility of your items for prospective buyers during your restriction period. Normal visibility for fixed price items will return once your restriction period is completed. Auction-style listings will be unaffected and remain visible. For any items that are not visible in search, do you remove these items? Will I still have my sales history? Any sales history you had will still be visible to you in My eBay. These transactions were not removed from the site, and you should still ship any applicable orders. Will a seller on restriction be able to manage resolution requests, returns, print labels, and upload tracking on existing orders? Sellers will still be able to see and service all existing sales as usual. Buyers can still file a claim or return request and leave feedback. Will a buyer who added an item in their watch list still be able to see it and purchase it? Listings will not be hidden from a buyers watch list. They will still be able to see and purchase the item even if its hidden from search results. Will you be refunding any money for items that have been limited in search due to violations?

Credits will not be issued for any listing duration that is affected due a restriction on your account. Why did I not receive a discount for being eTRS this month? Because violation(s) have been observed on your account, your eTRS discount will be removed for the next scheduled standards cycle. Is my eTRS status affected by these removals? Your eTRS has been downgraded to Above Standard due to observed offers to buy or sell outside of eBay. Also, you won't receive your discount for the next standards cycle. If no new violations occur, and you continue to meet all other Seller Standards requirements, at the next regular Standards review cycle, your status and discount will go back to normal after that billing cycle ends. What is the timing of the Seller Standards review cycle? Internal Information See information on Seller performance standards. What should I do if I agree to a local pickup transaction? Will this cause my account to be flagged? Adding local pickup to your listing will not automatically cause your account to be flagged. Provided that the transaction is still taking place through eBay checkout, you will not be in violation. I had a restriction on my account and buyers now cannot communicate through M2M messaging. When you receive a 7-day restriction, we will also remove your ability to communicate through pre-transaction M2M during that 7-day period. (Post-transaction should not be affected.) You will be able to send messages again once your restriction has elapsed, but please do not share or solicit contact information or use messaging to transact outside of eBay. I have a final value fee charged to my account because of a transaction outside of eBay. What is this? If you are a seller, you are liable for transaction fees arising out of all sales made using some or all eBay services, even if sales terms are finalized or payment is made outside of eBay. In addition, if you are a seller and you offer or reference your contact information or ask for a buyers contact information, you may be liable to pay a final value fee for that item, even if the item doesn't actually sell, given your usage of eBay services for the introduction to a buyer.

You can see this fee by going to the Account section of My eBay, viewing your invoice, and clicking on All account activity:
 How was this fee calculated? The final value fee is calculated on the total amount of the sale determined as follows: If the item was listed in auction-style format, then the total amount of the sale is the auction start price, the reserve price, the buy it now price (if applicable), or the price identified between the buyer and seller, whichever is highest. If the item was listed in a fixed price format, then the total amount of the sale is the fixed price or the price identified between the buyer and seller, whichever is higher. What happens if I don't pay this fee? If you haven't paid the amount due by the payment due date each month, late fees may apply. If your account becomes past due, your account may be suspended for non-payment, and you may be responsible for collection and related legal costs. You can learn more about these dates and requirements on our eBay site: http://pages.ebay.com/help/sell/seller-fees.html. I want to appeal the fee you placed on my account. I would be happy to review your account to see if this fee was placed correctly. If we find that it was not, we will credit this fee back to your account. However, if the action taken was correct, you will be obligated to pay this amount. Contact information/links in listings FAQs I use a third-party provider to design and manage my listings, and they assure me that their tools and features are compliant. Do my listings need attention? If you created Good 'til Canceled (GTC) listings or created your storefront before your provider updated their templates, your listings could contain non-compliant content. Third-party providers list GTC listings the first time, and then eBay automatically relists them, unchanged. Contact your provider to learn how they can help you update older GTC listings, draft listings, listing templates, and storefronts. I don't think my

listings link to any third-party sites. Every link I click takes me to an eBay page. Why are my listings being flagged?

