



KHURRAM SURTI

E-COMMERCE OPERATIONS

THE COMPLETE SELLER'S GUIDE · 2026

eBay Account Restrictions *Decoded*

Why eBay restricts seller accounts, what it requires from you when it happens, and the proven playbook to stay protected — and recover fast.

WRITTEN BY

Khurram Surti

E-Commerce Operations Manager · 99%+ Seller Rating

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PREFACE

Most eBay restrictions are quiet until the morning they aren't.

There is a particular silence to an account that has just been restricted. The listings vanish. The payouts stop. And the message that explains why is usually written in a code, not a sentence.

This book exists to break that silence. It takes the machinery that sits behind every eBay seller account — the risk signals, the performance maths, the verification logic, the intellectual-property enforcement — and lays it out in plain language, so that a restriction stops being a mystery and becomes something you can prevent, and if necessary, undo.

What follows is organised in three parts. **Part One** explains the system itself: how eBay thinks about risk and how it scores you every month. **Part Two** dissects each major restriction code in turn — what triggers it, what it does to your account, and precisely what eBay asks for in return. **Part Three** turns all of that into action: the documents to prepare, the appeal that actually works, and the daily habits that keep an account healthy for years.

HOW TO READ THIS BOOK

Every entry in the contents is clickable, every chapter is bookmarked, and a small [↑ Contents](#) link sits at the foot of every page — so you can jump to any chapter from anywhere, no scrolling required. Read it once cover to cover; then keep it close for the day you actually need it.

The goal is simple: that you finish this book understanding eBay's rules better than the system that enforces them — and never need most of what is inside.

Disclaimer — This guide is educational and reflects eBay policy and widely reported seller experience as of 2026. Restriction codes, document requirements and timelines vary by account and region and change over time. The definitive instructions for any restriction are in the specific message eBay sends to your account; always follow that message and eBay's official Help pages first. Nothing here is legal advice. © 2026 Khurram Surti. All rights reserved.

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PART ONE

Understanding the System

Before any single restriction makes sense, you have to see the machine behind them all — how eBay measures risk, and how it scores you every month.

- 01 The New Reality
- 02 Why eBay Restricts Accounts
- 03 The Seller Performance Engine
- 04 Selling Limits & Category Limits

The New Reality

Few things rattle an online seller like logging in to find selling privileges gone, listings hidden, and payouts frozen — usually with a terse message and a code you have never seen before.

An eBay restriction is not a punishment handed down at random. It is the visible output of a risk system that runs quietly in the background of every account, every day. When that system decides the probability of a bad buyer experience has crossed a line, it acts — often automatically, often before a human ever reviews your case.

The single most important shift in mindset is this: **a restriction is a risk signal, not a verdict**. eBay is telling you that, based on the data it can see, it is no longer confident your orders will be fulfilled cleanly. Your job in recovery is never to argue or beg — it is to replace that doubt with evidence.

The three things a restriction touches

● YOUR SELLING

- New listings blocked
- Active listings hidden or removed
- Limits cut to zero

● YOUR MONEY

- Payouts withheld
- Funds reserved for refunds
- Longer holds after recovery

● YOUR STANDING

- Trust score damaged
- Future scrutiny increased
- Linked accounts at risk

The chapters ahead take each restriction apart in turn. But they all rest on one foundation — the performance system in [Chapter 3](#) — so it pays to read Part I in order before jumping to the code that brought you here.

● KEY TAKEAWAY

A restriction is a risk signal, not a verdict — your only job is to replace eBay's doubt with evidence.





Why eBay Restricts Accounts

To prevent restrictions you have to understand the marketplace's incentives. eBay is not optimising for any single seller; it is optimising for buyer confidence at scale. Every rule traces back to that.

Three forces drive every restriction

1 · BUYER TRUST IS THE ENTIRE PRODUCT

eBay sells trust. A buyer must believe that what they order will arrive, on time, as described. The moment a seller threatens that belief — late shipments, unanswered cases, items that never arrive — eBay would rather restrict one seller than lose a thousand buyers.

2 · FINANCIAL RISK SITS WITH EBAY, NOT YOU

Under the eBay Money Back Guarantee, if you fail to deliver, **eBay refunds the buyer** and then recovers from you. That makes every risky seller a potential liability on eBay's own books. Holds, limits and restrictions are how eBay caps that exposure.

