QUICK START GUIDE

The Quick Start Guide offers newly approved service providers a guide to assist with completing the setup of their Selling Services on Amazon account. Business Owners, or Administrative roles such as Office Managers, Dispatchers, and Bookkeepers are the primary beneficiaries of this information.

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WELCOME

Congratulations on your application approval! Now, you'll need to complete the setup of your business account in Seller Central.

What You Need to Get Started

Before you get started, make sure you have these items available:

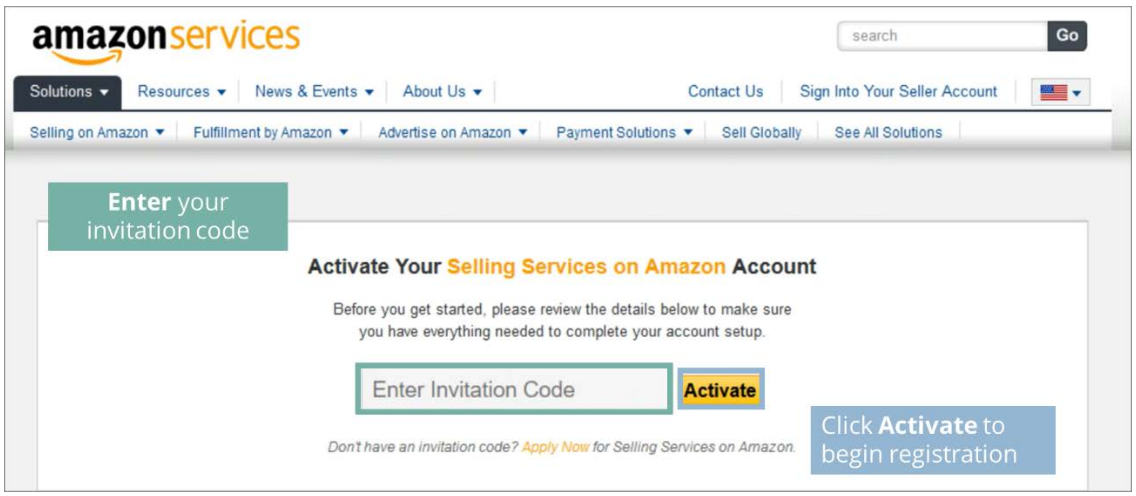
- ❑ **State/Local Business Registration Number**. This is the registration or UBI number on your business license. It is not your EIN or Tax ID number. If you do not have a business registration number, leave this field blank or enter N/A.
- ❑ **Valid credit card**. The credit card information is used for identify verification. You will <u>not</u> receive any charges against this card.
- ❑ **Insurance Information.** You may be required to have General Liability Insurance, as well as Worker's Compensation insurance and/or automotive insurance, depending on your state and profession.
- ❑ **Legal Names and Email Addresses of your staff.** You will need to input the staff you want to access your account and that will be servicing jobs into Seller Central. In addition, you will need to process all in-home technicians through a background check.
- ❑ **Addresses for your stores** (if applicable). If you have stores, you will want to input all of them so customers can find the location closest to them. Do not add PO boxes for store addresses.
- ❑ **Licenses.** Make sure to have the ID number and expiration date of your relevant licenses.

ACCOUNT REGISTRATION

Access your approval email and click the **Activate** button to access the Account Invitation page and activate your account.

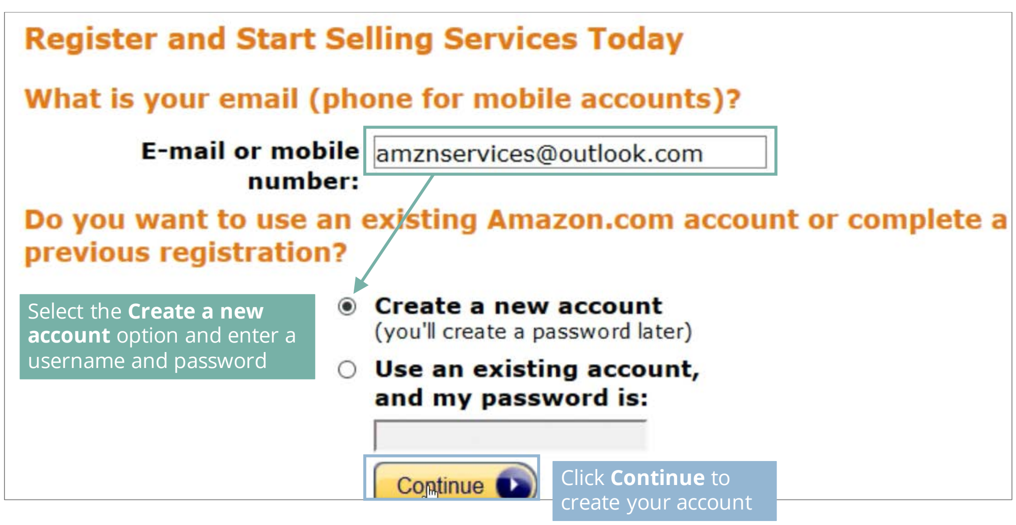
Enter Invitation code

From the Account Activation page, enter the invitation code you received to activate your account. If you can't find your invitation code try the e-mail address you used to apply.



Create a New Account

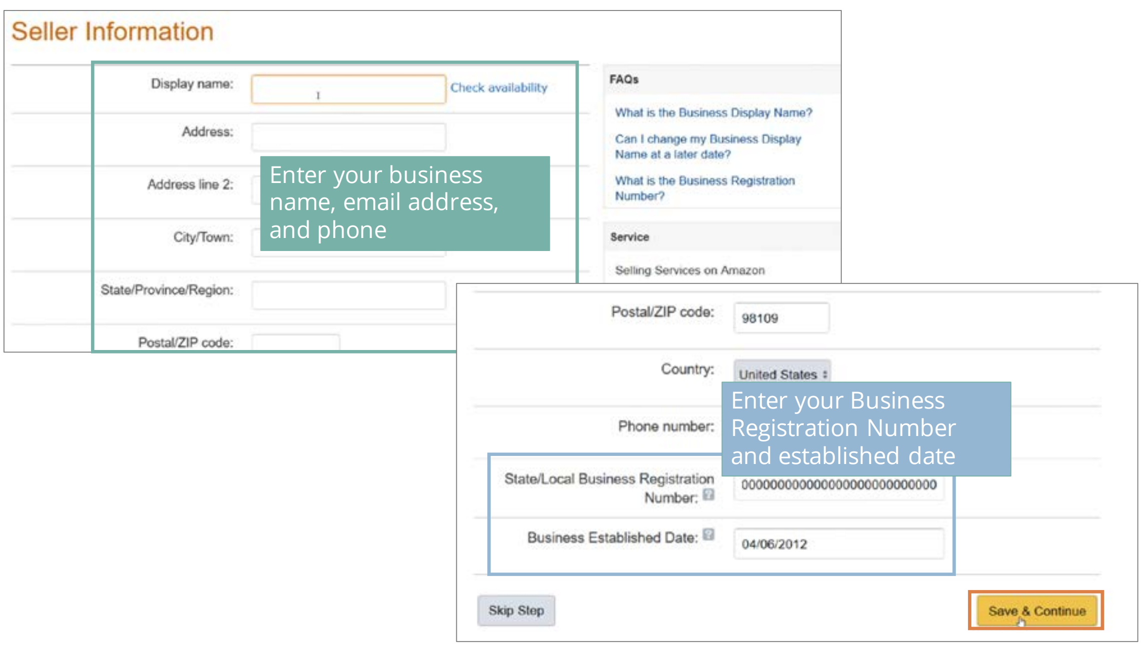
You cannot use a previous Amazon Seller Account; you will need to create a new account for your business. Select **Create a new account** to begin the account creation process. After you have created your account, or signed in, you will be taken to the Seller Agreement page.



