

Successful Sales on Amazon

Presented by Nick Hawks

The logo for Amazon.com, featuring the text "amazon.com" in white lowercase letters on a black background. A yellow curved arrow is positioned below the text, starting under the 'a' and ending under the 'n', pointing to the right.



Amazon - Statistics & Facts

Published by [J. Clement](#),

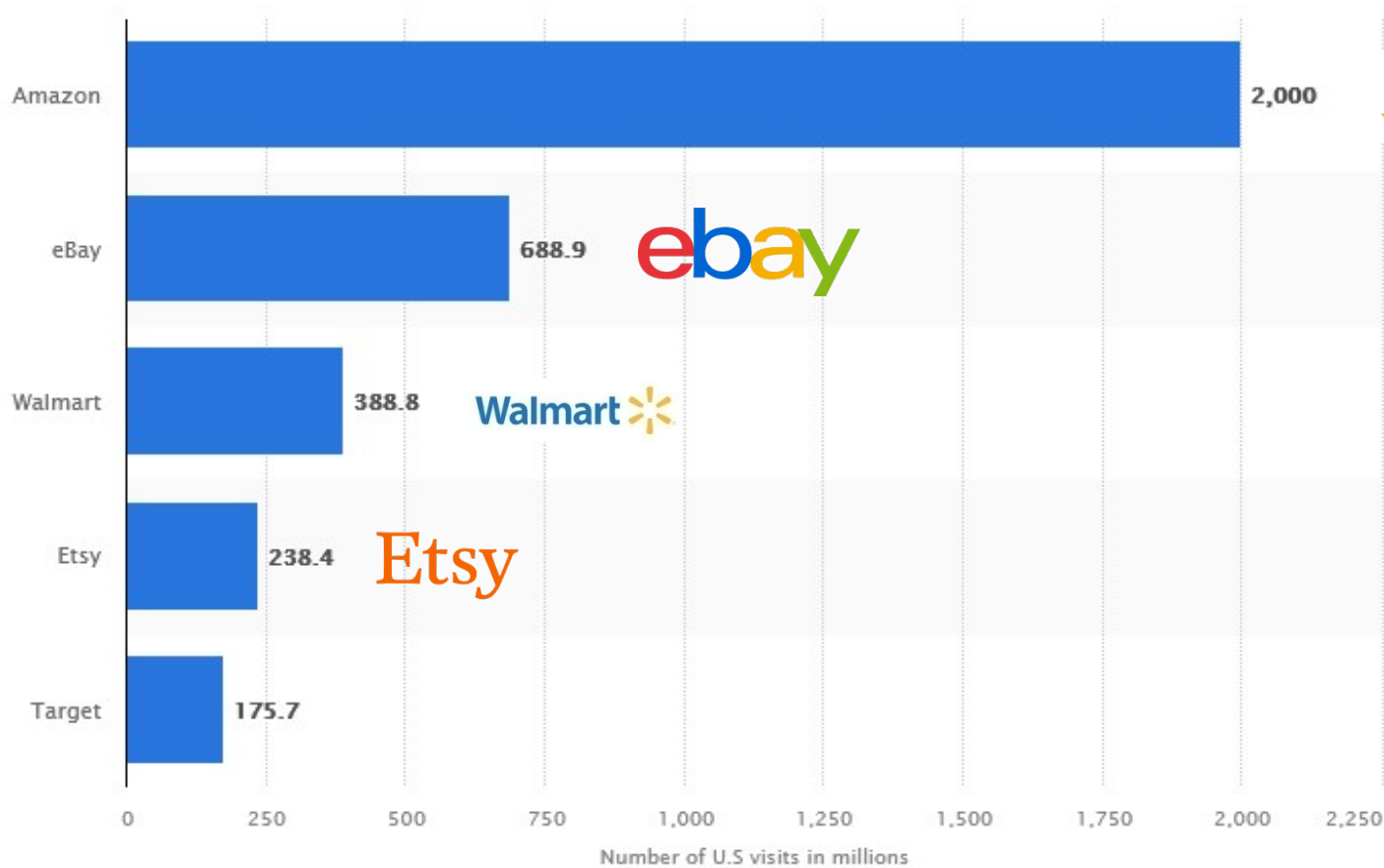
Amazon.com is an international e-commerce company offering online retail, computing services, consumer electronics, digital content as well as other local services such as daily deals and groceries. According to recent industry figures, Amazon is the leading e-retailer in the United States with [487 billion U.S. dollars in 2021 net sales](#), up from 386 billion in 2020. The majority of the company's revenues are [generated through e-retail sales of electronics and other products](#), followed by third-party seller revenues.



amazoncash



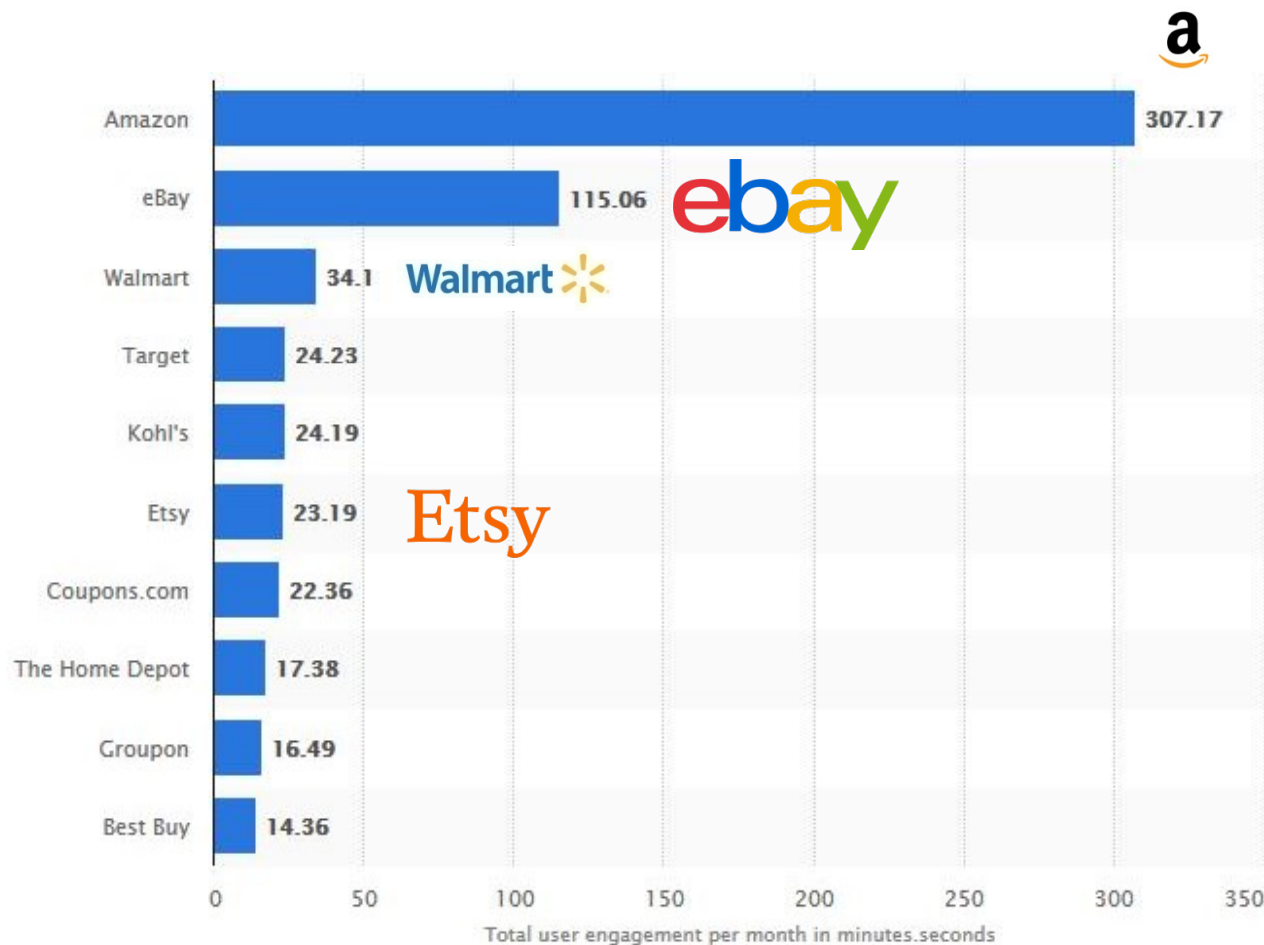
STATS



This stat presents the visits to the most popular online marketplaces in the United States as of 2021 per month.

That's 2 Billion visits per month.