3 · LEGAL & COMPLIANCE OBLIGATIONS

Identity verification, intellectual-property enforcement and tax/financial rules are not optional for eBay. Regulators require them. Verification reviews and VeRO takedowns exist because the law — not just policy — demands them.

• KEY TAKEAWAY

Every rule traces back to buyer trust; become a boring, predictable, low-risk seller and the friction has nothing to act on.



The Seller Performance Engine

A Most every account-level restriction begins here, in the monthly performance evaluation. Master this chapter and the rest of the book becomes prevention rather than damage control.

eBay evaluates every seller on the **20th of each month** against a small set of metrics and assigns one of three levels: **Top Rated**, **Above Standard**, or **Below Standard**. Falling to Below Standard is what invites limits and restrictions.

The metrics that decide your fate

METRIC	WHAT IT MEASURES	MINIMUM STANDARD	TOP RATED
Transaction defect rate	Seller-cancelled orders + cases closed without your resolution	No more than 2%	0.5% or less
Cases closed without resolution	Buyer issues eBay had to step in and decide	Max 2 (or 0.3%)	0.3% or less
Late shipment rate	Orders not shipped within your handling time	Keep low (≈ under 5%)	3% or less
Tracking uploaded on time	Valid tracking within handling time, carrier-validated	Strongly advised	95% or more

How the *evaluation window* works

• HIGH VOLUME

More than 400 transactions in the last 3 months? You are judged on that **3-month** window.

• LOWER VOLUME

Fewer than 400? You are judged on the last **12 months** — so one bad week lingers far longer.

THE SMALL-SELLER TRAP

Low volume does **not** mean more room for error — the opposite is true. With few transactions, a single defect can blow past the 2% line and stay on your record for a year. New and small sellers must be the most disciplined, not the least.

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BUILT-IN PROTECTIONS WORTH KNOWING

- Defects from buyers who breach eBay's **Abusive Buyer Policy** are removed automatically.
- Late shipments caused by **carrier disruption or severe weather** can be removed.
- If tracking shows you shipped on time, a "late" flag should not count — and can be appealed.
- Use **Seller Help** to request removal of an incorrect defect, late shipment or feedback within 90 days.

KEY TAKEAWAY

Your defect rate, unresolved cases and shipping speed decide everything — protect them before eBay has to.



Selling Limits & Category Limits

Before performance restrictions ever appear, most sellers meet eBay's gentler form of control: selling limits. They are not punishment — they are training wheels — but ignoring how they work stalls your growth.

The three kinds of limit

ACCOUNT-BASED LIMITS

A monthly cap on both the **number of items** you may list/sell and their **total value**. New accounts often start near 10 items and around \$500. Crucially, both **active and sold** listings count toward the cap — and Good 'Til Cancelled listings count every time they renew.

CATEGORY-BASED LIMITS

Caps that apply when you enter a **new product category** — even for experienced sellers. They commonly appear within **90 days** of your first sale, or when you have not yet sold multiple items in that category.

ITEM-BASED LIMITS

Restrictions on **high-risk, counterfeit-prone products** — designer handbags, shoes, branded accessories — closely tied to the VeRO program ([Chapter 8](#)).

How to *raise* your limits

eBay reviews accounts roughly every 30 days and lifts limits automatically when you earn it. You earn it by looking like a low-risk, in-demand seller:

- **Ship fast with valid tracking**, inside your stated handling time, on nearly every order.
- Keep your **defect rate under 2%** and resolve buyer issues yourself.
- Maintain a healthy **sell-through rate of 50–70%** — list things that actually sell.
- **List close to your allowance**. Underusing your limit gives eBay no reason to raise it.
- Consider converting to a **business account**, and request an increase via Seller Hub (one request per 30 days).

THE TWO MOVES THAT GET ACCOUNTS BANNED

Never open **new accounts to dodge a limit** — eBay links accounts and may suspend all of them indefinitely. And never **miscategorise items** to slip past a category cap; it violates the search-manipulation policy and triggers sanctions. There is no shortcut that survives contact with eBay's detection systems.

KEY TAKEAWAY

Limits are training wheels, not punishment; earn them off with clean metrics, never with new accounts or miscategorised listings.



II

PART TWO

The Restriction Codes

Each code is a different sentence in the same language of risk. Here is what triggers each one, what it does to your account, and exactly what eBay asks for in return.