Enter Seller Information

Enter the following information on the Seller Agreement Page:

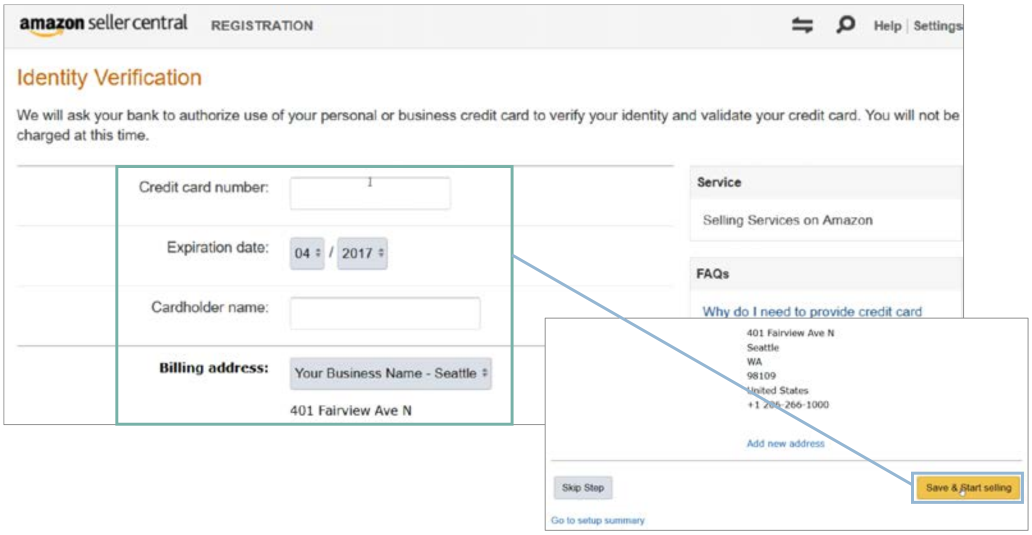
- ❑ Enter your business name. This is your legal entity and is NOT customer-facing. You cannot use Amazon in your Display name. Doing so will cause your account to be flagged and suspended.
- ❑ Read and accept the terms and conditions of our legal agreements.
- ❑ Click enter to progress to the **Seller Information** page.
- ❑ Enter the display name, address, and phone number of your business. This information will be displayed to customers. The display name has to be unused by another Amazon account. If your display name is taken, select the "check availability" link to explore other options and try adding a piece of punctuation such as a period or an extra space to distinguish your display name. Display names can be edited in Settings after registration.
- ❑ Enter your Business Registration Number. You can find this number on your state or local jurisdiction registration certificate. We use this number to verify that your company is a valid entity.
- ❑ Click save and continue to begin the Identity Verification process.



Identity Verification

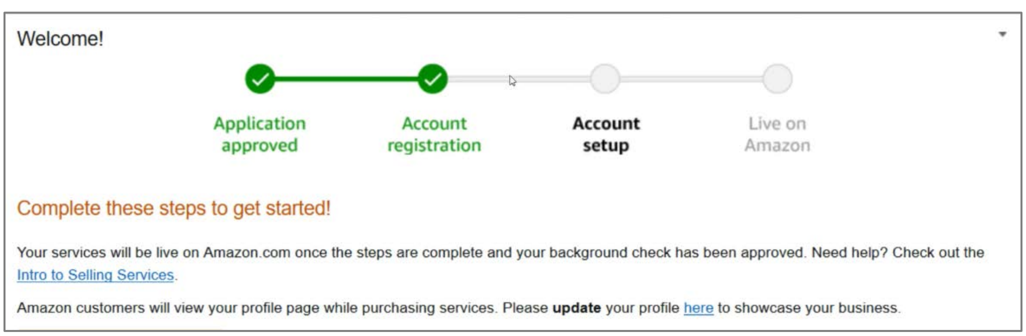
Complete the following Identity Verification steps:

- ❑ Add valid credit card information. The credit card information is used for identify verification and a fraud check. You will not receive any charges against this card.



Registration Complete

Your account is now registered! Remember, the business background check is processing and your approval status will be shown on the Seller Central Home page once it is available.



