



Price Update/Fair Pricing Policy

Amazon has a policy set in place that only allows so many price updates per account per day.

The allotment is set per marketplace per account. Once the daily allotment has been reached sellers will not be able to process any price updates until the next day.

These updates include but are not limited to updates made on an inventory loader, listing loader, price & quantity template, category specific (custom) templates, manage pricing page, manage inventory maybe and Marketplace Web Services (MWS).

The system will generate an error message if you have met the allotted price updates for the day.

If you are running feed uploads and you do not need to update the price we recommend leaving this field blank to prevent a potential allotment error.

When making price updates sellers are required to follow the fair pricing policy.

Amazon regularly monitors the prices on their marketplaces. They do so by monitoring the shipping costs and by comparing the prices with similar on their marketplaces.

If they find that your price does not follow the fair pricing policy your product may be removed from the buy box, your offer may be removed and your ship options may be suspended (ex. Premium shipping). If this type of behavior continues your selling privileges may be removed or terminated.

Examples of price violations:

- Excessive shipping costs
- Pricing an item much higher than a competitors
- Pricing multiple units of a product for more per unit than a single unit of that same product

****IMPORTANT NOTE****

If Amazon finds that you are breaking any of the above policies repeatedly your selling privileges may be suspended or terminated.