STATS

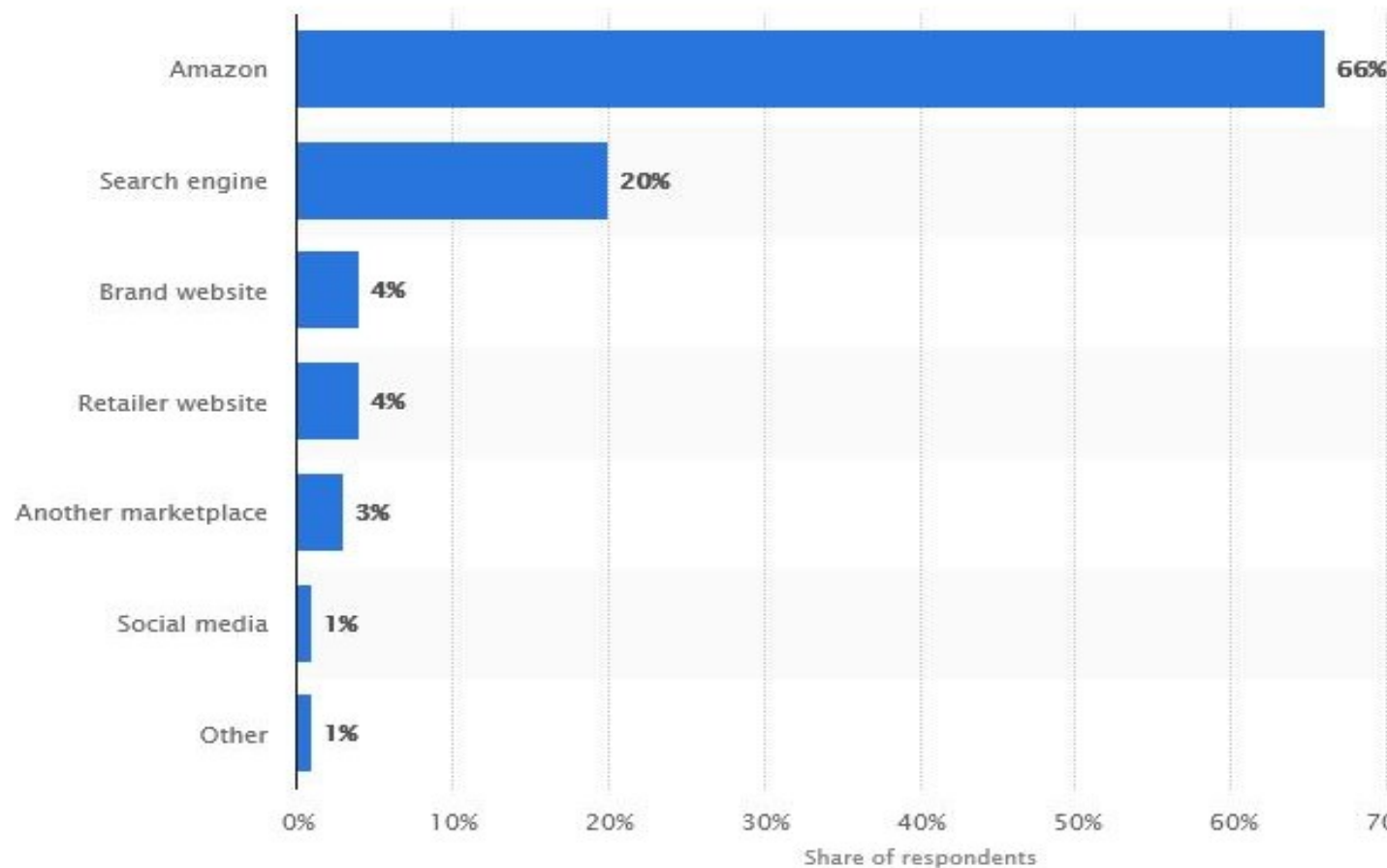


The most popular e-commerce retail sites in the US as of 2021. The leading e-commerce retailer that had the highest user engagement per month was **Amazon**, with 5 hours, 7 minutes and 17 seconds per user per month.

eBay was ranked second with an average monthly user engagement of almost 2 hours per month.



Most important platforms when first researching products online according to Amazon users in the United States as of 2021





Almost Everyone Price Checks on Amazon

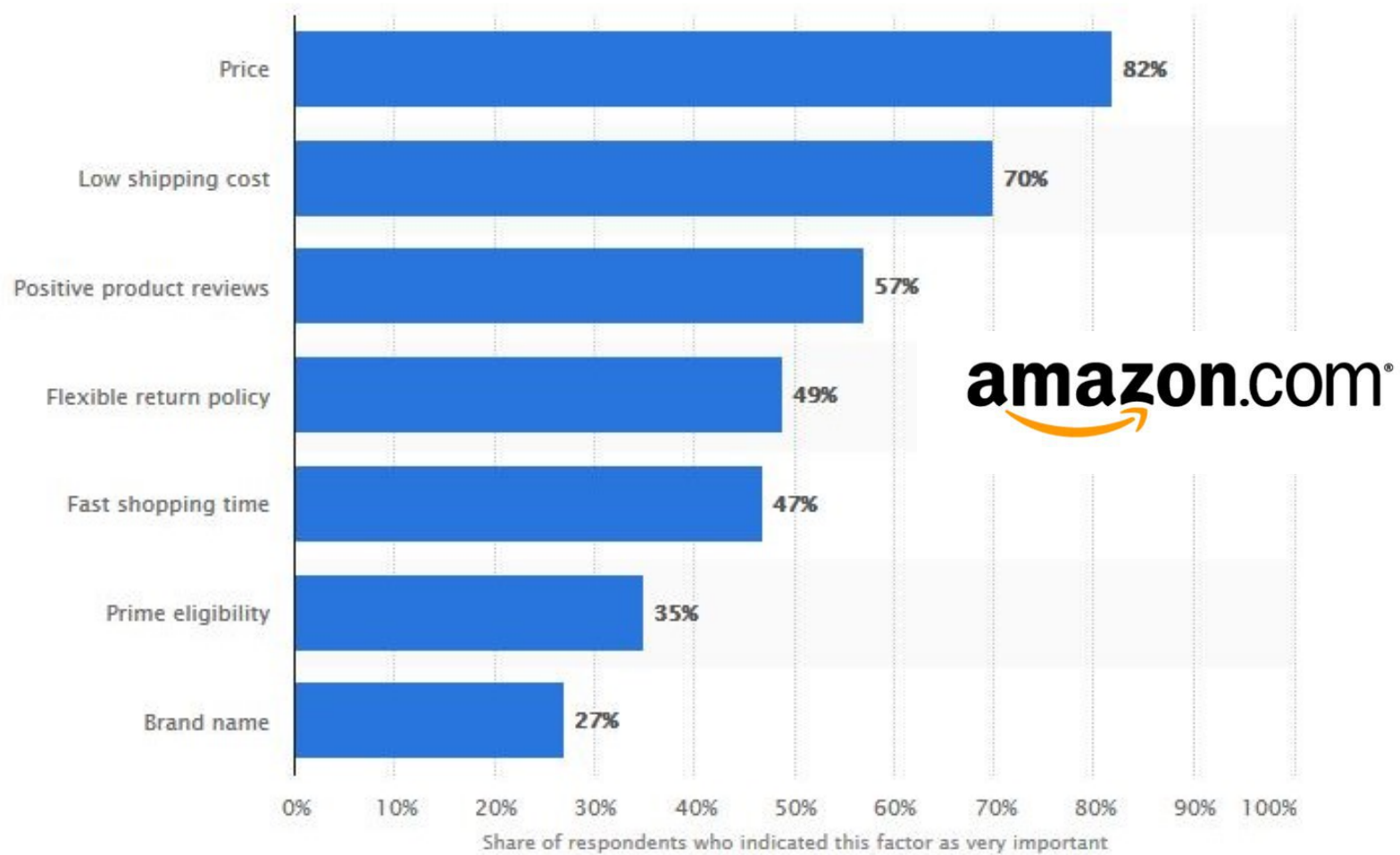


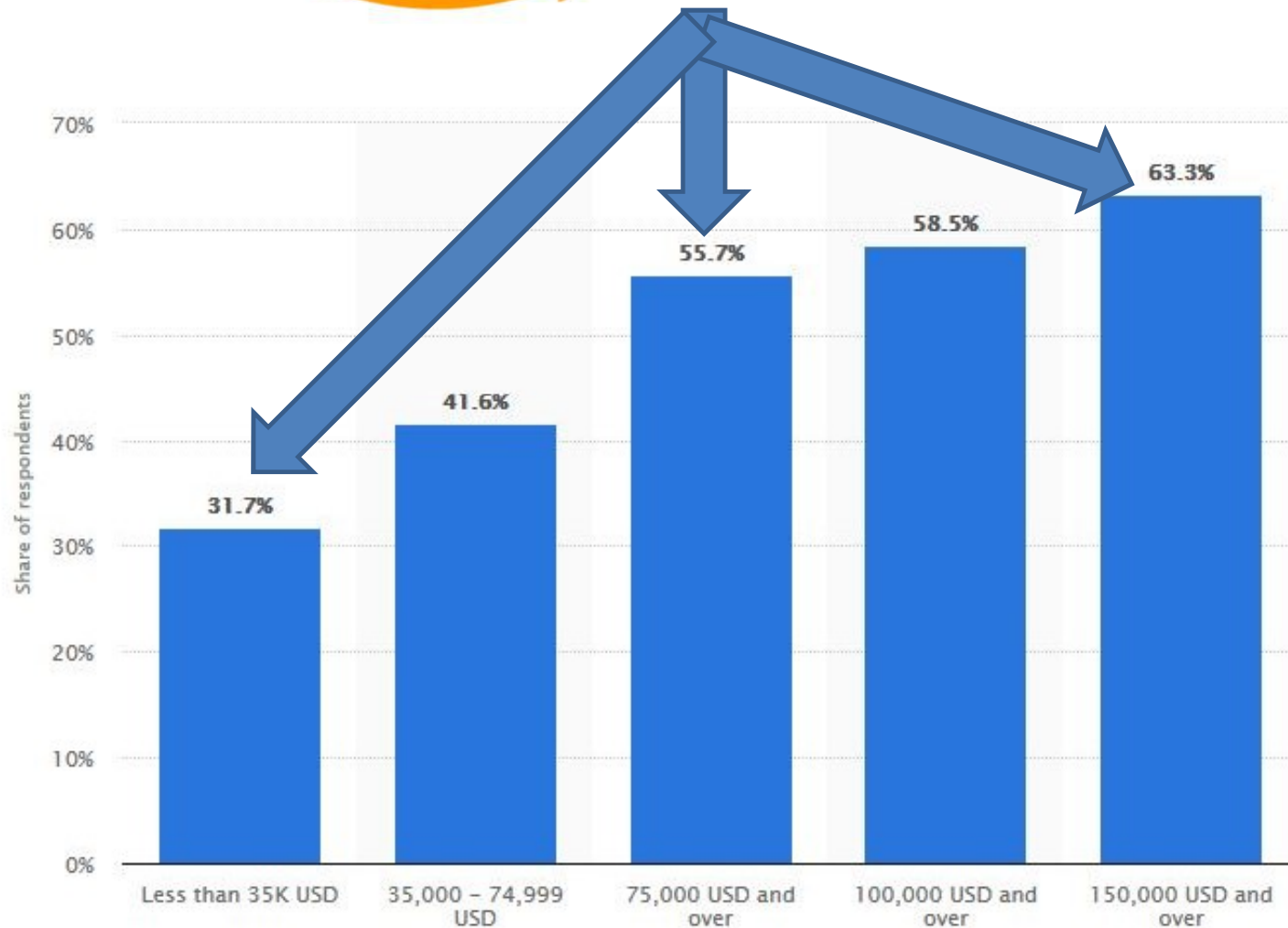
Amazon almost always jumps to the tops of shoppers' list for price checking, with 9 out of 10 shoppers checking out the marketplace for what the best deals are. When consumers do that, it's because they're looking for the best all-around package of price, customer service and shipping speed.