- 05 MCo11 — Account Restriction
- 06 MC999 & MC113 — Suspension & Verification
- 07 MCo13 — Selling Limit / Risk Review
- 08 VeRO & Intellectual Property
- 09 Payment Holds & Funds on Hold



MC011 — Account Restriction

MC011 is the restriction sellers fear most — and the one most often misunderstood. It is issued by eBay's internal trust-and-safety team, not ordinary support, and it means one thing: eBay is no longer confident your orders will be fulfilled reliably.

CODE MC011 · Account Restricted

Why it happens

● COMMON TRIGGERS

- **Low tracking-upload rate** — shipping without uploading tracking signals non-delivery risk.
- **Multiple unresolved buyer cases**, disputes or returns left open.
- **High cancellation or defect rate**, and repeated late shipments.
- **A sudden sales spike** or unusual change in selling pattern.
- **Poorly managed dropshipping** — long ship times, unreliable suppliers, missing tracking. (The model itself is not the trigger; poor execution is.)

What actually happens to your account

● THE IMPACT

- Selling is disabled and new listings are blocked.
- Your listings are **hidden from search for ~10 days**; if you do not appeal in time, they are removed (a successful appeal restores them).
- Under managed payments, **payments are withheld** until the restriction is resolved.
- It is treated as effectively permanent until you complete the appeal and eBay approves it.

How eBay asks you to fix it

MC011 often arrives in two stages. Stage one frequently just asks you to **upload tracking** for recent sales. Only after you respond does stage two request documents. Submit everything through the **exact link or Resolution Center flow eBay provides** — never scatter documents across random forms.

- 01 **Read the message as a checklist.** Identify the theme (identity, sourcing, delivery, performance) and the exact documents requested.
- 02 **Upload valid tracking** for all recent orders via the add-tracking flow.
- 03 **Submit the requested documents** (see [Chapter 10](#)) cleanly, matching your registered account details exactly.
- 04 **Write a short, factual appeal** — cause, fix, prevention (the framework is in [Chapter 11](#)).
- 05 **Follow up** politely in the same thread after a few business days if you hear nothing.

TIMELINE & ODDS

With complete documentation and a clean prior history, many first-time MC011 cases are reinstated within **5–14 days**. Complex cases can stretch to weeks, and in difficult cases the full process can run **up to three months**. Repeated appeals with no new evidence usually fail — each submission must close a specific gap eBay identified.

DO NOT DO THIS

Opening a new account with the same identity, payment method, device or IP to escape MC011 leads to immediate suspension of the new account. Recovery runs through the restricted account — not around it.

KEY TAKEAWAY

MC011 is recoverable: read the message as a checklist, submit clean proof, and explain your process like a business.



MC999 & MC113 — Suspension & Verification

Where MC011 says "prove you are low-risk," the suspension and verification codes are more serious — they question whether your account should operate at all, or whether you really are who you say you are.

CODE

MC999 · Suspension Notice

CODE

MC113 · Verification / Indefinite Review

MC999 — Suspension

● WHY IT HAPPENS

- Repeated or serious **policy violations**
- A **linked account** that was suspended
- **Counterfeit** or prohibited items
- **Suspicious activity** or fraud signals
- Attempting to **bypass** an existing restriction

● IMPACT

- Full account suspension
- All listings removed
- Possible long payout hold
- Indefinite until a successful appeal

An indefinite suspension is restricted **until you successfully appeal** — there is no automatic reinstatement. You must submit a Plan of Action ([Chapter 11](#)) and get approval. A truly permanent suspension is eBay's final decision after severe or repeated breaches; difficult to reverse, though not always impossible with clear documented evidence.

MC113 — Verification Review

MC113 typically centres on **identity and account verification** rather than performance. eBay needs to confirm you are a real, legitimate seller before funds and selling resume.

● COMMON REASONS

- Identity verification required
- **Address mismatch** with registration
- **Bank details mismatch**
- Source-of-inventory verification

● USUALLY REQUESTED

- CNIC / Passport (government ID)
- Utility bill (proof of address)
- Bank statement
- Supplier invoices

THE GOLDEN RULE OF VERIFICATION

Every document must match your eBay registration **exactly** — same legal name, same address spelling, same details. A mismatch is the single most common reason a verification appeal loops back rejected. Fix the mismatch first, then submit.

