

eBay Gives



eBay Takes Away



eBay Early Seller Update February 2019



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I Love To Be Selling



eBay's newest update has a lot of good news for sellers.



But buried in with the good, is a big change you want to pay attention to. The theme to this newest update is "get it sold." In the update eBay gives quite a bit to sellers, and eBay also takes away.





Let's start with what eBay gives to sellers. In eBay's earning call for 3rd quarter 2018, eBay CEO Devin Wenig spoke briefly about new and improved seller tools coming out. We've already seen some.



Volume Pricing

was released in November of 2018. Currently sellers can offer discounts to buyers on multi quantity listings of a single product.





Almost simultaneously to Volume Pricing appearing, **Send Offer To Watchers became available**. In its beginning roll out sellers could send offers to watchers on single quantity items with Best Offer on them. With eBay's new update this tool is now called **SEND OFFERS TO BUYERS**. **Sellers can send offers to Watchers with BEST OFFER NO LONGER REQUIRED.** This is being rolled out to ALL sellers. eBay reports sales success for buyers using this tool.

This is an option that helps you get more sales. You the seller are in charge of it. You send the offer. You set the price.





PROMOTE

Here is information on
[Promoted Listings](#).



Reminder, **while we're on the topic of driving sales. eBay's paid search Promoted Listings is now available to ALL sellers in good standing.**

[Announcement](#).





Further good news for sellers is continued improvements to [eBay's Seller Hub](#). Sellers will note eBay now offers them an edit function from "Active Listings". Click Price, Quantity or Custom Label field(s) and you'll see a pencil or edit function appear. Sellers can now quickly edit many fields of their item without clicking "revise".

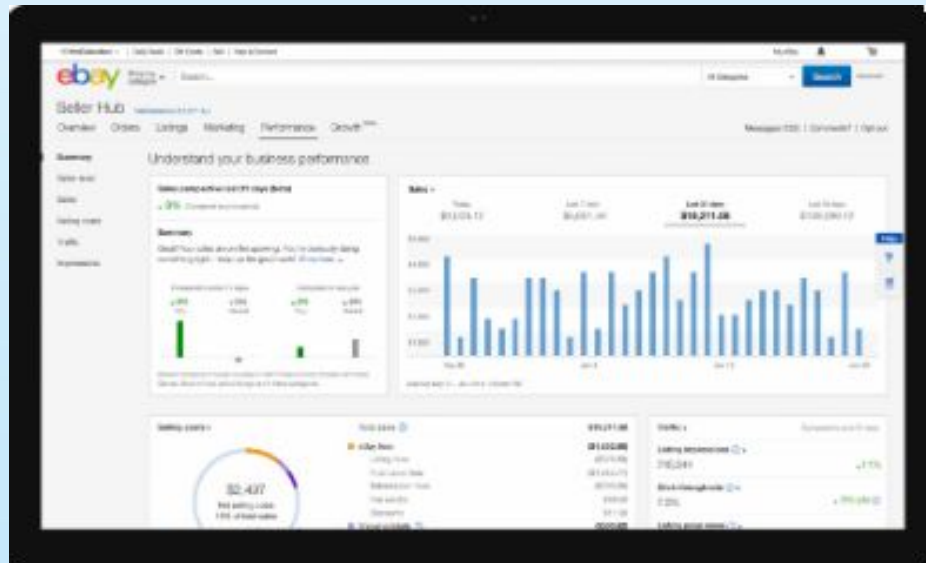


This has been in beta, and will now roll out to all sellers. Well done eBay! **This new functionality saves sellers precious time.**





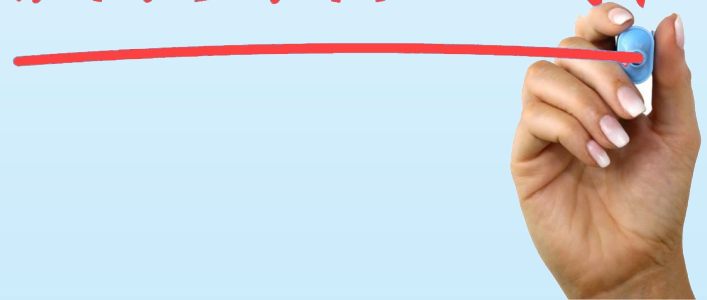
eBay makes getting sale reports easier for sellers. As of March, in Seller Hub you'll be able to quickly download a CSV, Excel file for your business. This includes a field on [SALES TAX](#) collected by eBay on your behalf.





eBay Inventory updates are going live. Product Based Shopping is re-emphasized by eBay. eBay speaks to the HUGE importance of using pertinent item specifics. Item specifics are crucial in items ranking in search and being shown to relevant shoppers. **eBay reports if sellers use 5 or more key item specifics THEIR CONVERSION RATE CAN INCREASE SIGNIFICANTLY.**

INVENTORY





Item specifics are details about the item you are selling, such as brand, size type, size, color, and style. These details appear at the top of your listing description, in a consistent format, making it easy for buyers to get the facts about your item.