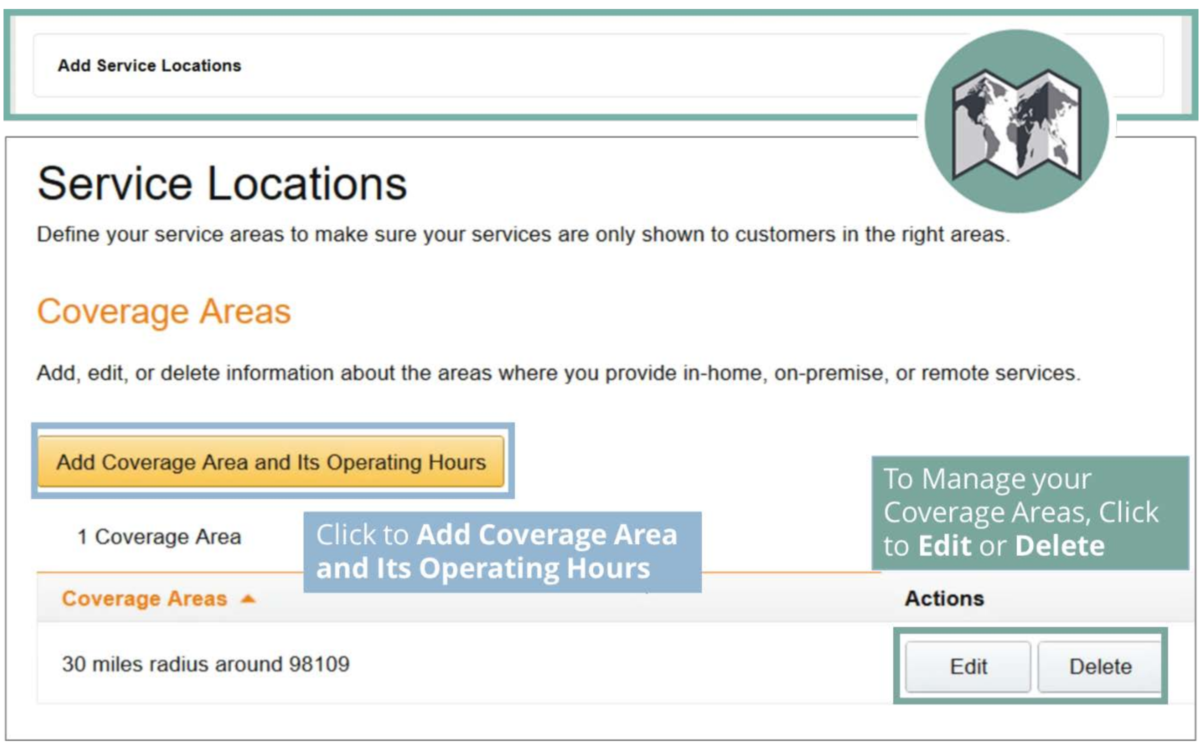
ACCOUNT SETUP

Your account setup tasks appear on your Seller Central Homepage. Before your services can be purchased by customers and are live on Amazon, you will need to complete the following account setup tasks:

- ❑ Add Service Locations, or coverage areas
- ❑ Select Your Services
- ❑ Add Staff
- ❑ Download the mobile app
- ❑ Access your business background check status

Service Locations

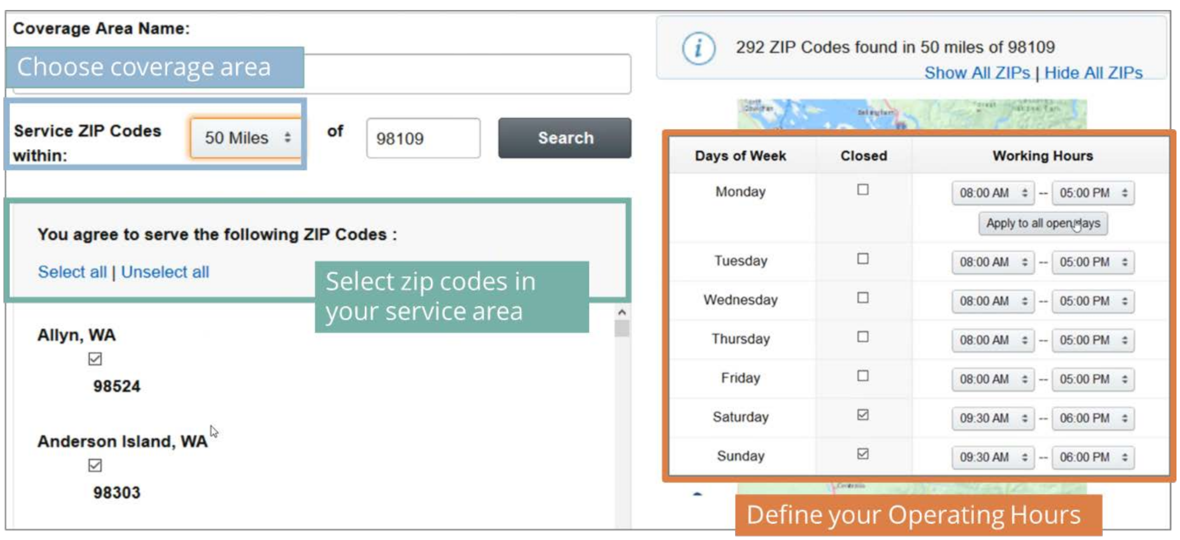
Coverage areas allow you to define where you offer your services. Only Amazon customers in your coverage areas will be allowed to see and buy services from you on Amazon. An initial Service Location will be pre-populated with a 30 mile radius around the zip code you used to register your account. Click the **Add Coverage Area and Its Operating Hours** button to review, confirm or edit your Service Locations' coverage areas and operating hours. You can manage your coverage areas by selecting **Edit** or **Delete** in the actions section of the Service Locations page.



Add/Edit Coverage Area

Complete the following steps to define and manage your Coverage Areas. Learn more about how to [Add/Edit Coverage Areas](#) in Seller Central Help. Your Coverage Area information will be pre-populated based on the information provided on your application. Please review, confirm and add, or edit your coverage information by completing the steps below:

- ❑ Click **Add Coverage Area** on the Seller Central home page to define your service areas.
- ❑ To edit your pre-populated Coverage Area click **Edit** to the right of the Coverage Area Name and you will be able to change the zip code that will be the center of your radius and the number of miles between 5 and 50.
- ❑ To add new or additional Coverage Areas click on **Add Coverage Area and it's Operating Hours**. Select the zip code at the center of your radius and use the drop down men to select the number of miles.
- ❑ Select your **Operating Hours** and days. If your services are offer-based customers will only be able to request appointment times within the hours you've selected.