Most important factors driving purchasing decisions on Amazon among Amazon buyers as of 2021



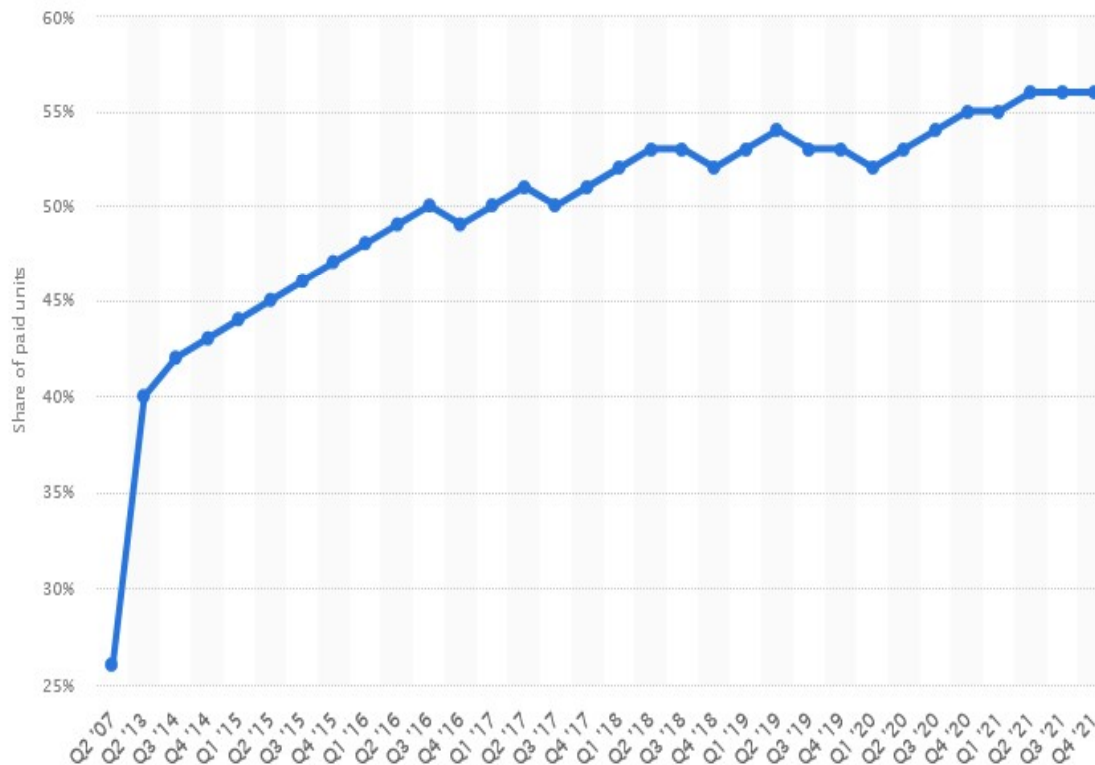


Share of online consumers in the United States who are Amazon Prime members in 2021, by household income.





3rd Party Sellers

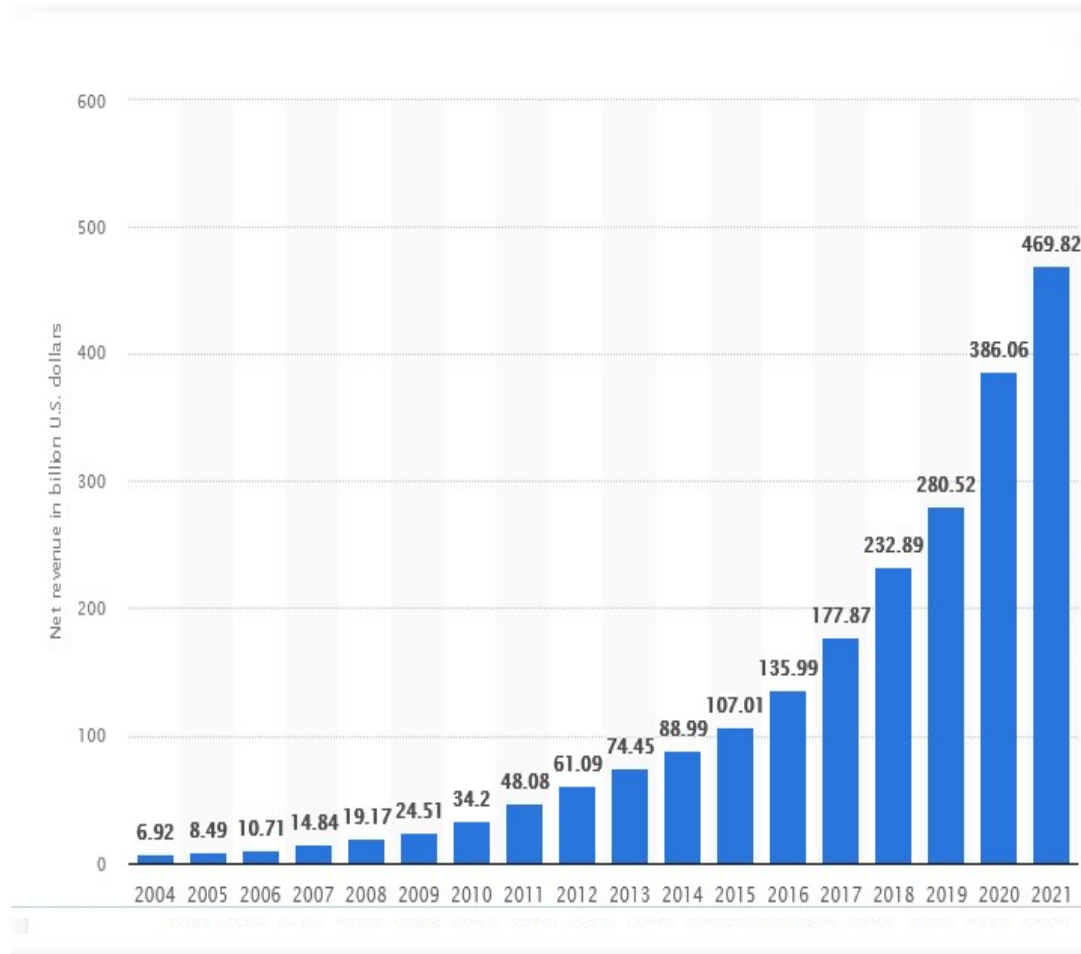


Amazon not only boasts a hugely successful online retail platform but also a thriving digital marketplace which is seamlessly integrated with the main retail shopping experience. In 2021, 56% of items were sold by third-party sellers.

Nearly three-quarters of Amazon seller businesses had between just one and five employees.

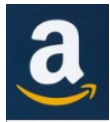


amazon.com®





amazon **Money Machine**



Amazon Sales Per Second, Minute and Hour

- Each second, Amazon records \$4,722.
- Each minute, those sales amount to \$283,000.
- And in an hour, that averages more than \$17 million.





Prime Members Spend a Lot

There are over 100 million [Amazon Prime](#) members around the world (more Prime members than non), and they typically spend over \$1,000 a year. This might be an extra incentive to fulfil with Amazon, or at least make your items Prime-eligible.

For those without a Prime membership, they tend to spend a little less freely than their Prime counterparts. About three-quarters of non-Prime shoppers spend between \$100 to \$500 a year on Amazon.



Amazon's Share of the US Ecommerce Market is 45%

[Amazon](#) itself has an inventory of about 12 million items across all its categories and services. But if you go broader and look at all the items that Marketplace sellers list, that number expands to about 350 million. It's a lot of competition, yes, but it's also a lot of visibility and sales.

According to [Statista](#), **Amazon was responsible for 45% of US ecommerce spending in 2019** — a figure which is expected to rise to 47% in 2020.



Almost 1 in 3 Americans Have a Prime Membership

The US Amazon Marketplace is a huge one, with over 95 million Americans claiming a Prime membership. They make up close to two-thirds of Amazon's total US audience.

Millennials Are the Biggest Audience

Millennials might get a bad rap in some areas, but not when it comes to using Amazon. They outpace [Baby Boomers](#) by a ratio of two to one for using Amazon as a shopping tool.

Amazon is Taking Over Traditional Brick-and-Mortar Categories

One of the biggest changes in shopping behaviour is the home improvement industry. Before, buyers would head to their local hardware store and have a pro help them pick out products in person, but Amazon's 1.1 million home improvement items display a clear shift away from offline shopping in that area.





How Selling on Amazon Works



List your products

If a product is already available on Amazon, just add the quantity, condition, and price for your offer. Professional Sellers can add large batches of items using bulk listing tools.



Customers can see your products on Amazon

With features like 1-Click and a brand millions trust, Amazon helps customers make quick, easy, worry-free purchases.



Ship products to customers

Amazon notifies you when customers place an order. Use Fulfillment by Amazon and let Amazon do the shipping—or handle shipping yourself.



Get paid

Amazon deposits payment into your bank account at regular intervals, and then notifies you that your payment has been sent.

Have questions? [Check out our FAQ](#) ➔

"With Amazon, we can sell our innovative products to customers around the globe."

Bernie Thompson, Founder, Plugable Technologies



Please note: All new Selling on Amazon subscriptions include access to sell on Amazon.com as well as Amazon.ca. Fees, available product categories, and selling requirements may vary between the two marketplaces.

*Offer limited to new Professional Selling on Amazon subscriptions only. Offer is not available to sellers who have previously registered to list on Amazon.com. Offer includes one month of subscription fees only (you will be charged other fees, including referral fees, for items that sell on Amazon). A credit of \$39.99 will be posted to your seller account to offset one month of subscription fees charged. Other limitations apply. After the trial period, Amazon will automatically charge your credit card the monthly subscription fee at the beginning of every month thereafter.



How to Register on Amazon

Presented by Nick Hawks

The logo for Amazon.com, featuring the text "amazon.com" in white lowercase letters on a black background. A yellow curved arrow is positioned below the text, starting under the 'a' and ending under the 'z'.

➤ If you are new to Amazon and don't have an Amazon account you will need to go to www.amazon.com to register.



[Your Account](#) | [Help](#)

Registration

New to Amazon.com? Register Below.