● KEY TAKEAWAY

Suspensions demand a Plan of Action and verification documents that match your registration exactly — fix the mismatch first.



MC013 — Selling Limit / Risk Review

MC013 is the system reacting to **velocity** — an account moving faster, higher in value, or more unusually than its history justifies. It is less about something you did wrong and more about eBay catching up to how quickly you are growing.

CODE

MC013 · Selling Limit / Risk Review

Why it happens

● COMMON TRIGGERS

- A **new account selling too fast**, too soon.
- Listing **high-value products** without a track record to match.
- **Unusual activity** — sudden changes in volume, pricing or category.
- A **rapid increase in listings** that outpaces fulfilment capacity.

Prevention is the whole game

MC013 is the most preventable restriction in this book because it responds almost entirely to pace. The fix is patience disguised as strategy:

● WARM THE ACCOUNT SLOWLY

Build a clean delivery history on lower-value items before scaling value. Let eBay watch you succeed at small scale first.

● GROW LISTINGS GRADUALLY

Increase listing volume in steady steps that match your real fulfilment capacity — not in sudden bursts.

A PRACTICAL PACE

Treat your first 90 days as a trust-building period. Prioritise flawless delivery and fast tracking over raw volume. The account that grows slowly and cleanly ends up with far higher limits than the one that sprints and gets frozen in week three.

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THE SAFE-GROWTH CADENCE

10 / \$500

TYPICAL NEW-SELLER
START

~30d

BETWEEN INCREASE
REVIEWS

×2-3

COMMON RAISE PER
CYCLE

90d

TRUST-BUILDING WINDOW

Hit your current ceiling cleanly, keep tracking valid and defects near zero, then request the next increase through Seller Hub. Steady, evidenced growth almost always beats volume that outruns your fulfilment — and it is the single fastest way to lift a limit for good.

KEY TAKEAWAY

MC013 responds to pace; warm the account slowly and grow in steps your fulfilment can honour.



VeRO & Intellectual Property

VeRO is different from every other restriction in this book: the decision is not really eBay's. It belongs to brand owners — and eBay, by law, tends to side with them first and ask questions later.

The **Verified Rights Owner (VeRO)** program lets trademark and copyright holders report listings that infringe their intellectual property. When a rights owner files a **Notice of Claimed Infringement (NOCI)**, eBay typically **removes the listing — often instantly** — and notifies you with the rights owner's contact details. eBay usually does not independently verify the claim; under the DMCA, removing first protects eBay from liability.

Why listings get flagged

● COMMON CAUSES

- **Copyright infringement** — using images, text or designs you do not own.
- **Trademark misuse** — brand names or logos used without authorisation.
- **Unauthorised product images** copied from manufacturers or other listings.
- **Counterfeit products**, or items you are not authorised to resell.

What it costs you

● IMPACT

- Immediate listing removal — sometimes before you even see the notice.
- Repeated strikes escalate to **account-level MC restrictions**.
- Severe or repeat violations can mean **permanent suspension** — and, rarely, legal action by the brand.

How to respond — and prevent

- 01 Read the notice fully.** It names the listing, the rights owner, and how to contact them.
- 02 Do not relist** the item until it is resolved — relisting invites escalation.
- 03 Contact the rights owner directly.** Only they can ask eBay to retract the claim; if they confirm a mistake, eBay reinstates the listing.
- 04 Clean up similar listings** from the same brand or supplier before eBay's pattern-detection finds them.

THE PREVENTION RULE THAT ENDS 90% OF VERO PROBLEMS

Use **your own photos and your own descriptions**, sell only what you are authorised to sell, and **check eBay's VeRO Participant list** before listing branded goods. Brands like Apple, Nike, Sony, Disney and LEGO actively monitor eBay; assume anything branded carries IP risk until you have proven otherwise.

KEY TAKEAWAY

Use your own photos and descriptions, sell only what you're authorised to, and check the VeRO list before listing branded goods.



Payment Holds & Funds on Hold

A payment hold is not always a restriction — sometimes it is simply eBay insuring a transaction until the buyer is safely served. But understanding the three kinds of hold tells you instantly whether you are looking at routine friction or a real problem.