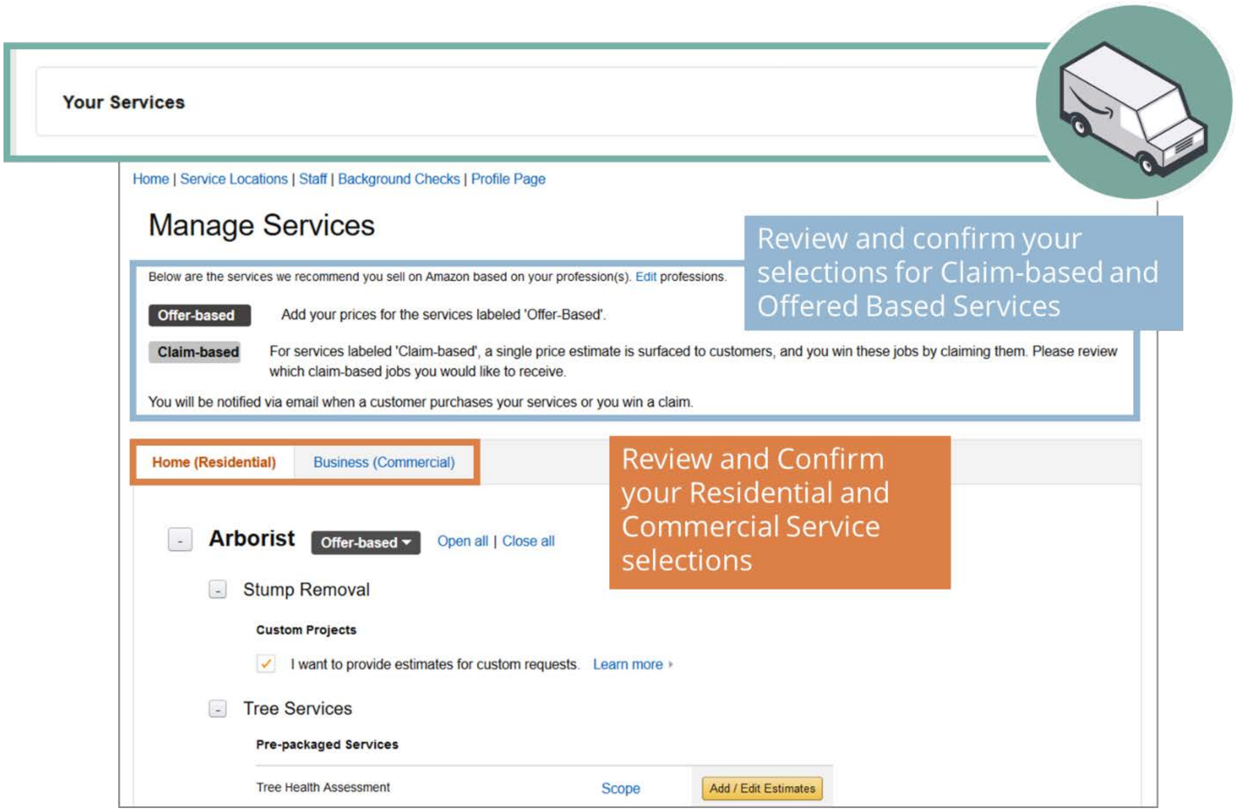


Note: When adding a new In-Home Coverage Area, you must add any pricing for services in that area before those services will be available online.

Pro Tip: You can create multiple In-Home Coverage Areas, allowing you to offer different prices for services based on the location. Additionally, larger coverage areas will offer your services to more customers, so make sure you are optimizing your service coverage areas.

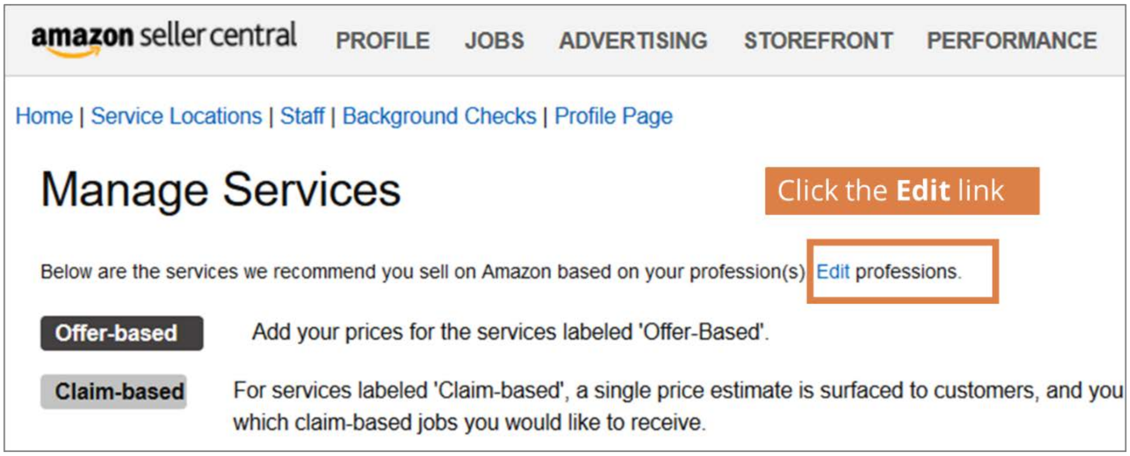
Select Your Profession(s)

Define your service offerings by selecting the profession(s) and the services you would like to offer to your customers. Your Professions information will be pre-populated based on the information provided on your application. Please review, confirm and select, or deselect your profession information.

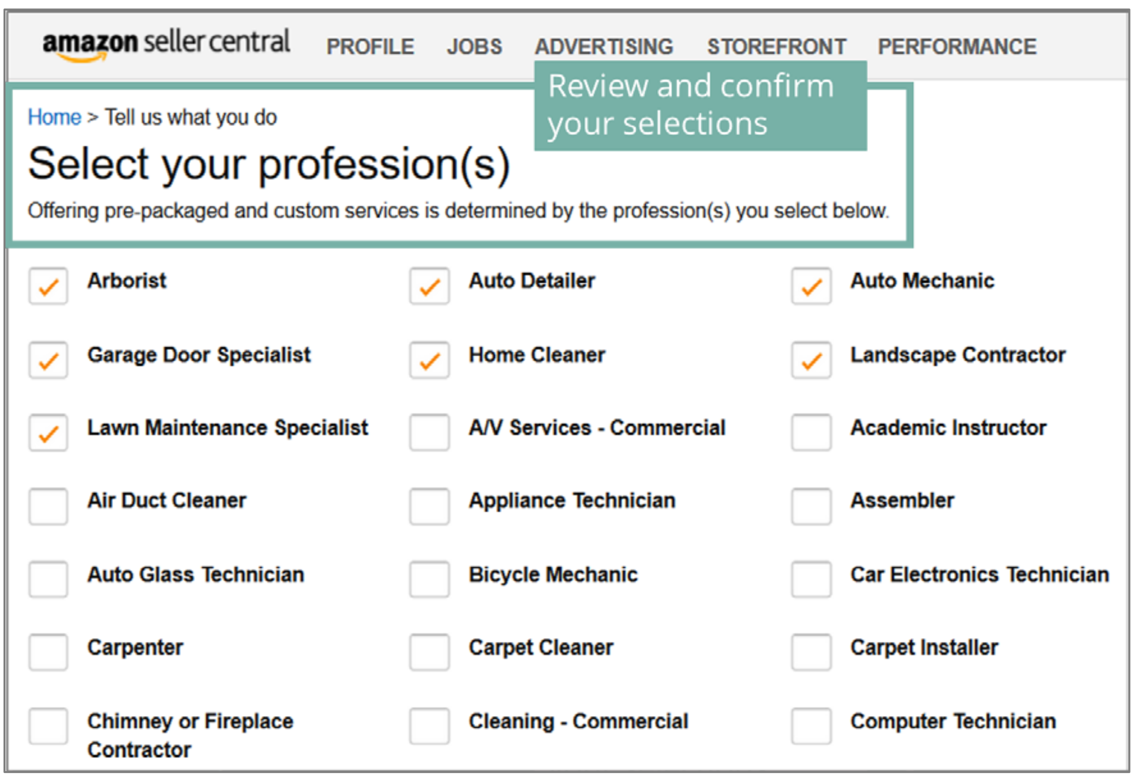


To view your service and profession selections, complete the following steps:

- From the Seller Central home page, click on the **Manage Services** option from the dropdown menu.
- From the Manage Services page, click on the **Edit** link on the top of the page.



- Select or, deselect your services and professions.