My name is:

My e-mail address is:

Type it again:

My mobile phone number is: (Optional)

[Learn more](#)

Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:

Create account

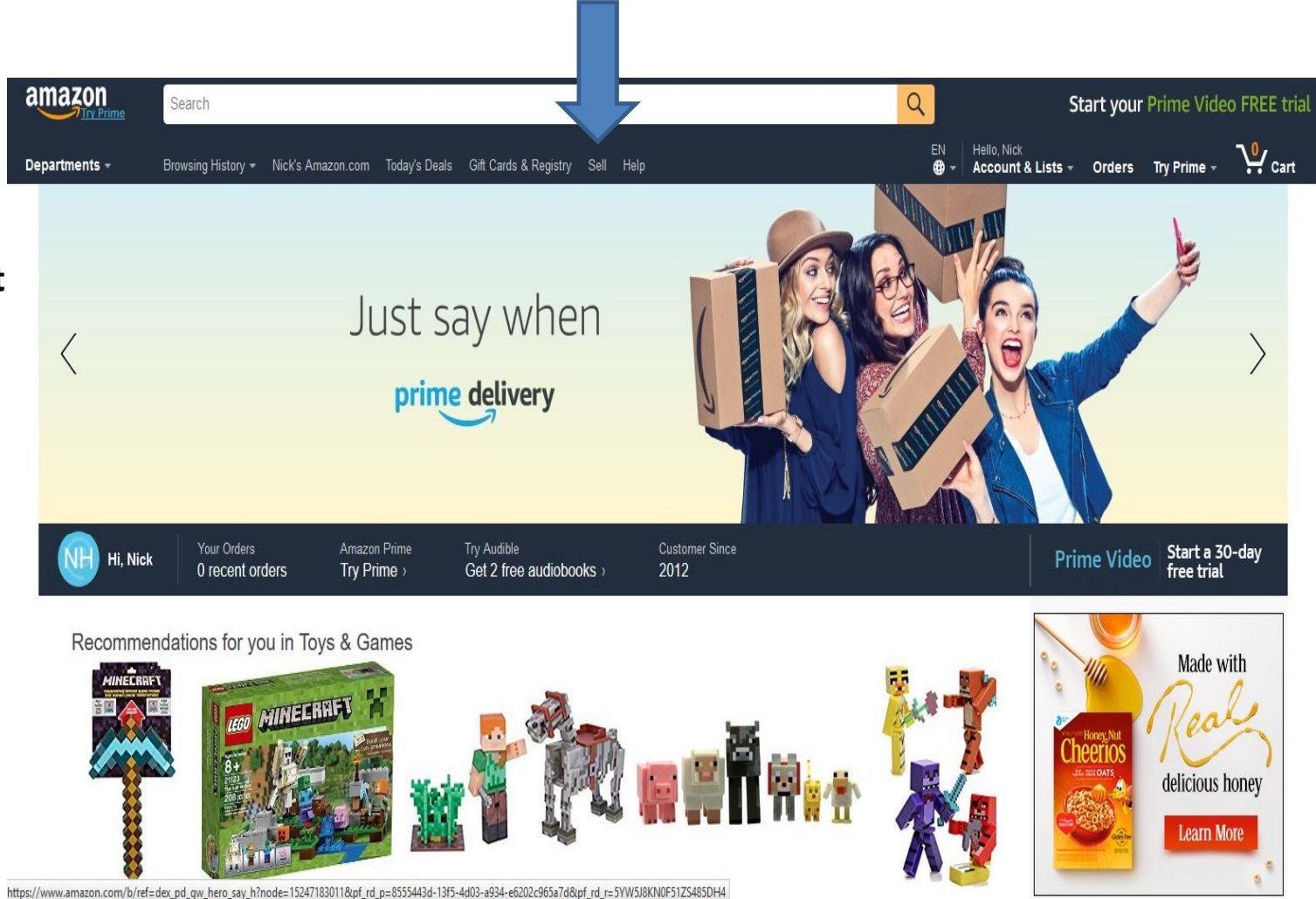
By creating an account, you agree to Amazon.com's [Conditions of Use](#) and [Privacy Notice](#).

[Conditions of Use](#) [Privacy Notice](#)

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➤ After you register you will need to click on the “sell” link at the top of Amazon’s home page.



The screenshot shows the Amazon.com homepage. A large blue arrow points to the 'Sell' link in the top navigation bar. The navigation bar includes the Amazon logo, a search bar, and links for Departments, Browsing History, Nick's Amazon.com, Today's Deals, Gift Cards & Registry, Sell, and Help. On the right, there are links for EN, Hello, Nick, Account & Lists, Orders, Try Prime, and a Cart icon. Below the navigation bar is a large banner for Prime Delivery with the text 'Just say when prime delivery' and an image of three women holding boxes. Below the banner is a dark blue bar with user information: 'Hi, Nick', 'Your Orders 0 recent orders', 'Amazon Prime Try Prime', 'Try Audible Get 2 free audiobooks', 'Customer Since 2012', 'Prime Video Start a 30-day free trial'. Below this bar is a section titled 'Recommendations for you in Toys & Games' featuring various Minecraft and LEGO products. To the right of this section is an advertisement for Honey Nut Cheerios with the text 'Made with Real delicious honey' and a 'Learn More' button. At the bottom of the screenshot is a URL: https://www.amazon.com/b/ref=dex_pd_gw_hero_say_h?node=15247183011&pf_rd_p=8555443d-13f5-4d03-a934-e6202c965a7d&pf_rd_r=5YVW5J8KN0F51ZS485DH4

amazon.com



➤ Next choose the selling option that best suits your needs if asked.

Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

"With Amazon, we can sell our innovative products to customers around the globe."
Bernie Thompson, Founder, Plugable Technologies



Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees

What can I sell as a professional?

Sell as an Individual

You plan to sell less than 40 items a month
\$0.99 per item + other selling fees

What can I sell as an individual?



Pricing Plans

We offer two Selling on Amazon plans. Which suits your needs?



Selling Plan Features	Professional Selling Plan (Pro Merchant Subscription)	Individual Selling Plan (Sell Your Stuff)
Best for Sellers who...	Plan on selling more than 40 items a month	Plan on selling fewer than 40 items a month
Monthly subscription fee	\$ 39.99	N/A
Selling fees	per-item referral fees & variable closing fees ¹	\$0.99 per item + referral fees & variable closing fees ¹
Add new products to the Amazon catalog	✓	✓
Have Amazon handle customer service, shipping, and fulfillment with Fulfillment by Amazon service for Amazon.com orders	✓	✓
Use bulk listing and reporting tools from Amazon Marketplace Web Service**	✓	✗
Customize your shipping rates for products other than Books, Music, Video, DVDs, Software, and Video Games	✓	✗
Offer special promotions and gift wrap options for your products (does not apply to Books, Music, Video, DVDs, Software, and Video Games)	✓	✗
Eligible for top placement on product detail pages	✓	✗

amazon.com

Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories



1 month
FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees
[What can I sell as a Professional?](#)



Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees
[What can I sell as an Individual?](#)

Steps to Start Selling

1

Decide what you want to sell

More than 20 product categories are open to all sellers, and at least 10 more are available only to Professional Sellers.

[Learn more about categories](#)

2

Choose a selling plan

Sell just a few items and pay no monthly fee with the Individual plan or choose the Professional subscription for unlimited selling. The Professional selling plan is ideal if you plan to sell more than 40 items per month.

[Learn more about plans & pricing](#)

3

Register and set up your account

To start selling, choose the account that fits your goals, and then register online. You'll be able to set up shipping options, notification preferences, and other account details during registration.

[Sell as a Professional](#) ✓

[Sell as an Individual](#) ✓

amazon.com

➤ **Most per-item fees will be \$0.99.**

➤ **If you use the Amazon fulfillment service (FBA) you will incur an additional fee.**

➤ **It's free to list items but Amazon charges a fee or commission when the item sells.**

Selling Fees

Per-item fees

Professional Selling Plan: no per-item fee
Individual Selling Plan: \$0.99 fee for each item sold

When your item sells, Amazon collects the amount paid by the buyer (including the item price and any shipping, gift wrap, or other charges). Amazon platform shipping rates apply to media products (books, music, video, DVD, software, and video games) sold by Professional Sellers, and to all products sold by Individual Sellers. Only Professional Sellers can offer gift wrap.

Shipping Fees (Fulfilling Orders)

When you fulfill orders yourself, Amazon platform shipping rates apply to media products (books, music, video, DVD, software, and video games) sold by Professional Sellers, and to all products sold by Individual Sellers. We charge these shipping rates based on the product category and shipping service selected by the buyer, and then pass the amount on to you.

[View shipping credits for Professional Sellers](#)

[View shipping credits for Individual Sellers](#)

For products that Amazon fulfills for you, in addition to the [Selling on Amazon fees](#), you will be charged fees for order fulfillment, storage and optional services. See [Fulfillment by Amazon fees page](#) for more information or [learn more about Fulfillment by Amazon](#).

Referral Fees

Sellers pay a referral fee on each item sold. Items in several categories have a per-item minimum referral fee (i.e., sellers pay the greater of the referral fee or the per-item minimum referral fee).

For media products (books, music, video, DVD, software, and video games), Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee calculated on the item price, excluding any taxes collected through Amazon tax collection services.

For non-media products, Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee calculated on the total sales price (the total amount paid by the buyer including the item price and any shipping or gift wrap charges), excluding any taxes collected through Amazon tax collection services.

Variable Closing Fees

For each media item that is sold, sellers also pay a variable closing fee.

Want More Information About Fees?