Advantages to including item specifics

When you create your listing, we suggest item specifics based on the category in which you're selling your item. By providing the recommended item specifics, you make it easier for buyers to find your listing and make an informed purchase.

- **Item specifics tell buyers about your item.**

Item specifics are shown at the top of your description, telling buyers exactly what you're selling. They make the basic facts about your item clear and accessible, helping buyers make a purchase decision.

- **Item specifics help buyers find your item.**

The item specifics that you select can [make your listing more relevant to a buyer's search](#).

The **Refine search** column, located on the left side of the search results page, lets buyers further narrow their search based on popular item specifics.

Tips for selecting item specifics

When selecting item specifics, keep these tips in mind.

- Provide as many recommended item specifics as possible.
- When selecting item specifics (such as your item's color, size, or style), try to choose from the options we provide.
For example, if your item's color is mostly red, choose "Reds" as the color and select from one of the recommended values for **Shade**, rather than providing a custom color.

eBay states it's focusing on item specifics, rather than pushing sellers to adopt catalog. According to Senior Staff CATALOG LISTING IS NO LONGER MANDATED. PERIOD. Sellers may find listing with Catalog is faster for them,

The importance of Item Specifics was initially spoke of in the Summer 2018 update. It is re-emphasized now





Item specifics are keywords. It can be overwhelming to understand what is a keyword and how to find the best keywords to get your eBay listings sold. **I've spent hours and hours researching this topic specifically for eBay sellers, so you don't have to.** My expert findings are right at your fingertips in **Keyword Domination To Explode eBay Sales**. Click [HERE](#) to get yours.





As promised in eBay's Summer Update 2018 "New Other" is going live as an item condition. For Electronics, Home & Garden, Health & Beauty and Musical Instruments the current "New Other", in March becomes "Open Box".



In Business & Industrial "New Other" will be "Used-Like New".
No biggie here.

This change helps shoppers and sellers, as the item condition is clearer.





HUGE good news. [Terapeak](#) is coming to eBay store subscribers!!!! eBay store subscribers from Basic on up will get a complimentary subscription to Terapeak soon. For now this data will not be in Seller Hub. Rather store subscribers will get login information for Terapeak.

Look for an email early March with details on this awesome opportunity for sellers. As of now it's not clear how far back the data goes.

It's also unclear for sellers that pay for Terapeak what refund if any is coming their way.





Sales tax for sellers. Since January eBay is adding states that it automatically collects and remits sales tax for sellers. eBay looks to add better reporting on this for sellers.

<https://www.ebay.com/help/selling/fees-credits-invoices/taxes-import-charges?id=4121>





eBay sales tax collection

Based on applicable tax laws, eBay will calculate, collect, and remit sales tax on behalf of sellers for items shipped to customers in the following states:

State	Effective Date	Additional Information
Minnesota	January 1, 2019	Minnesota Small business exemption - Minnesota has enacted a small business exemption for out of state unregistered sellers whose taxable retail sales into Minnesota are less than \$10,000 in the previous 12-month period. These sellers are not subject to the Minnesota marketplace tax laws, and eBay will not be collecting sales tax on these transactions.
Washington	January 1, 2019	Washington
Iowa	February 1, 2019	Iowa
Connecticut	April 1, 2019	Connecticut
New Jersey	May 1, 2019	New Jersey
Alabama	July 1, 2019	Alabama
Oklahoma	July 1, 2019	Oklahoma
Pennsylvania	July 1, 2019	Pennsylvania

Prior to the effective date, you should continue to collect and remit tax in these states if required. Additional states will be added to this list at a later date.

Once eBay starts to collect tax in the above states, no action is required on your part, and there will be no charges or fees for eBay automatically calculating, collecting and remitting sales tax. The collection process will apply to all sales, whether the seller is located in or outside of the United States.

When a buyer purchases an item on eBay, and the ship to address is one of the above states, eBay will calculate and add the applicable sales tax at checkout. The buyer will pay both the cost of the item along with the sales tax. eBay will collect and remit the tax.

Sellers are not able to opt out of selling items into the states listed above or opt out of eBay automatically collecting sales tax.





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eBay takes away. In eBay's Spring Seller Update of 2018, return options for sellers was streamlined. **Now eBay is streamlining listing options.** 3, 7, 10, and 30-day duration listings will no longer be available to sellers IN FIXED PRICE LISTINGS.

~~3, 7, 10, 30~~

Short duration listings ARE still an option for AUCTION listings.
So, why is eBay removing short term fixed price listings?





Basically it boils down to Google search. Often it can take up to 30 days for items to get picked up by Google search. Short-term listings can miss out on this. So that means eBay is feeding Google and other search engines listings that vanish quickly. Additionally short term listings can frustrate shoppers who see listing and then go back later the listing is gone as it has ended and may or may not be relisted.