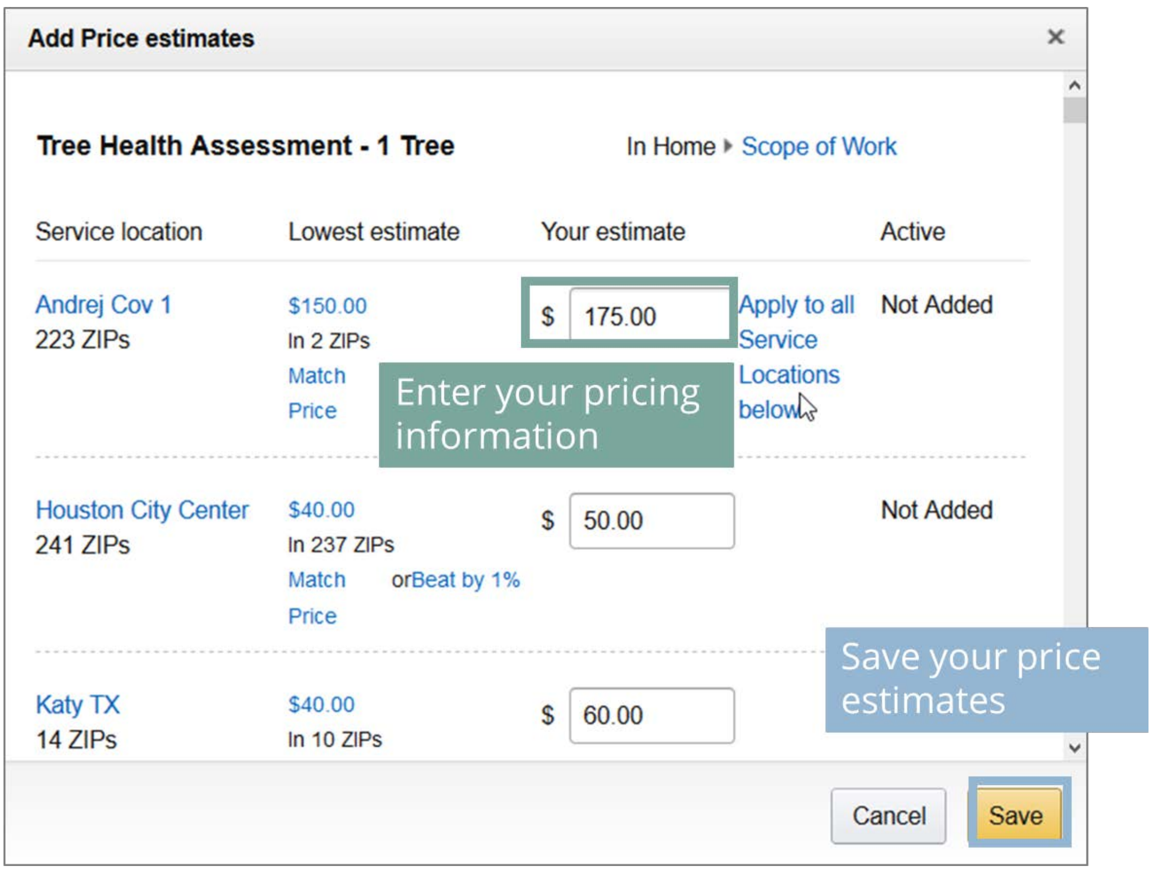
Add Price Estimates

Offer-based Jobs and Pricing

Offer-based jobs are purchased by Customers on Amazon by selecting a specific Pro and appointment preferences. For these jobs, Pros set the price estimate upfront. Pros receive these jobs via email and work with the Customer to confirm a final appointment day and time.

If you provide offer-based services, you will need to:

- ❑ Click the **Add/Edit Estimates** button to the right of each profession listed.
- ❑ Enter your prices in the **Your estimate** boxes. Make sure to scroll all the way down each section as many services have multiple variations.
- ❑ Make sure to **Save** your pricing information.

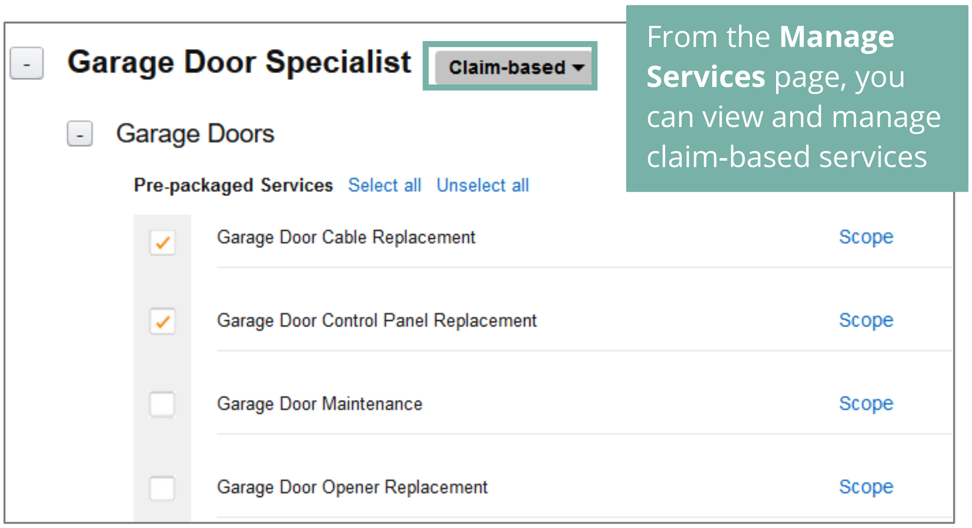


Claim-based Jobs and Pricing

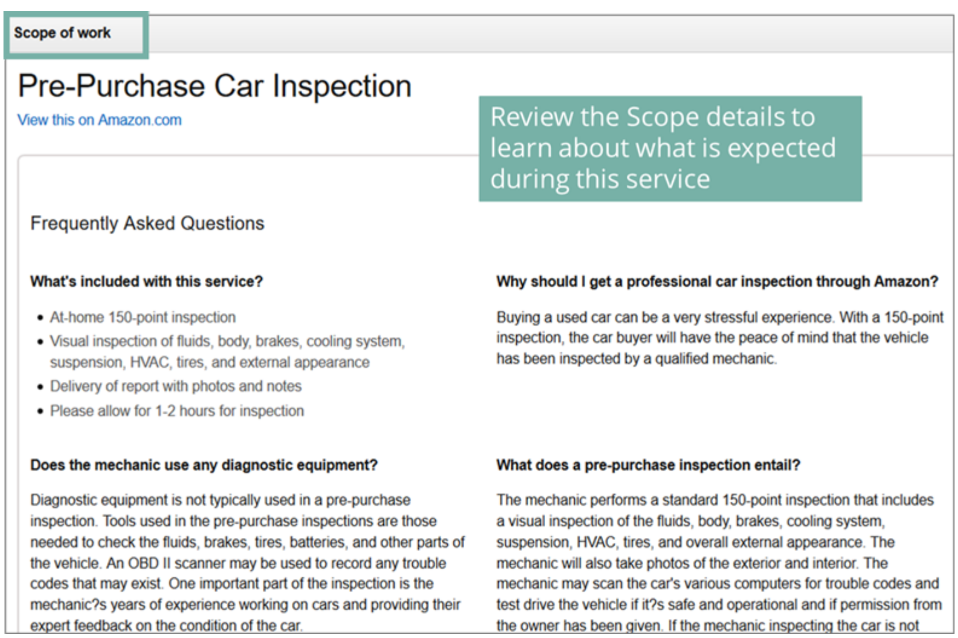
Claim-based jobs have pre-defined scopes of work, and a single price estimate is surfaced to customers. The customer sets the appointment date and time. It is important to note that multiple providers must opt-in to a service before you start receiving claims.