[View the Selling on Amazon Fee Schedule](#)

[Sign up now](#)

amazon.com

Categories	Referral Fee Percentages
Amazon Device Accessories	45%
Baby Products (excluding Baby Apparel)	15%
Books ⁴	15%
Camera and Photo ¹	8%
Cell Phone Devices*	8%
Consumer Electronics	8%
DVD ⁴	15%
Electronics Accessories	<ul style="list-style-type: none"> • 15% for the portion of the total sales price up to \$100; and • 8% for any portion of the total sales price greater than \$100
Furniture & Decor	15%
Home & Garden (including Pet Supplies)	15%
Kitchen	15%
Major Appliances	<ul style="list-style-type: none"> • 15% for the portion of the total sales price up to \$300; and • 8% for any portion of the total sales price greater than \$300
Music ⁴	15%
Musical Instruments	15%
Office Products	15%
Outdoors	15%
Personal Computers	6%
Software & Computer/Video Games ⁴	15%
Sports (excluding Sports Collectibles)	15%
Tools & Home Improvement	15%, except 12% for base equipment power tools

Toys & Games ²	15%
Unlocked Cell Phones	8%
Video & DVD ⁴	15%
Video Game Consoles ⁴	8%
Everything Else ³	15%
Categories Requiring Approval	Referral Fee Percentages
3D Printed Products	12%
Automotive & Powersports	12%, except 10% for tires and wheels products
Beauty	15%
Clothing & Accessories	15%
Collectible Books	15%
Collectible Coins	See Category Requirements for referral fees.
Entertainment Collectibles	See Category Requirements for referral fees.
Fine Art	See Category Requirements for referral fees.
Gift Cards	20%
Grocery & Gourmet Food	15%
Health & Personal Care (including Personal Care Appliances)	15%
Industrial & Scientific (including Food Service and Janitorial & Sanitation)	12%
Jewelry	20%
Luggage & Travel Accessories	15%
Shoes, Handbags & Sunglasses	15%
Sports Collectibles	See Category Requirements for referral fees.
Watches	<ul style="list-style-type: none"> • 16% for the portion of the total sales price up to \$1,500, and • 3% for any portion of the total sales price greater than \$1,500

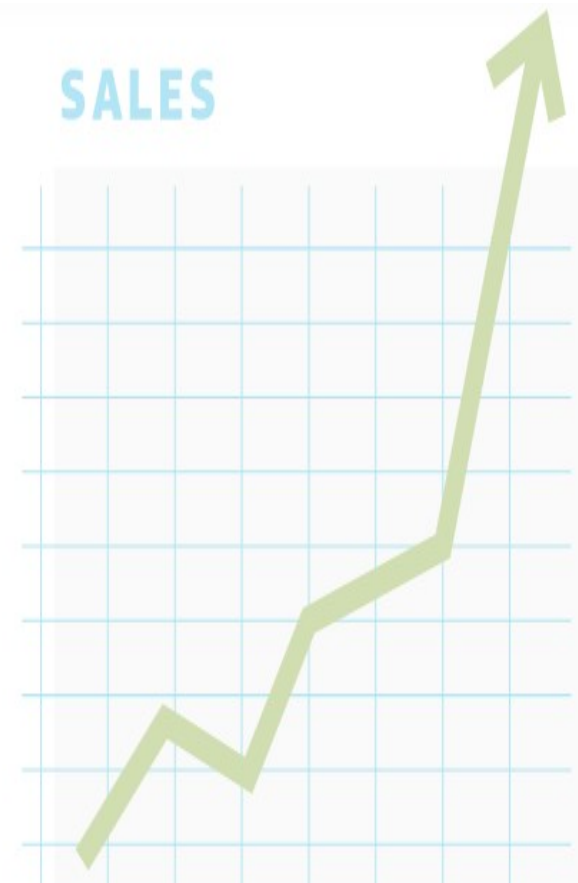


✦ New Seller Incentives ✦

Over \$50K in potential benefits

Ready to sell? Launch your brand today with a powerful playbook for new sellers and over \$50K in potential benefits.

- ✓ Get 5% back on your first \$1,000,000 in branded sales
- ✓ Try FBA with free inbound shipping, storage, removals, and returns
- ✓ Get \$50 credit for Sponsored Products CPC ads—bids are up to you
- ✓ Get a head start on brand protection, product reviews, and more



How FBA works

Fulfillment by Amazon can help decrease fulfillment headaches as you scale your business.

▶ Watch video

Step 1:

Set up FBA

Create your Amazon selling account, and login to Seller Central to set up FBA.

Step 2:

Create product listings

Once you add products to the Amazon catalog, specify FBA inventory.

Step 3:

Prepare products

Prepare the products for safe and secure transportation to a fulfillment center, according to Amazon packing guidelines and shipping and routing requirements.

Step 4:

Ship products to Amazon

Create a shipping plan, print Amazon shipment ID labels, and send shipments to Amazon fulfillment centers. Learn more about sending inventory to Amazon.



Your products are eligible for Amazon Prime FREE Two-Day Shipping, FREE Shipping, and more.

Prime members love FREE Two-Day Shipping, and all Amazon.com customers can get free shipping on eligible orders. When you list products for FBA, they are eligible for free shipping, too. Qualified FBA listings are displayed with the Prime logo, so customers know that Amazon handles packing, delivery, customer service, and returns.

Amazon Fulfillment

×

Sales price

\$ 14.99

Amazon fees

\$3.54

▶

Fulfillment cost

\$6.10

▶

Storage cost

\$0.12

▼

January-September

October-December

Monthly storage cost per unit

\$0.12

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.12

Other costs

\$5.00

▼

Cost of goods sold

\$ 5.00

Miscellaneous cost

\$

Fulfilment by amazon

amazon.com

98%

Cost of doing business

Estimated cost per unit

\$14.76

Net profit per unit

\$0.23

Estimated sales

1

Net profit

\$0.23

Net margin

1.57%

No profit

Your fulfillment

Sales price

\$ 14.99

Shipping charge

\$ 3.99

Amazon fees

\$4.22

▶

Fulfillment cost

\$1.00

▼

Labor

\$

Packing material

\$ 1.00

Shipping to customer

\$

Customer service

\$

Storage cost

\$0.00

▼

Enter your storage costs for a more accurate comparison

Monthly storage cost per unit

\$ 0

Average inventory units stored

1

Estimated monthly units sold

1

Storage cost per unit sold

\$0.00

Other costs

\$5.00

▼

Cost of goods sold

\$ 5.00

amazon.com

Estimated cost per unit

\$10.22

Net profit per unit

\$8.76

Estimated sales

1

Net profit

\$8.76

Net margin

46.15%

32% profit

After \$4 shipping

Amazon Fulfillment

Sales price  \$ 100

Amazon fees \$17.99 ▶

Fulfillment cost **3 lb. Coffee maker** \$14.57 ▶

Storage cost \$0.59 ▼

January-September | October-December

Monthly storage cost per unit \$0.59

Average inventory units stored

Estimated monthly units sold

Storage cost per unit sold \$0.59

Other costs  \$0.00 ▼

Cost of goods sold \$

Miscellaneous cost \$

 **33% commission**

Estimated cost per unit \$33.15

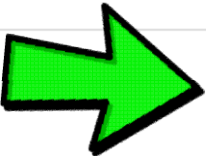
Net profit per unit \$66.85

Estimated sales

Net profit  **\$66.85**

Net margin **66.85%**

Your fulfillment

Sales price  \$ 100

Shipping charge \$ 10

Amazon fees \$19.69 ▶

Fulfillment cost \$2.00 ▼

Labor \$

Packing material \$ 2.00

Shipping to customer \$

Customer service \$

Storage cost **\$0.00** ▼


Enter your storage costs for a more accurate comparison

Monthly storage cost per unit \$ 0

Average inventory units stored

Estimated monthly units sold

Storage cost per unit sold \$0.00


Other costs  **\$0.00** ▼

Cost of goods sold \$

Estimated cost per unit \$21.69

Net profit per unit **22% commission** \$88.31

Estimated sales

Net profit **11% difference**  **\$88.31**

Net margin **80.28%**

Amazon Fulfillment

Sales price

3lb. Coffee maker

Amazon fees \$17.99 ▶

Fulfillment cost \$14.57 ▶

Storage cost \$0.59 ▼

January-September | October-December

Monthly storage cost per unit \$0.59

Average inventory units stored

Estimated monthly units sold

Storage cost per unit sold \$0.59

Other costs \$20.00 ▼

Cost of goods sold

Miscellaneous cost

Fulfilment by amazon

53%
Cost of doing business

Estimated cost per unit \$53.15

Net profit per unit \$46.85

Estimated sales

Net profit **47% profit** \$46.85

Net margin 46.85%

Your fulfillment

Sales price

Shipping charge

Amazon fees \$19.69 ▶

Fulfillment cost **You still pay to ship the item.** \$2.00 ▼

Labor

Packing material

Shipping to customer

Customer service

Storage cost \$0.00 ▼

Enter your storage costs for a more accurate comparison

Monthly storage cost per unit

Average inventory units stored

Estimated monthly units sold

Storage cost per unit sold \$0.00

Other costs \$20.00 ▼

Cost of goods sold

amazon.com

Estimated cost per unit \$41.69

Net profit per unit **42% cost of doing business** \$68.31

Estimated sales

Net profit **58% profit after shipping** \$68.31

Net margin 62.10%



amazon seller central

Sign in to your account

E-Mail address: 12teachyou@hotmail.com

Password:

[Sign in](#)

[Forgot your password?](#) | [Help](#)

Not already selling on Amazon?

[Register now](#) to sell your products to millions of Amazon.com customers.

[For Amazon.ca sellers](#)

amazonwebstore

30-DAY FREE TRIAL

Your site—Amazon's Technology.
Scalable and Efficient eCommerce!

[Learn More](#)



Advertisement

➤ Click here to register as a seller.

Learn more about our products

Selling on Amazon

Put your products in front of tens of millions of Amazon shoppers. With no per-item listing fees Amazon can help you grow your business.

[Learn More](#)

Fulfillment by Amazon

Enable your listings on Amazon to qualify for Amazon Prime and Free Shipping on orders over \$35 with world-class fulfillment.

[Learn More](#)

Amazon Webstore

Amazon Webstore lets you create professional, branded eCommerce websites, backed by the expertise, security and reliability of Amazon.

[Learn More](#)

Amazon Product Ads

Drive qualified traffic to your website through highly targeted placements. Advertise your products to millions of shoppers using Amazon Product Ads.

[Learn More](#)

Amazon Payments

With Amazon Payments, hundreds of millions of Amazon customers can pay on your site with the information already stored in their Amazon accounts.

[Learn More](#)

Amazon Sponsored Products

Promote your Amazon listings with keyword-targeted ads. Bid to get on page 1 of search results on Amazon and pay only when your ad is clicked.

[Learn More](#)





Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process

Click here to create a new account using a different e-mail address. [Click here](#)

If you do not have this information handy right now, please collect it and then return to the product detail page. After you re-enter your item information, you will return to this page to begin your registration.