Not all sellers immediately relist items that end. **If you do social media for short-term listings, you are creating posts where the shopping link will go dead.**

If you post an item on social media, which the listing ends, so does the link to your product! **If a shopper clicks your social media post, eBay redirects them to an active listing for that product.** The live listing eBay shows the shopper MAY NOT BE ONE OF YOUR ITEMS!!!! Many sellers use GTC, so this doesn't happen to their social media posts.





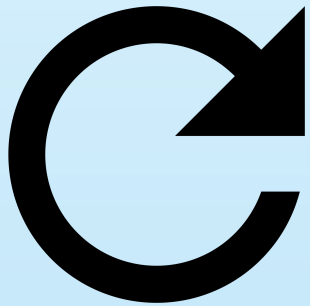
So, let's say you use short duration listings. What can you do with eBay's new rule? Some sellers like short duration as they revise their listing when it ends as they relist it. There are those who feel this keeps their listing more fresh than their competition.





With eBay's new rules you have a few choices. 1- List. Every 30 days or so end the GTC listing and relist with tweaking you like.

25	26	27	28	29	30	31
					END	



OR 2- Keep the GTC listing live, and simply do a heavy revision. Doing this you keep any social media links live, but you "refresh" perhaps your keywords, item specifics, and description.





Some claim that by relisting as a fresh listing every 30 days or less, the product shows in eBay search more predominantly as "newly listed". Showing as newly listed is good. **However eBay's default search is Best Match.**

Ranking well in Best Match is VERY advantageous to sellers. Look to create Listings with great keywords, titles, pictures and prices to rank in this vital area of search. Don't overlook eBay's Promotional Tools of Volume Pricing, Promotions Manager, Send Offers To Buyers and Promoted Listings. **eBay offers sellers many ways for sellers to dominate Best Match,**

NEW!





One thing that additionally helps you in Best Match is that if you have a multi quantity or multi variation listing that is GTC, as items sell, your listing gets a boost in search.





March 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

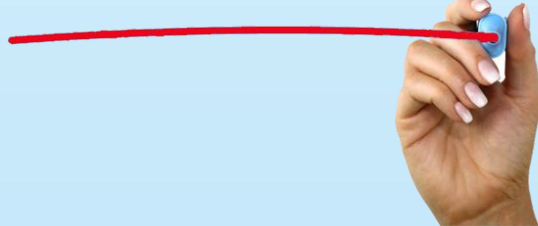
If your business is based on short-term listings, you will be forced into GTC at some point in March. eBay will opt all listings into GTC. You can then manually end your GTC and relist to create short-term listings. Keep an eye on how many listings you are using up in this method. If you use add ons like subtitle etc., realize you will be charge that fee every time you list.





To sum up, there is **ENORMOUS** good in this eBay Early Seller Update. Good is Send Offer To Buyer, and the edit functions for Active Listings in Seller Hub and NO MORE Product Catalog. **These improvements put the seller in the driver's seat.** You CHOOSE to use Send Offer To Buyer. You also select your item specifics, with mandatory Product catalog being removed.. The edit function in Seller Hub is a HUGE time saver for sellers.

GOOD THINGS



Terapeak Data as a complimentary Subscription for eBay Basic Store owners and up, is a HUGE win for sellers. Well done eBay to give sellers good data to maximize our businesses.





The downside is the removal of short-term fixed price listings. The decision is driven by looking to get stuff indexed by Google and sold. Most online marketplaces run on a GTC fixed price model.

I did speak with an eBay senior staffer on this, as I know some sellers love short-term listings. My staffer said it was fine for such sellers to end their GTC listings and relist. **By ending early, they can in effect create a shorter term listing.** So, for now, that is the best and legal workaround on the GTC mandate.





Any questions and or comments on the update? eBay will have a special [Community Board](#) for a few days.

You are also welcome to post in eBay groups, [eBay Selling Basics Nothing But Selling Basics](#), and [eBay Stores Nothing But eBay Stores](#). My admin team and I will be there to help you.

Bottom line is eBay is giving us more data for smart inventory sourcing and listings. Coupled with more information is less choices in listing. **Big takeaway? eBay's focus is on CONVERSION.** What works to get stuff sold. Use the new data, tools, and rules in a manner that works for YOU and your business.





Kathy Terrill has over 25 years experience in NYC brick-and-mortar retail. For over 6 years she was an on-air product presenter for QVC, the shopping channel. She has over 12 years selling on eBay. She is a highly skilled eBay educator and speaker. Sellers turn to Kathy to scale, fine tune and or manage their eBay business. She is the founder of the only Facebook group exclusively for eBay Store Owners, [eBay Stores Nothing but eBay Stores](#) with over 4500 global members.





Kathy is consistently selected by eBay to speak, and participate in focus groups and beta teams. Additionally she has appeared on NY1 and Fox News as a small business expert.

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***screenshots directly from eBay.com**