The three types of hold

TYPE	WHAT IT IS	TYPICAL RELEASE
Transaction hold	Funds held until the buyer safely receives a specific order	2–3 days after delivery confirmation (tracked)
Payment dispute hold	A buyer reported a problem or filed a bank dispute	Until resolved — bank disputes up to 90 days
Payout hold	Account-level: registration, compliance, performance or tax	Requires your action to release

Why your funds get held

- **New or infrequent sellers** — typically held up to ~30 days (sometimes 21) while you build history. Untracked items can hold ~31 days after payment.
- **Previously restricted/suspended sellers** — holds for **30 days after the restriction is lifted**, while eBay confirms clean delivery.
- **High-value items or unusual selling patterns** — up to 30 days.
- **Open cases, claims or compliance/tax issues** — held until cleared.

How to get paid *faster*

- ✓ Ship the same day and **upload valid tracking immediately** — tracking is what releases most holds.
- ✓ Use carriers integrated with eBay so delivery is auto-confirmed.
- ✓ Resolve buyer issues fast to avoid dispute holds.
- ✓ Build consistent history: once you qualify (e.g. 10+ completed sales totalling \$150+), funds often release within ~48 hours.

KNOW YOUR RIGHTS

eBay must tell you **why** funds are held and **when** they are expected to release — check the Payments tab in Seller Hub. If eBay holds earned proceeds well beyond the date it gave you, you can escalate in writing and, as a last resort, through a consumer-finance complaint. But the fastest release is always clean tracking and a strong record.

TYPICAL RELEASE TIMELINES

2-3d

AFTER DELIVERY
(TRACKED)

~48h

ONCE QUALIFIED

30d

NEW / POST-
RESTRICTION

≤90d

OPEN DISPUTE CASES

These are typical ranges, not guarantees — eBay shows the expected release date for each order in the Payments tab. Valid tracking and a clean case record are what consistently move your money to the faster end of every range.

KEY TAKEAWAY

Tracking is what releases held funds — ship same-day, upload immediately, and resolve disputes fast.



III

PART THREE

Recovery & Prevention

Knowledge becomes leverage only when it turns into action — the documents to prepare, the appeal that works, and the habits that keep an account alive.

- 10 What eBay Requires From You
- 11 Writing a Winning Appeal
- 12 The Prevention Playbook
- 13 Account Health Routine
- 14 Final Word

What eBay Requires From You

When eBay restricts an account, it is not looking for an apology — it is looking for proof. This chapter is the complete inventory of what eBay typically asks for, and how to prepare each document so it clears on the first submission.

The core document checklist

● IDENTITY

- Government photo ID — **CNIC, passport or driver's licence** (front & back)

● PROOF OF ADDRESS

- **Utility bill**, bank statement, or phone bill — recent, name & address visible

● FINANCIAL

- **Business bank statement** in your registered name — eBay now requests this directly

● SOURCING

- **Supplier invoices** carrying the supplier's bank details — the spend must also appear on your bank statement

● PROOF OF FULFILMENT

- **Valid tracking and delivery confirmation** for recent orders — often the very first thing eBay requests.

The rules that make documents *pass*

- 01 Match your registration exactly.** Name and billing address on every document must mirror your eBay account — the number-one cause of rejection is a mismatch.
- 02 Use recent, verifiable documents.** A current phone or utility bill is easy for eBay to validate quickly.
- 03 Submit through eBay's own upload link** or Resolution Center flow — not email attachments to random addresses.
- 04 Keep copies of everything** you send. If eBay says a document was not received, you will need to re-upload via a fresh link.
- 05 Send a complete set at once.** A missing document can trigger an instant rejection loop and cost you days.

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The invoice & bank-statement *match*

This is the verification that catches most dropshippers, and the one sellers most underestimate. eBay no longer accepts a supplier invoice on its own — it cross-checks the invoice against your bank statement, and the two must agree.

● THE INVOICE MUST SHOW

- Itemised goods on the **supplier's letterhead**, matching what you actually listed.
- The **supplier's bank details** — an invoice without them is treated as unverifiable.
- A date **before** your listings, in quantities consistent with your sales.

● THE BANK STATEMENT MUST SHOW

- Your **business bank statement** covering the same period.
- A real **payment leaving your account to that supplier** for the invoice amount.
- Name and address that match your eBay registration exactly.