Seller Agreement	
Legal Name:	<input type="text" value="Nick Hawks"/> <small>If registering as a business, enter the business's legal name. If registering as an individual, enter your name.</small>
Amazon Services Business Solutions Agreement:	<input checked="" type="checkbox"/> I have read and accepted the terms and conditions of the Agreement

Continue

[Privacy Notice](#)



Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process
- Your tax identity information

If you are located outside of your Elected Country, as defined in the [Agreement](#), you also need to read and comply with this [important notice for international sellers](#).

If you are located outside the US, you also need to read and comply with this important [notice for international sellers](#)

If you cannot comply with the requirements of this registration, please do NOT continue with this registration process.



Would you like to use an existing Amazon account? [Click here](#)

Create a new account

First and Last Name:

Email Address:

Re-type E-mail Address:

Password:

Re-type Password:

Legal Name:



If registering as a business, enter the business's legal name. If registering as an individual, enter your name.

Seller Agreement

I have read and accepted the terms and conditions of the

☐ [Amazon Services Business Solutions Agreement](#)





Would you like to use an existing Amazon account? [Click here](#)

Create a new account

First and Last Name: Nick Hawks

Email Address: 12teachyou@hotmail.com

Re-type E-mail Address: 12teachyou@hotmail.com

Password:

Re-type Password:

Legal Name: Nick Hawks

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.



Seller Agreement

I have read and accepted the terms and conditions of the

☒ [Amazon Services Business Solutions Agreement](#)



Continue

[Privacy Notice](#)

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Welcome Nick Hawks.

Complete a few more steps to finish setting up your seller account.

If you don't have the requested information available, you can skip a step and return to it later. Your subscription will begin when you finish the setup process

This is a
four step
process.



Add Credit Card Information

We will ask your bank to authorize use of your credit card to verify your identity and validate your credit card.

Credit card number:

Expiration date:

12 / 2014

Cardholder name:

Address:

Address line 2:

City/Town:

State/Province/Region:

Postal/ZIP code:

Country:

United States

Phone number:

[Add extension](#)

Your account setup is 25% complete. (1/4)

Service

Selling on Amazon - Individual

FAQs

[Why do I need to provide credit card information?](#)

[Will you start charging my credit card right now?](#)

[Can I provide a different credit card after I open my account?](#)

[Go to setup summary](#)

Skip Step

Save & Continue

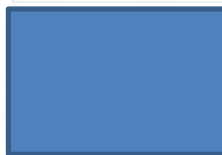
amazon.com



Seller Information

Display name: Nick Hawks [Check availability](#)

Business address: Nick Hawks



[Add new address](#)

[Go to setup summary](#)

[Skip Step](#)

[Save & Continue](#)

Your account setup is 50% complete. (2/4)

Service

Selling on Amazon - Individual

FAQs

[What is a display name?](#)

[Can I change my display name later?](#)

[Should I include my country code if I provide an international \(non-US\) phone number?](#)



Verify Your Identity

- ☒ Call me
☐ Send me a text message

1. Add telephone number

Telephone Number [Add extension](#)

For international phone numbers, please include the complete phone number with the country code (including a leading "+"). Example: +1 (123) 456-7890

[Call Me Now](#)

[Show instructions for dial up connections](#)

2. Call in progress

3. Phone verification complete

[Go to setup summary](#)

[Skip Step](#)

Your account setup is 75% complete. (3/4)

Service

Selling on Amazon - Individual

FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)



Verify Your Identity

1. Add telephone number

2. Call in progress

Please key in the following PIN when prompted.

Your PIN: 4460

If you have not yet received a call at the number indicated above, please wait. This page will automatically update with what you need to do next.

3. Phone verification complete

Your account setup is 75% complete. (3/4)

Service

Selling on Amazon - Individual

FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)



Verify Your Identity

1. Add telephone number

2. Call in progress

3. Phone verification complete

[Go to setup summary](#)



Complete Registration

Your account setup is 100% complete.
(4/4)

Service

Selling on Amazon - Individual

FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)



**How to add a product to Amazon
that is already in Amazon's product
catalog.**

amazon.com

➤ If you are not signed in you will need to click here.

The screenshot shows the Amazon homepage. At the top, the Amazon logo is on the left, and navigation links like 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help' are in the center. On the right, there's a yellow banner for 'Sprint The Cut Your Bill in Half Event' with a 'Switch now' button. Below the banner, there's a search bar with 'Shop by Department' and 'All' filters. To the right of the search bar are links for 'Hello, Sign in Your Account', 'Try Prime', 'Cart', and 'Wish List'. A blue arrow points from the 'Free One-Day Shipping' banner to the 'Sign in' button in the account link area.

amazon
Try Prime

Your Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search All Go

Amazon Fashion
Free One-Day Shipping
WATCHES & JEWELRY FOR VALENTINE'S DAY

Sign in
New customer? Start here.

Movies Included with Prime Membership at No Additional Cost [See more](#)

HD JACK RYAN HD CATCHING FIRE HD BAREFOOT HD I, FRANKENSTEIN HD THE LAST LEGION HD STAR TREK INTO DARKNESS HD Labor Day

Shop Gifts for Valentine's Day



➤ Amazon sign-in page.

amazon.com[®]

amazon

[Your Account](#) | [Help](#)

Sign In

What is your e-mail address?


My e-mail address is:

Do you have an Amazon.com password?

☐ No, I am a new customer.

☒ Yes, I have a password:

[Forgot your password?](#)

Sign in using our secure server 

Sign In Help

Forgot your password? [Get password help.](#)

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➤ Click the
“sell” link.



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Your Amazon.com

Hot New Releases in Kindle eBooks

Page 1 of 13

New Release Wreckage Emily Bleeker ★★★★☆ (164) \$4.99	New Release The Dead Key D. M. Pulley ★★★★☆ (93) \$4.99	New Release The One That Got Away Simon Wood ★★★★☆ (75) \$4.99	New Release The Girl on the Train: ... Paula Hawkins ★★★★☆ (1,403) \$8.99	New Release The Mermaid's Sister Carrie Anne Noble ★★★★☆ (69) \$4.99	New Release Miramont's Ghost Elizabeth Hall ★★★★☆ (1,482) \$4.99	New Release 14th Deadly Sin ... James Patterson \$12.74	New Release Private Vegas James Patterson ★★★★☆ (116) \$9.99

➤ See all recommendations in Hot New Releases in Kindle eBooks

Hot New Releases in Amazon Instant Video

Page 1 of 10

New Release John Wick Keanu Reeves ★★★★☆ (434) \$4.99 to rent	New Release Gone Girl Ben Affleck ★★★★☆ (1,664) \$4.99 to rent	New Release The Judge Robert Downey Jr. ★★★★☆ (366) \$3.99 to rent	New Release Dracula Untold Luke Evans ★★★★☆ (226) \$4.99 to rent	New Release Fury Brad Pitt ★★★★☆ (808) \$3.99 to rent	New Release Lucy Scarlett Johansson ★★★★☆ (969) \$4.99 to rent	New Release The Best of Me Michelle Monaghan ★★★★☆ (84) \$3.99 to rent	New Release The Homesman Hilary Swank \$4.99 to rent

➤ See all recommendations in Hot New Releases in Amazon Instant Video

amazon.com



Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

"With Amazon, we can sell our innovative products to customers around the globe."
Bernie Thompson, Founder, Plugable Technologies



Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees

[What can I sell as a professional?](#)

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees

[What can I sell as an individual?](#)

➤ For most of us we will choose the
"Sell as an Individual" link.





[Nick's Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#)

Free One-Day Shipping on Valentine's Day Jewelry & Watches

Shop by
Department ▾

Search

All ▾

Go

Hello, Nick
Your Account ▾

Try
Prime ▾

0
Cart ▾

Wish
List ▾

Sell Your Stuff

Make money by selling your stuff on Amazon.com. It's easy, it's fast, and it doesn't cost you a penny until your item sells.

Search for the Item You'd Like to Sell

- If you are already a seller click here.
- Follow the steps on the next page.



New to selling? [Click here](#) to become a seller (you'll be asked to sign in to your Amazon account).
Already a seller? [Click here](#) to login.



➤ Click the “add product” link.


The screenshot displays the Amazon Seller Central interface. At the top, the navigation bar includes 'amazon seller central', a search bar, and links for 'Messages', 'Help', and 'Settings'. The main content area is divided into several sections. On the left, there are widgets for 'Your Orders (Amazon.com)', 'Performance' (including Seller Rating, Account Health, and Customer Feedback), 'Claims Requiring Actions', 'Buyer Messages', 'Seller Forums', and 'Other Amazon Links'. The central area features a 'Manage Inventory' dropdown menu with 'Add a Product' highlighted by a large blue arrow. Below this, there are sections for 'started on Amazon', 'Technical Notification', 'Headlines', 'More Selling Tools', and 'Increase Product Visibility with Sponsored Products'. The right sidebar contains 'Payments Summary', 'Manage Your Case Log', and 'Unshipped orders'. The bottom right corner of the page features the 'amazon.com' logo.

➤ Type into the box
your products name.

The screenshot shows the Amazon Seller Central interface. At the top, the navigation bar includes 'amazon seller central', a 'P' icon, and tabs for 'INVENTORY', 'ORDERS', 'REPORTS', and 'PERFORMANCE'. A dropdown menu is open under 'INVENTORY', showing 'Manage Inventory' and 'Add a Product'. The 'Add a Product' option is highlighted. Below the navigation bar, the 'Add a Product' section features a sub-header 'Find it on Amazon' and a search input field with the placeholder text 'Enter your product name, UPC, EAN, ISBN or ASIN'. A yellow 'Search' button is to the right of the input field. Below the search field, there is a link 'Learn more | Video Tutorials' and a button 'Create a new product'. A large blue arrow points to the search input field. To the right of the search section, there is a promotional banner for 'Learn how to earn 25,000 Membership Rewards* points†' with an 'OPEN' button. At the bottom of the page, there is a footer with 'Rate this page | Contact Seller Support', 'Nick Hawks', and '© 1999-2014, Amazon.com, Inc. or its affiliates'.





➤ Next click the search button.

amazon seller central INVENTORY ORDERS REPORTS PERFORMANCE  www.amazon.com Search Messages | Help | Settings

Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.
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Find it on Amazon

[Search](#)

If it is not in Amazon's catalog: [Create a new product](#)



Nick Hawks © 1999-2014, Amazon.com, Inc. or its affiliates



➤ Your product is likely to be displayed in the search results.