If you provide claim-based services, you will need to:

- ❑ Select or, deselect your services and professions.

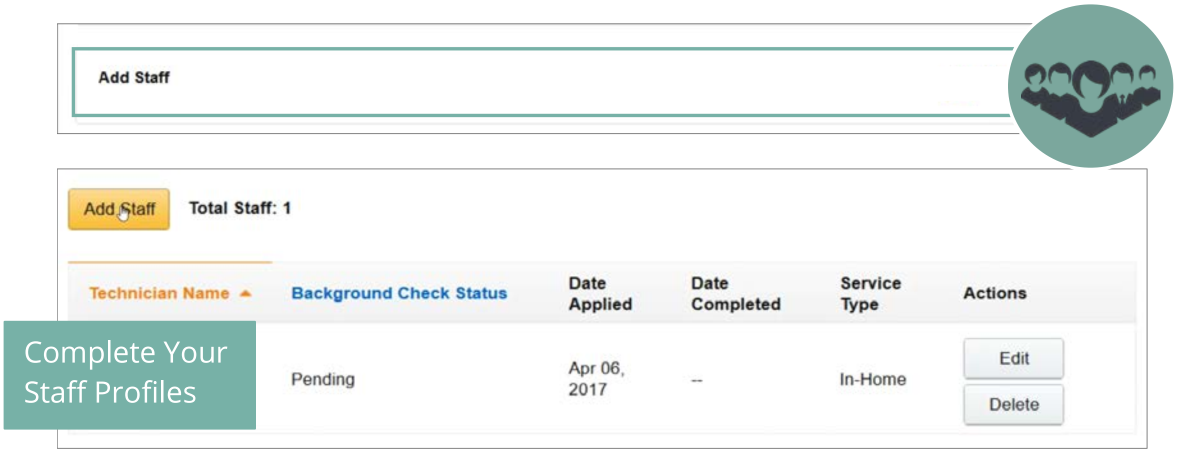


- ❑ Review the Scope of Work for the services you are opted into to learn what is expected during the service.



Add Staff

Before you can start receiving jobs from Amazon, you'll need to Add Staff Profiles. Anyone that will be servicing jobs from Amazon customers must be added. The process has been started for you, but you'll still need to go in and complete your staff profiles.



Complete the following steps:

- ❑ Click on the **Add Staff** button.
- ❑ Enter the **legal first/last name** and **e-mail address** for each staff member.
- ❑ **Add Photo** to each staff member's profile (required).
- ❑ Check the box(es) for **What does this person do?** To indicate if your staff will claim, assign or perform jobs.
- ❑ Check the box(es) for **Where do they do their job?** To indicate if your staff will visit customer's homes or work in-store only.
- ❑ Check the box(es) for **What jobs can this person see?** To indicate what job information you want your staff to access and manage.

Note: All staff who will visit customer homes will need a current, headshot photo assigned to their profile in addition to completing a criminal background check before they are eligible to complete jobs. The Technician Photo Verification feature is available through the Selling Services on Amazon mobile app. This step helps us build trust with customers by letting them know who which technician is assigned to their in-home service order and will be arriving at their home.

Technician Background Check(s)

The In-Home technician background check may take up to 2 weeks to process.

Technician Status

Technician Name ▲	Background Check Status	Date Applied	Date Completed	Service Type	Actions
Technician #1	Pending	Aug 13, 2016	--	In-Home	Edit Delete
Technician #2	Approved	Aug 13, 2016	Aug 16, 2016	In-Home	Edit Delete

Pending: the Technician has been entered into Seller Central and will be sent an e-mail to complete a background check from Accurate Background.

Approved: the Technician's background check has been approved and the individual is able to complete jobs from Amazon

Delayed: the Technician's background check is pending indefinitely due to an unresolved legal matter. Once the legal matter has been resolved the status will update.

Failed: the Technician's background check was not approved and this individual is NOT able to complete jobs from Amazon.

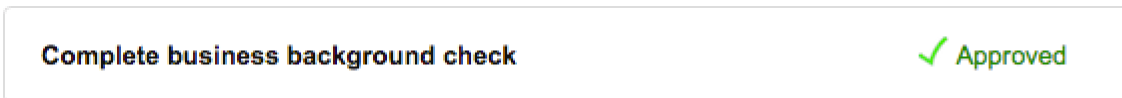
Business Background Check Status

Your business background check is automatically started when you complete your registration. The business background check typically takes 1-3 days, but if we are unable to complete your background check based on the information provided during registration, you may receive an email requesting more information.

To view the status of your business background check, click Settings in the top right of Seller Central, select Service Provider and click the View button in the Background Checks section.

Pending Status
This means your business background check is currently being reviewed. This can take up to 48 hours to complete.

Approved
This means your business background check has been completed and meets our business requirements.



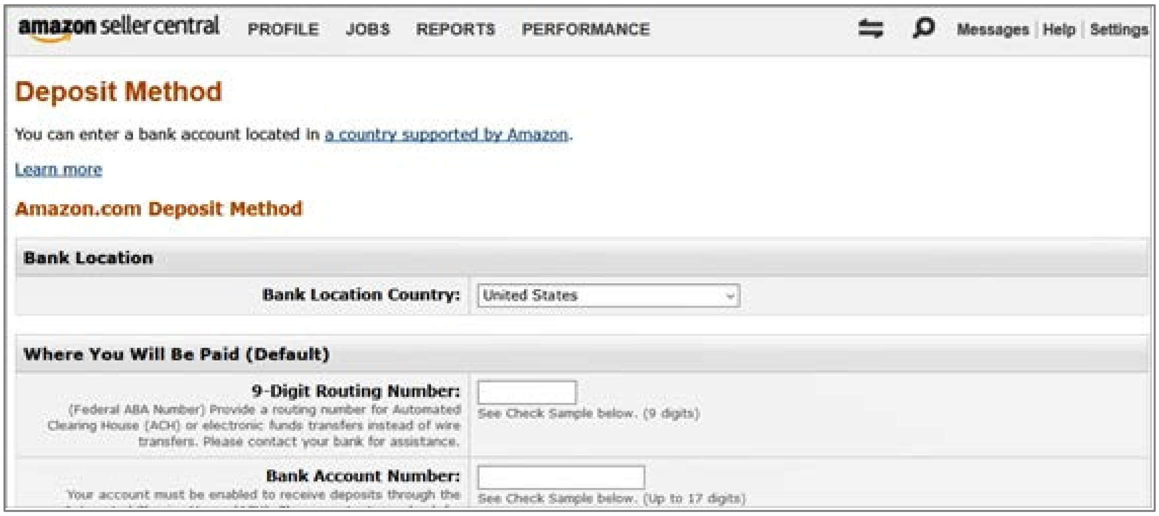
Not Approved
This means your business background check was not approved and does not meet our business requirements.