WHY EBAY CROSS-CHECKS THE TWO

The invoice says you bought the stock; the bank statement proves you paid for it. When the amount on a supplier invoice is reflected as an actual payment on your bank statement, eBay can see you hold **genuine inventory** — not a dropshipping arrangement where goods ship straight from a third party. A polished invoice with no matching outflow on the statement is the classic dropshipping signature, and exposing it is exactly what this check is built for. So keep invoices that carry the supplier's bank details, pay your suppliers traceably through your business account, and make sure those amounts appear on the statement you submit.

● KEY TAKEAWAY

Every document must match your registration and arrive complete through eBay's own channel — a mismatch is the number-one rejection.



Writing a Winning Appeal

A weak appeal begs. A winning appeal removes doubt. eBay's reviewers read hundreds of these — they are not moved by emotion, they are moved by evidence that the risk is gone. The structure below is the one professionals use.

First: slow down

The instinct is to fire off an appeal within the hour. Resist it. Take **24 hours** to read the message, gather documents and think. A prepared appeal submitted on day two reinstates far more often than a panicked one sent in the first hour.

The three-part Plan of Action

1 · ROOT CAUSE

State plainly what happened and take full responsibility — "handling time was set too short," "a supplier delay caused late shipments," "tracking was uploaded inconsistently." No blame, no "other sellers do it."

2 · WHAT YOU FIXED

Be specific and concrete: "tracking is now uploaded within 24 hours via [tool]," "handling time extended to 3 days," "at-risk listings removed." Show the change, not the intention.

3 · WHY IT WILL NOT RECUR

Demonstrate **systems, not promises** — SOPs, automated tracking, faster response targets, inventory checks. This is the part that convinces a reviewer the risk is structurally gone.

Tone & delivery

- Professional, factual, and **about one page**. Brevity reads as competence.
- Reference your **positive feedback and clean transaction history** where relevant.
- Do **not** claim eBay made an error unless you have clear documented proof.
- Submit through the **exact channel eBay specified**; reply in the same thread to keep context.
- Follow up politely after **24–48 hours**, and escalate within the same thread after ~5 business days of silence.

APPEAL TEMPLATE SKELETON

"Thank you for the opportunity to respond. I understand my account was restricted due to [specific reason]. I take full responsibility. The root cause was [cause]. I have since [specific corrective actions]. To prevent recurrence, I have put the following systems in place: [systems]. I value my history on eBay ([feedback/transactions]) and am committed to full compliance. I respectfully request reinstatement and have attached all requested documentation."

KEY TAKEAWAY

A winning appeal removes doubt with systems, not promises: root cause, what you fixed, why it won't recur.





The Prevention Playbook

Everything in this book reduces to a handful of habits. Run these consistently and the restriction system simply has nothing to flag. This is the page to print and pin above your desk.

- ✓ **Upload tracking within 24 hours** of every shipment — the single most powerful protective habit.
- ✓ **Reply to buyers within 24 hours**, and resolve issues yourself before they become cases.
- ✓ **Keep inventory accurate** so you never cancel for being out of stock.
- ✓ **Set handling times you can always meet** — under-promise, over-deliver.
- ✓ **Keep your defect rate well under 2%** and watch your dashboard, not your gut.
- ✓ **Use genuine supplier invoices** and keep them on file from day one.
- ✓ **Avoid risky and VeRO-flagged products**; use your own photos and descriptions.
- ✓ **Scale gradually** — grow volume and value in steps your fulfilment can support.

The compounding effect

None of these habits is difficult. Their power is in compounding: every clean, tracked, on-time order is a data point that tells eBay's risk engine you are safe. Stack enough of them and you do not just avoid restrictions — you earn higher limits, faster payouts, and Top Rated status, which cuts fees and lifts your search ranking.

<24h

TRACKING UPLOAD

<2%

DEFECT RATE

50-70%

SELL-THROUGH

99%+

TARGET RATING

THE FIFTEEN-MINUTE WEEKLY REVIEW

Prevention is not extra work; it is a short, repeated habit. Once a week, in roughly fifteen minutes, run this loop and you will catch almost every problem before eBay does.

- 01 **Read your seller dashboard** — defect rate, late-shipment rate and cases-without-resolution, each checked against the standard.
- 02 **Clear every open case and buyer message** so nothing is waiting on you and nothing is about to auto-escalate.
- 03 **Reconcile stock against live listings** so an item cannot sell out from under you and force a cancellation.
- 04 **Confirm tracking is uploaded and scanning** on every order you shipped that week.