➤ If so just click the “Sell yours” button.

amazon seller central INVENTORY ORDERS REPORTS PERFORMANCE www.amazon.com Search Messages Help Settings

Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.
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Advertisement

Find it on Amazon

If it is not in Amazon's catalog:






Narrow your results

Category
All Categories
[Tools & Home Improvement \(4\)](#)

Can't Find it?

If your product is not in the Amazon catalog, you may create a new product detail page.

1 to 4 of 4 Results

	KOHLER K-10433-VS Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Stainless UPC: 650531236975 EAN: 0650531228055 See all product details	<input type="button" value="Sell yours"/>
	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel UPC: 650531224774 EAN: 0650531224774 See all product details	 <input type="button" value="Sell yours"/>
	KOHLER K-1041319-BN Forte Kitchen Faucet Sprayhead, Vibrant Brushed Nickel UPC: 650531227263 EAN: 0650531227263 See all product details	<input type="button" value="Sell yours"/>
	Kohler 1041321-BN Handle: Brushed Nickel Replacement Handle for Kohler K-10433-vs Forte Single Control Pullout Kitchen	

amazon.com

➤ Amazon will fill in most of the item information for you.

➤ You will still need to enter some info as shown.



Amazon Product Summary



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

[\(View amazon detail page\)](#)

ASIN: B000MFA4IG
Manufacturer: KOHLER

Competing Marketplace Offers

[15 All](#) from \$212.27 + \$0.00 shipping
[14 New](#) from \$237.85 + \$0.00 shipping
[1 Used](#) from \$212.27 + \$0.00 shipping

List Price
~~\$342.55~~

Amazon Sales Rank
65,317

Vital Info	Offer	Images	Description	Keywords	More Details
<div>Next</div>					
Seller SKU: <small>(Unique Identifier. If you don't enter a SKU we'll create one for you.)</small>		<input type="text"/>			
Condition:		New			
Condition Note: <small>(Add your comments about the condition)</small>		<div><div></div><div>Example: Dust cover missing. Some scratches on the front.</div></div>			
Low price: <small>(Lowest price for selected condition)</small>		\$237.85 + \$0.00 shipping Match Low Price			
Your price: <small>(Price based on condition)</small>		\$ 229.37 + \$7.99 shipping Example: 50.00			
Sale price: <small>(A sale price must have a start & end date)</small>		Sale price: \$ <input type="text"/> Sale start date: <input type="text"/> Sale end date: <input type="text"/>			
Quantity:		1			



➤ You can start your item as soon as you submit it or start it in the future.

Handling time (in days): (Default is 1-2 days)	<input type="text"/>
Start selling date: (mm/dd/yyyy)	<input type="text"/>
Restock Date:	<input type="text"/>
Seller Warranty Description:	<div></div>
Import Designation: (If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")	<div>- Select -</div> <div>Example: Made in USA or Imported</div>
Country as Labeled: (Complete only if Import Designation is "Imported." Select country shown on product label.)	<div></div> <div>Example: CN</div>
Shipping Method:	<div><input checked="" type="radio"/> I want to ship this item myself to the customer if it sells.</div> <div><input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more</div>

Shipping Options:

	Transit Time	Shipping credit *	Amazon fees (if sold) *	Total you will receive *
Standard Shipping	<input checked="" type="checkbox"/> 4 - 14 business days		\$7.99	
	<input type="checkbox"/> 3 - 5 business days Qualified sellers have the option to offer reduced shipping times. Learn more		\$7.99	
Expedited Shipping	<input type="checkbox"/> 2 - 6 business days		\$13.42	
	<input type="checkbox"/> 1 - 3 business days Qualified sellers have the option to offer reduced shipping times. Learn more		\$13.42	Enter a price to see the shipping fee

* If Sold
Sorry! We are unable to allow you to select shipping methods at this time. We will use your default shipping settings for this product. You will be able to select shipping methods later by editing the product.

[Next](#)

Cancel

Save and finish

amazon.com

➤ Amazon will provide the Technical Details, Product Description, and Additional Info for you.



Product Information

Color: Vibrant Brushed Nickel

Technical Details

Part Number	K10433-BN
Item Weight	5 pounds
Product Dimensions	11.2 x 10.5 x 11.8 inches
Item model number	10433-BN
Color	Vibrant Brushed Nickel
Style	Transitional
Finish	Brushed Nickel
Material	nickel
Installation Method	Deck Mounted
Item Package Quantity	1
Flow Rate	2.2 GPM
Number of Handles	1
Certification	No
Warranty Description	Lifetime Warranty

Additional Information

ASIN	B000MFA4IG
Customer Reviews	★★★★☆ 222 reviews 3.8 out of 5 stars
Best Sellers Rank	#65,317 in Home Improvement (See top 100)
Shipping Weight	7 pounds (View shipping rates and policies)
Shipping	This item is also available for shipping to select countries outside the U.S.
Shipping Advisory:	This item must be shipped separately from other items in your order. Additional shipping charges will not apply.
Date First Available	September 14, 2004

Warranty & Support

Manufacturer's warranty can be requested from customer service. [Click here](#) to make a request to customer service.

Feedback

Would you like to update product info, give feedback on images, or tell us about a lower price?

Product Description

Color: Vibrant Brushed Nickel

Product Description

Product Features: Premium metal construction of faucet body and handles ensures reliability. Covered by Kohler's faucet lifetime limited warranty. Kohler finishes are guaranteed to resist corrosion and tarnishing. Fluid design lines offer a versatile addition to your kitchen decor. High arch gooseneck spout allots more space to work and greater access to all areas of the sink. Features a pullout spray faucet head with a 33" hose. Includes escutcheon (cover plate) for sinks with 3 faucet holes. Designed to install easily with standard U.S. plumbing connections. All hardware needed for installation is included. **Product Technologies / Benefits:** **MasterClean:** The sprayface features an easy-to-clean surface that withstands mineral buildup. **Product Specifications:** Overall Height: 11-13/16" (measured from counter top to the highest point on faucet). Spout Height: 8-11/16" (measured from counter top to spout outlet). Spout Reach: 10-1/8" (measured from center of faucet base to center of spout outlet). Flow Rate: 1.8 GPM (gallons-per-minute). Maximum Deck Thickness: 1-1/2". One hole required for faucet installation. **Faucet Centers (Distance Between Handle Installation Holes):** 0. One handle included with the faucet. ADA compliant. Low lead compliant – meeting federal and state regulations for lead content.

Amazon.com

Forté Single Control Pullout Kitchen Sink Faucet

The Kohler K-10433 Forté Single-Control Pullout Kitchen Sink Faucet is an easy-to-use, multifunction faucet. Its convenient pullout sprayhead has optimal height and reach for effectively filling and cleaning large pots and pans. Additionally, installation is easy and fast, and the Kohler ceramic valves and finish ensure a long-lasting product that can withstand the demands of daily use.



2 spray options are easily controlled with a side-to-side diverter (shown in Polished Chrome).
[View larger](#)



The versatile sprayer nozzle easily releases from the faucet—even if you have soapy hands.

texture selections, including authentic hand-brushed finishes. Forté kitchen faucets are offered in Polished Chrome, Brushed Chrome, Vibrant Polished Brass, Vibrant French Gold, Vibrant Brushed Nickel, and Vibrant Brushed Bronze. For even greater durability, Forté kitchen faucets feature one-piece self-contained ceramic valves that exceed industry standards for longevity and allow for straightforward volume and temperature control.

Forté Kitchen Faucets

Expanding its current offering of single-control kitchen faucets, Kohler introduces Forté kitchen faucets, boasting attractive transitional style, fluid lines, and exceptional performance. The beautifully crafted handle of Forté provides comfortable hand control, and the faucet's integrated cast body and spout make it exceptionally easy to keep clean. Available with an escutcheon for single-hole or three-hole installations and an optional sidespray, Forté is perfect for roomy single and double-basin sinks. Its 6-inch spout height allowing more clearance for taller containers, and its generous 9-inch spout reach makes it ideal for handling larger pots.

Single Lever for Convenience

The Forté faucet's single lever makes it easy to operate: simply flip up the lever to turn on the water and move the lever left to right to find the desired temperature. Once you find the right temperature, leave the lever in place and turn the faucet on and off as needed. A high-temperature control lets you preset a maximum setting to eliminate scalding.

Versatile Sprayhead for Multiple Uses

The ergonomic sprayhead pulls out of the faucet with a counterweighted, braided-nylon hose that moves quietly and efficiently. The ball-joint swivel sprayhead ensures smooth operation, which means you can control it with minimal effort. Also, the MasterClean sprayface resists mineral buildup and is easy to clean. The two spray options are easily controlled with a side-to-side diverter that allows for either a traditional or palm grip—convenient for both right- and left-handed users. For further ease of use, the spray-pattern memory recalls the last setting used, and a high-temperature limit stop and temperature memory feature maintain a safe, ideal water temperature.

Durable Construction Lasts Longer

The Forté faucet's premium metal construction ensures a long life, and the finish is bonded to the faucet to resist scratches, corrosion, and tarnishing. All Forté faucets come in several finishes that exceed industry durability standards two times and boast distinctive color and texture selections, including authentic hand-brushed finishes. Forté kitchen faucets are offered in Polished Chrome, Brushed Chrome, Vibrant Polished Brass, Vibrant French Gold, Vibrant Brushed Nickel, and Vibrant Brushed Bronze. For even greater durability, Forté kitchen faucets feature one-piece self-contained ceramic valves that exceed industry standards for longevity and allow for straightforward volume and temperature control.



Durable and elegant, Forté kitchen faucets come with a lifetime warranty (shown in Vibrant Stainless Steel).

Easy Installation

Installation is fast and easy with 25-inch flexible supply hoses, a quick connection between the sprayhead and valve, and an easy-to-tighten installation ring. The Forté faucet features an ADA-compliant lever handle and swing spout with a pullout sprayhead and hose. The spout reach is 10-1/8 inches, and the faucet clears 8-11/16 inches. The Forté has a maximum flow rate of 2.2 gallons (8.3 liters) per minute with a low-flow aerator option available.