Documents Required
This means we were unable to complete your business background check and additional information is needed. Please send 2 of the following documents to vas-bg-needinfo@amazon.com. Once submitted, please allow up to 48 hours for review.

- A past invoice with your current business address
- A utility bill with your current business address and within the last 60 days
- A copy of your business license
- A copy of your professional license (if applicable)

Add Deposit Method

To receive payments for completed jobs, you must specify a bank account. We cannot transfer funds to a credit card or online payment system, such as PayPal. Before you can add a bank account, you must have a business address associated with your seller account.



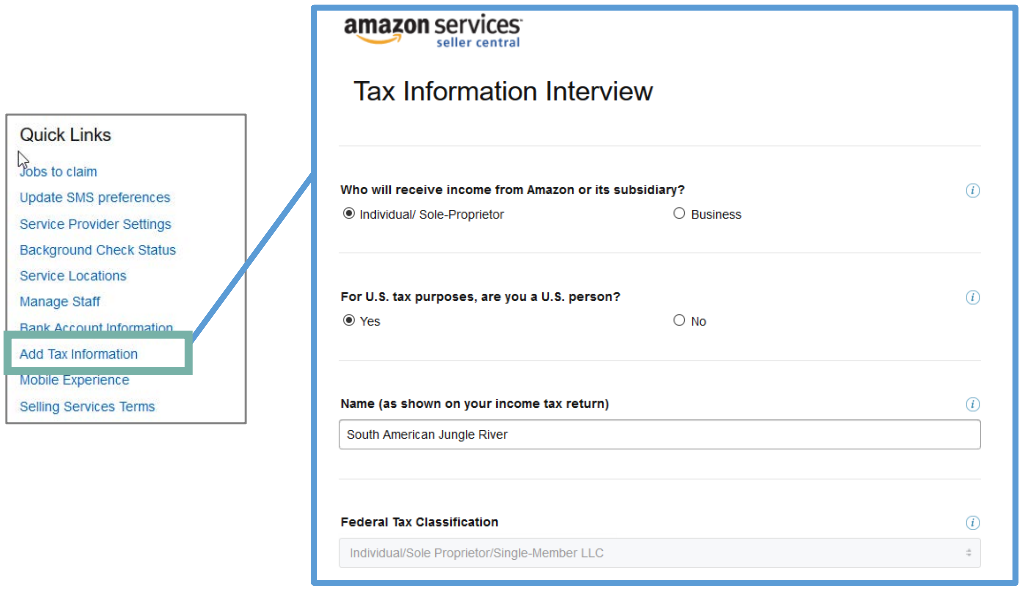
Note: There is a mandatory 3-day security hold before any changes to bank account information can take effect. Transfers of funds cannot be initiated until after the hold period, which begins on the date you provide your bank account information.

To add your bank account information, complete the following steps:

- ❑ Go to **Settings**, and then click **Account Info**.
- ❑ On the **Seller Account Information** page, under **Payment Information**, click **Deposit Methods**.
- ❑ Next to **Deposit Method**, on the right side of the page, click **Edit**.
- ❑ Next to the appropriate marketplace, click **Edit**.
- ❑ Click **Use a new bank account**.
- ❑ Using the drop-down list, select your **Bank Location Country**.
- ❑ Enter the information requested in **Where You Will Be Paid**.
- ❑ If you selected a country with a currency other than the marketplace you are selling in, go to **Currency Conversion Payment Agreement**, click **Agreement**, and read the agreement.
- ❑ Check the **Currency Conversion Payment Agreement** box to accept the terms of the agreement.
- ❑ Click **Submit**.

Tax Information Interview

- ❑ We recommend completing the *Tax Information Interview* by visiting the [Add Tax information](#) **Quick Links** section on your Seller Central Homepage.

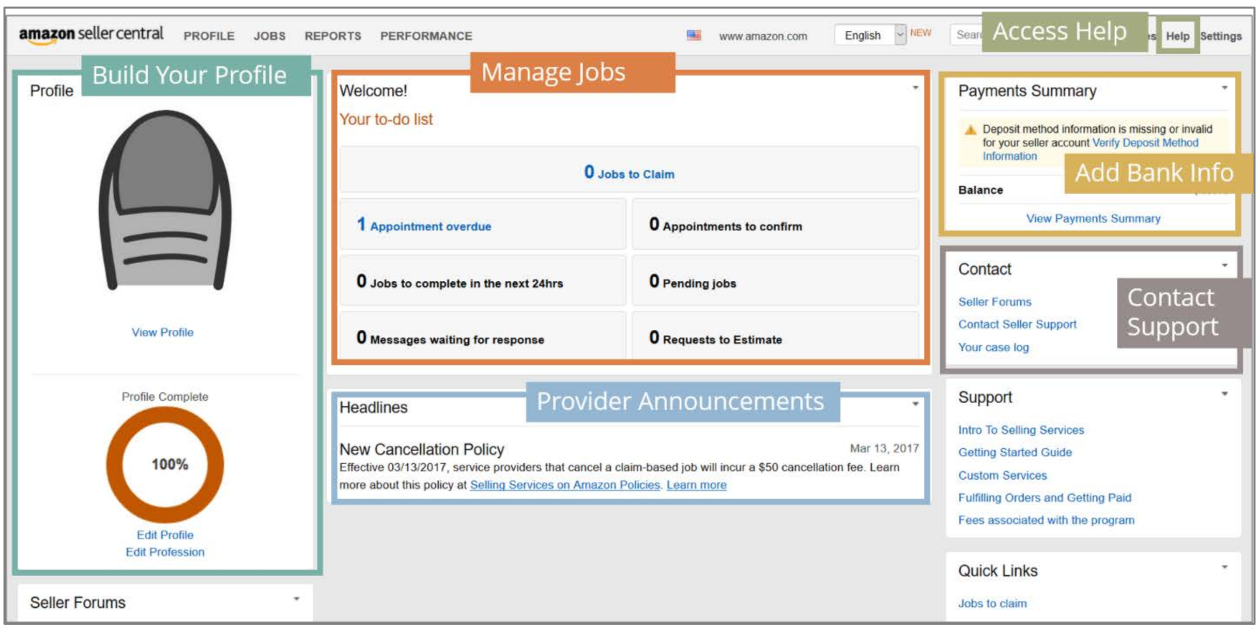


LIVE ON AMAZON

Navigate Seller Central

Now that your account is live on Amazon.com, you will want to learn how to navigate Seller Central. Get started by completing the following steps:

- ❑ Access Seller Central Help.
- ❑ Locate Seller Support and Quick Links from Seller Central home page.
- ❑ Confirm you have entered your bank information from the Payments Summary.
- ❑ View current provider announcements featured in the Seller Central Headlines section of the home page.
- ❑ Visit **Your to-do list**, the area where you will manage your jobs.
- ❑ Confirm you have a completed business profile.