KEY TAKEAWAY

None of the habits are hard; their power is in compounding — every clean, tracked, on-time order tells eBay you are safe.



XIII

Account Health Routine

Prevention is not a one-time setup; it is a rhythm. Here is the operating routine that keeps a professional account healthy — the same cadence behind a sustained 99%+ rating.

● **DAILY**

- Process & ship orders
- Upload tracking immediately
- Answer every buyer message
- Action any open case

● **WEEKLY**

- Review the seller dashboard
- Check defect & late-ship trends
- Audit stock vs. listings
- Request removal of unfair defects

● **MONTHLY (AROUND THE 20TH)**

- Confirm your seller level after evaluation; investigate any drop toward Below Standard.
- Review selling limits and request an increase if your metrics are strong.
- Re-check any branded inventory against the VeRO participant list.
- Verify account, bank and address details still match across the board.

Top triggers that cause MC restrictions

#	TRIGGER	#	TRIGGER
1	Late shipping	6	Dropshipping fulfilment failures
2	Out-of-stock cancellations	7	Counterfeit / unauthorised items
3	Negative feedback clusters	8	Linked suspended accounts
4	Cases closed without resolution	9	Sudden sales spike
5	Fake or invalid tracking	10	Identity / address mismatch

EARLY-WARNING SIGNALS TO ACT ON THE SAME DAY

- **A defect rate creeping toward 2%** — investigate the source orders immediately, before the monthly evaluation locks the number in.
- **More than one unresolved case open at once** — a small cluster is exactly what tips an account into review.
- **A sudden spike in sales or order value** — welcome, but pre-empt the risk flag by keeping tracking and stock tight.
- **Any verification or address request** — respond within hours, with documents that match your registration exactly.

● KEY TAKEAWAY

Prevention is a rhythm, not a one-time setup — review your dashboard before eBay reviews you.



Final Word

If you remember one sentence from this entire guide, make it this one.

*“Compliance is **easier** than recovery.”*

Every restriction in this book is cheaper to prevent than to undo. An MC011 appeal can cost you weeks of frozen income and three months of uncertainty. A VeRO strike can erase a product line overnight. A verification mismatch can lock funds you have already earned. Yet nearly all of it is avoided by habits that take minutes a day.

The sellers who last on eBay are not the ones who grow fastest — they are the ones who grow **cleanly**. They treat tracking, communication and accurate sourcing as non-negotiable. They scale at a pace their fulfilment can honour. They monitor their dashboard before eBay has to. And because of that discipline, they earn exactly what restricted sellers are fighting to get back: trust, higher limits, faster payouts, and a business that does not vanish on a Tuesday morning.

Protect your account like the asset it is. Monitor your metrics. Keep your documents ready. Stay compliant — and you will never need most of what is in this book.



YOUR PROTECT-YOUR-BUSINESS CHECKLIST

✓ Monitor seller metrics every week ✓ Maintain account health relentlessly ✓ Keep verification documents ready before you ever need them.

KEY TAKEAWAY

Compliance is cheaper than recovery; grow cleanly and your account becomes an asset that doesn't vanish on a Tuesday.



ABOUT THE AUTHOR

Let's keep your store growing — and protected.

Khurram Surti

E-COMMERCE OPERATIONS MANAGER



E-Commerce Operations Manager with 5+ years scaling dropshipping and retail stores across Walmart, eBay, Amazon, Shopify and TikTok Shop. Experienced in product research, listing SEO and Buy Box strategy — having managed **5,000+ products** while maintaining a **99%+ seller rating**, ODR below 1% and VTR above 99%.

If your eBay account needs protecting, scaling, or recovering — or you want operations run by someone who lives in these dashboards every day — let's talk.

PHONE [+92 332 3752342](tel:+923323752342)

WEBSITE khurramsurti.com

LINKEDIN [linkedin.com/in/khurramsurti](https://www.linkedin.com/in/khurramsurti)

EMAIL info@khurramsurti.com

LOCATION Karachi South, Pakistan

Sources & further reading: eBay's official Help pages (Seller standards policy, Selling limits, Payments on hold, VeRO & Intellectual Property policy) and widely reported seller experience as of 2026. Restriction codes, document requirements and timelines vary by account and region and change over time — always follow the specific instructions in the message eBay sends to your account. Educational material; not legal advice.

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*Sell cleanly. Grow steadily. Keep the account that
took years to build.*

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