


# EU Seller Account: A Tour of your Account & Guide to Setting it up



## EU Seller Account:

**A Tour of your Account & Guide to Setting it up**

Getting Set-Up in the EU

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An Overview

### Changing Marketplaces

- You can change the European market at the top right.
- Set language to English after you view that market for the first time. It will then remain in English

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An Overview

### Your Inventory

- Your inventory is shown separately in every marketplace.
- As long as you have created your listings using the UK SKQ, all will show UK inventory numbers.

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**An Overview**

**Payment**

- o Each market pays you separately, but can be connected to the same bank account.

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**Our Top Tips**

**If your bank account isn't in the UK or EU...**  
Use a third-party payment handler like World First to save on Amazon conversion fees.

**Install the seller app on your phone.**  
It will notify you about customer messages from all EU marketplaces

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**Creating Your Account: What You'll Need**

- o Business Name & Registration Number
- o Business Address
- o Business Bank Account Statement
- o UK VAT Registration Number
- o Personal Address
- o Personal Identification document
- o Proof of Personal Address

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## EU Seller Account: A Tour of your Account & Guide to Setting it up

### Creating Your Account: What You'll Need

- Ensure all paperwork is in place
- Follow our "Creating your Seller Account" video
- Provide all required information
- Go into Account Settings and click "VAT" – add your VAT number
- Go to FBA Settings and enable "FBA Export" for every market in Europe

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### The BIG Takeaways:

**Gather Information:** Ensure you document information and have everything ready to get started.

**Get it right First Time:** Don't waste time on careless mistakes. Be mindful, be accurate and take the time to double check everything.

**Include All Information:** Once your account is opened, be sure to add your bank account, VAT number and edit any information straight away

**Monitor It Carefully:** Your account is now new. Make sure you are providing excellent customer service from the start.

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