



## *To eBay Sellers from Christopher Payne*

To the eBay Seller Community,

With the combined efforts of millions of sellers, eBay has become the world's largest online marketplace. I want to thank you for making this possible.

The inventory, service, and expertise that you bring to our marketplace are the reasons millions of buyers come to eBay every day. From deals on the latest products to items that are rare, collectible, or just plain hard to find, your listings—across more than 50,000 product categories—have helped make eBay a great place to shop for buyers around the globe.

Our commitment to you is to keep making eBay better—for both buyers and sellers. To that end, I'm thrilled to announce that we're making a series of changes that focus on the things we know matter most to you—simplifying fees, providing more seller protections, and making listing easier across multiple devices. Starting in April, we're delivering all of this and more, so I hope you'll take a few moments to read about the updates. Here are some of the highlights:

- **Free listings:** First, every seller will get up to 50 free listings per month—no insertion fees. List fixed price or auction-style. This means you won't pay a thing until you actually sell your item. eBay Store sellers get an even better deal, with up to 2,500 free listings per month.
- **Optimized for mobile:** Hands down, the [eBay mobile app](#) is the easiest and fastest way to get your item listed, especially if your phone comes equipped with a camera. And for business sellers, mobile is increasingly the way people shop. In fact, one third of all of our transactions are touched by mobile. That's why we're instituting higher picture quality standards. We want your listings to look great on mobile devices so that you can acquire more customers and close more sales.
- **International shipping:** For those of you who don't yet ship internationally, I urge you to try the [Global Shipping Program](#). You ship to one location in the U.S., and from there we take care of the rest. We also offer sellers who use the program additional protection from negative feedback.

When you combine this set of updates with everything else eBay has to offer, I hope you can see the value we're bringing to the selling experience.

Once again, on behalf of our employees and the millions of customers around the world who shop the eBay marketplace—and who buy from you—thank you for selling on eBay!

Christopher Payne  
Senior Vice President, eBay North America