- Some common situations are:
- Your template may include a link to view a larger photo, but that photo is actually hosted on a 3rd-party website. To fix this, you can either upload the image to eBay and then link to it as an eBay-hosted image, or your provider can load the self-hosted image into the description template.
- Your template may include code that indirectly links to eBay pages by first linking to a 3rd-party site before redirecting the browser to eBay again. Many third-party providers used this technique in older templates to quickly validate the correct eBay link to use, such as when linking to your other eBay items for sale. Check with your provider on how to update your templates so that they don't perform this redirect.

The application I use inserts their name and logo at the bottom of my listings, and uses a link. Is that allowed?

- Yes, as long as the link is to an eBay-domain page, and the logo does not include contact information such as a phone number, email, or web address.
- eBay provides a number of pages that application providers can use for this purpose.
- The name and logo must not use a link to an outside website (including 3rd-party sites).

Can I use a third-party provider to design and manage my listings?

- Yes.

In fact, eBay has recently released new capabilities to make it even easier for third-party providers to help sellers manage inventory.

- We support and encourage the use of third-party providers.

Without contact information and links to my website, will I be able to brand/personalize my listing?

- You can brand and customize your listings without using external links and contact details.
- You can get many of the same branding capabilities by linking to your eBay store, profile, and other pages that eBay provides to you for this purpose.

My buyer says that there is content removed by eBay.

What does this mean?

- If you are contacted from a buyer who has encountered this, double-check that you are not including a phone number, email address, or link to a site that doesn't directly point to eBay. We will hide any content that contains this information in a

listing. To remedy the situation, simply remove this information from your listing and listing template going forward.

- Talking Points for pre-transaction M2M blocks when contact info is used

A block may be placed on accounts on the 2nd offense or higher (if we've actioned them before). The block means that they are not able to send pre-transaction emails for 7 days. Members are allowed to exchange contact information through ASQ prior to completing a transaction. If a member calls in about this issue, educate the seller that they can provide their phone number through ASQ by opting in through their settings. This will allow any buyer to call with any questions they have. Educate the member on the policy about keeping transactions on eBay. Users may also have their messages blocked for including contact information in either the content of the message, or within an image they have sent.

Why was I warned?

- We observed that contact information may have been sent through M2M messaging. We do not permit contact information to be exchanged prior to transaction completion. Messages that contain such information may not be received by the other party and could be blocked by eBay.

Why was I restricted?

- You were informed that it was not permissible to send contact information through M2M messaging prior to any transactions occurring. Because you attempted to send this information a 2nd time, we've restricted your ability to send M2M messages for 7 days.

Is my account otherwise affected?

- No. You may continue to buy and sell as normal, but you cannot exchange M2M prior to any transactions for the next 7 days.

I would like to appeal this restriction?

- We can lift the restriction only in cases where it was incorrectly placed because contact information is not being exchanged. You will need to wait the full 7 days prior to sending any other pre-transaction M2M messages.

Contact info hidden in listings (obfuscation) and Seller Hub notification

- If a seller includes contact information in a listing, eBay will hide or otherwise remove this content from being displayed to prospective buyers. The information will remain hidden until the seller removes it from the listing(s). Depending upon the type of contact information found, this information will be hidden in different ways or not hidden at all.

 My messages do not contain any contact information We recommend that you try to avoid sending any messages or images that could be construed as containing contact information. We recommend that you try to avoid sending any messages or images that may include manufacturer and support contact information even when this information is located on the item. If a seller is asking why a buyer has reported that information is hidden in their listing, follow these steps: For teammates with a Yubikey, there is a tool that will help tell you why a specific listing is being flagged and what the violating content is. This can be accessed <http://www.lvsstats.stratus.ebay.com/app/index.html#/itemutils> at
 <http://www.lvsstats.stratus.ebay.com/app/index.html#/itemutils>. Copy the item number in question, paste it into the blank field and select Detect Patterns. The tool will display the result of why the listing was flagged. For the below example, its due to the presence of a link found in the listing. The seller should remove this link from their HTML to become compliant. Instruct the seller to remove this content in order to become compliant. They should also be able to see if any other items need their attention through their Tasks section in the Seller Hub. What will be hidden Phone numbers and email addresses

For some buyers, any phone number or email address that is identified will be replaced by text indicating that it has been removed by eBay. Sellers may be contacted by buyers, asking about this. The seller should review their listing(s) and remove any references to phone numbers and email addresses to become compliant. </h2>