Build Your Profile

Use your Profile Page to advertise your business operations, qualifications, history and performance to millions of Amazon customers.

Complete the following steps to build your profile:

- ❑ Click on **Edit Profile** near the bottom of the Profile section located on the left side of your Seller Central home page.
- ❑ Add your logo as a **Thumbnail Image**, a small image that will appear with your business listings on Amazon.
- ❑ Tell your story to customers in the **About Us** section of your profile.
- ❑ Define any additional areas of expertise to share with customers in the **Specialty Skills** section of your profile.

Images: Images help brand your business and provide visual clues to customers.

Thumbnail Image is a small image that will appear with your business listings on Amazon. Pros typically use their logo or an appropriate image representative of their business.

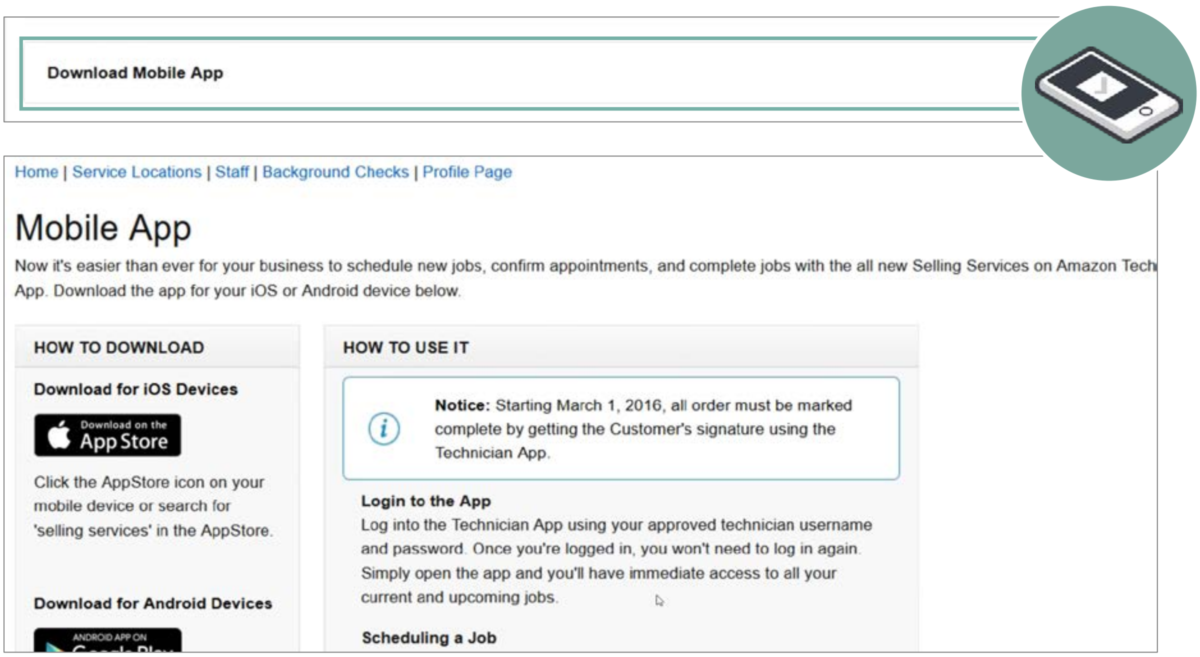
About You: Use this section to tell your story to customers in your own words. Include your business details, history, past accomplishments, certifications and unique aspects that differentiate your business from competing providers. Information you provide will be displayed below your thumbnail image on your profile page. Enter your story on the About You page and click Save. Your story can be up to 4000 characters in length.

Specialty Skills: This section lets you advertise your areas of expertise to potential customers in a clear and concise manner. Your skills will appear in a bulleted list on your profile page below the Specialty section.

Download Mobile App

You will complete jobs using the Selling Services on Amazon mobile app. Before you can start receiving jobs, you will need to:

- ❑ Watch the video: [How the Selling Services on Amazon Mobile App Works]
- ❑ Download the Selling Services on Amazon Mobile App
- ❑ Enable mobile notifications
- ❑ Once you have installed the app on your mobile device, log in using the Username and Password associated with your Technician.

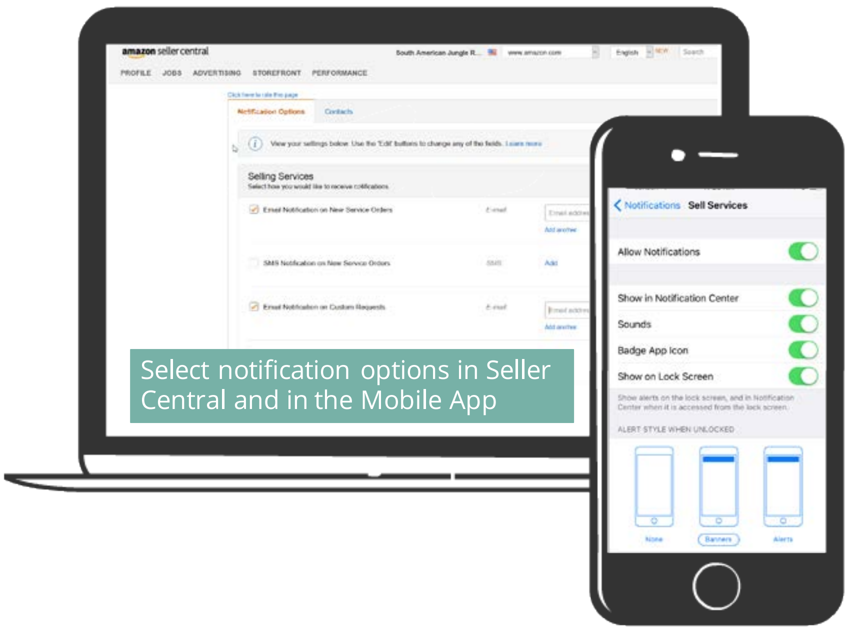


Enable Mobile Notifications

To receive real-time notifications for new Custom Projects or Claim-based Jobs, make sure you have notifications enabled for the Selling Services on Amazon app. Notifications should be enabled as a default when you download the app. To confirm notifications are enabled please follow these steps.

How to [Enable Mobile Notifications (iOS)]():

- ❑ From your device, go to **Settings**.
- ❑ Select **Notifications**.
- ❑ Select the **Selling Services on Amazon** app.
- ❑ Make sure **Allow Notifications** is turn **ON**.



From Seller Central, select and manage how you would like to receive notifications such as email summaries, daily appointments and new service orders.

How to Manage Notification options in Seller Central:

- ❑ From your Seller Central Homepage, go to **Settings**.
- ❑ Select **Notification options**.
- ❑ Select the **Edit**, then check or uncheck the boxes for the notification types you wish to receive.
- ❑ Select **Save** to update your new notification preferences.