Forté Single-Control Pullout Kitchen Sink Faucet At a Glance

- Single-control faucet with optimal reach
- Convenient pullout sprayhead
- Durable construction and finish
- Easy to install
- Lifetime limited warranty

Customer Questions & Answers

Have a question? Ask the owners here

Ask

Don't see what you're looking for? Submit your question to our community by clicking the 'Ask' button above.



how does spray work?

A: There is a button on the end of the faucet. You just push it for spray. Then you push it the other way to single stream. Works really great. You don't have to continue to hold it. I am very, very happy with this faucet and it looks quite modern and elegant too.

[See all 9 answers](#)

Answered on August 17, 2013



Hi, I need a new spray button - the button kept falling in the sink and is not battered by the garbage disposal. How do I acquire just the button?

A: One of my buttons also came off, I glued it back on and haven't had any issues since. Try calling Kohler 1-800-4-KOHLER (1-800-456-4537), these have lifetime warranty, I bet they will send you another button. Then glue it on.

[See all 2 answers](#)

Answered on July 05, 2013



Is this a good model to use if my sink is below a window? How much space do I need between sink and wall?

A: My unit is below a window. This model is not as tall as some I saw. It is just shy of 12" in total height. I did not install the base which might make it taller, I don't know. I measured and it is approximately 2 3/4" from the wall. I am very happy with the looks and use of this faucet.

[See all 6 answers](#)

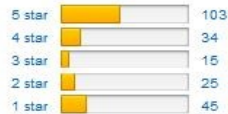
Answered on March 13, 2014

[See all 16 answered questions](#)

Customer Reviews

★★★★☆ (222)

3.6 out of 5 stars



[See all 222 customer reviews](#)

Easy to use buttons switch from stream to spray mode.

D. Cressman

I called Kohler directly and they agreed to send me a replacement valve.

Rockiron

It was easy to install, works very well, and looks great.

Colin P. Callahan

Most Helpful Customer Reviews

125 of 125 people found the following review helpful

★★★★☆ Looks Nice, but this product is not up to Kohler standards

By Keith on September 26, 2009

Color Name: Vibrant Stainless

I am an experienced general contractor and put 100% Kohler Forte plumbing fixtures, Kohler tub, sink, shower, etc in my own home. This is the only Kohler product I am not happy with. When new it seemed to work great. With age (1 year) the Pull Out faucet won't go all the way back in and the plastic seems to be holding it out leaving a 1/16 gap. I have checked and there is no build up or other obstruction other than the original poor design. Not going all the way back in means it may not seat pointed down causing water to stream in any direction the pull out happens to be pointed. It is not family proof! I will be replacing it with



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\$14.99

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ENJOY BETTER

Switch now

[Ad feedback](#)

Customer Images



amazon.com

➤ When all required info has been added just click the “Save and finish” button to list your item for sell.



Handling time (in days): (Default is 1-2 days)	2
Start selling date: (mm/dd/yyyy)	01/10/2015
Restock Date:	
Seller Warranty Description:	Item must be returned in the original box and in an undamaged and uninstalled condition to be eligible for a refund.
Import Designation: (If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")	Made in USA or Imported Example: Made in USA or Imported
Country as Labeled: (Complete only if Import Designation is "Imported." Select country shown on product label.)	Example: CN
Shipping Method:	<input checked="" type="radio"/> I want to ship this item myself to the customer if it sells. <input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more

Shipping Options:

	Transit Time	Shipping credit *	Amazon fees (if sold) *	Total you will receive *
Standard Shipping	<input checked="" type="checkbox"/> 4 - 14 business days		\$7.99 \$36.59	\$200.77
	<input type="checkbox"/> 3 - 5 business days Qualified sellers have the option to offer reduced shipping times. Learn more		\$7.99 \$36.59	\$200.77
Expedited Shipping	<input checked="" type="checkbox"/> 2 - 6 business days		\$13.42 \$37.41	\$205.38
	<input checked="" type="checkbox"/> 1 - 3 business days Qualified sellers have the option to offer reduced shipping times. Learn more		\$13.42 \$37.41	\$205.38

* If Sold
Sorry! We are unable to allow you to select shipping methods at this time. We will use your default shipping settings for this product. You will be able to select shipping methods later by editing the product.

Cancel Save and finish



Next




All Inventory

Manage Inventory BETA [Learn more](#)

Add a product

Preferences: 3 columns hidden



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

Tell your friends about your listing:

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

Edit details

Copy to a new product

Add another condition

Action on 0 selected

Search SKU, Title, ISBN, A

Search

Filters: 1 applied

1 product(s)


Selected Filters:

Status: All

Reset all filters

Filters:

Status


	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	\$212.27 + \$0.00	<div>Edit</div> <div></div>

25 results per page

Save all



➤ Click on the “Fee Preview” drop down arrow to see your Amazon selling fees.



SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

[Edit details](#) [Copy to a new product](#) [Add another condition](#)


Action on 0 selected ▾

[Search](#)

Filters: 1 applied ▾ 1 product(s)

Selected Filters: Status: All [Reset all filters](#)

Filters: Status ▾

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	<input type="text" value="1"/>	\$36.59 ▾	\$ 229.37	\$212.27 + \$0.00	Edit ▾

Fee Preview

Type	Amount
Amazon Referral Fee	\$35.60
Variable Closing Fee	\$0.00
Per Item Fee	\$0.99
Fee Estimate	\$36.59 ¹

¹ The fees shown are estimated based on your listed price (not your discounted or promotional price) and include referral fees, variable closing fees, and per-item fees (if applicable). The fee estimate does not take into account gift wrap and does not include other selling fees, such as monthly subscription fees or fees for any optional services. [Selling on Amazon Fees](#)

results per page ▾ [Save all](#)

[Rate this page](#) | [Contact Seller Support](#)

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All Inventory

Manage Inventory BETA [Learn more](#)

Add a product

Preferences: 3 columns hidden

✓ Congratulations! Your product is now listed for sale on Amazon.



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

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Edit details

Copy to a new product

Add another condition

Action on 0 selected ▾

Search SKU, Title, ISBN, A#

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters: Status: All

Reset all filters

Filters: Status ▾

<input checked="" type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	\$212.27 + \$0.00	Relist ▾

25 results per page ▾

Save all

amazon.com

➤ You will receive an email from Amazon confirming your items listing.

Amazon Listing Created - KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Amazon Services (seller-notification@amazon.com)
To: 12teachyou@hotmail.com

[Add to contacts](#) 11:52 AM

[Actions](#) ▾

Dear Nick Hawks,

Thank you for listing your product on Amazon.com. Your item will be available for purchase on our site within minutes, but it may take up to 15 minutes to appear in your inventory. Please do not relist your item if you do not see the open listing immediately.

Listing details:

Product Name: KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

Quantity remaining: 1

Total quantity sold: 0

Price: \$229.37

Amazon commission (if sold): (Standard Shipping) \$36.59

Standard Shipping credit (if sold): \$7.99

Amazon commission (if sold): (Expedited Shipping) \$37.41

Expedited Shipping credit (if sold): \$13.42

Amazon commission (if sold): (Expedited Shipping) \$37.41

Expedited Shipping credit (if sold): \$13.42

Condition: New

Comments:

Listing ID: 1231OSSJK12

SKU: MU-CCR2-VHN9

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➤ This is how it appears on Amazon.

amazon
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Year-End Deals

Shop by Department

Search Tools & Home Improvement

Go

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Your Account


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Wish List

Home Improvement Best Sellers Gift Ideas Lighting & Ceiling Fans Hardware Kitchen & Bath Fixtures Power & Hand Tools Woodworking Home Automation Deals & Bargains

Tools & Home Improvement > Kitchen & Bath Fixtures > Kitchen Fixtures > Kitchen Faucets > Kitchen Sink Faucets > Touch On Kitchen Sink Faucets



Roll over image to zoom in


KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel


by Kohler
★★★★☆ 222 customer reviews | 16 answered questions


List Price: ~~\$342.66~~
Price: **\$237.85 & FREE Shipping**
You Save: **\$104.70 (31%)**


Only 3 left in stock.
Ships from and sold by **Adams Quality Plumbing**.


Color: **Vibrant Brushed Nickel**

 \$238.58

 \$155.00

 \$278.78

 **\$237.85**

 \$185.08

- KOHLER ceramic disc valves exceed industry longevity standards two times for a lifetime of durable performance
- Premium material construction for durability and reliability
- KOHLER finishes resist corrosion and tarnishing, exceeding industry durability standards over two times
- Features MasterClean sprayface that resists mineral buildup and is easy to clean
- High-temperature limit stop allows you to preset a comfortable maximum temperature to eliminate scalding

[See more product details](#)

17 new from **\$205.53** 1 used from **\$212.27**

New Year New You

This Item Is Eligible for Our KOHLER Faucet Promotion
This item is eligible for our promotion of up to 25% off on select KOHLER Faucets when shipped and sold by Amazon.com. Discount reflected in price.. [See details and all eligible products.](#)

Share

Buy new: **\$237.85**

Qty: 1

\$237.85 + Free Shipping
In Stock. Sold by Adams Quality Plumbing

Add to Cart

Turn on 1-Click ordering

Buy used: **\$212.27**

Add to Wish List

Other Sellers on Amazon

\$236.36
+ \$11.98 shipping
Sold by: FAUCETS AND ACCESSORIES

Add to Cart

\$250.75
+ Free Shipping
Sold by: Faucets and More

Add to Cart




\$256.91
& FREE Shipping. [Details](#)
Sold by: Amazon.com

Add to Cart

18 used & new from **\$205.53**

Have one to sell? [Sell on Amazon](#)

Frequently Bought Together



Price for all three: **\$293.70**

Add all three to Cart

Add all three to Wish List

These items are shipped from and sold by different sellers. [Show details](#)

- ✓ **This item:** KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and ... **\$237.85**
- ✓ KOHLER K-1893-C-BN Soap or Lotion Dispenser with Transitional Design, Vibrant Brushed Nickel **\$33.99**
- ✓ KOHLER K-9110-BN Air Gap Body with Cover, Vibrant Brushed Nickel **\$21.86**

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Add a product

Preferences: 3 columns hidden

✓ Congratulations! Your product is now listed for sale on Amazon.



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

Edit details

Copy to a new product

Add another condition

Action on 0 selected ▾

Search SKU, Title, ISBN, A:

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters:

Status: All

Reset all filters

Filters:

Status ▾

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	<div>Edit Manage Images Clone Add another condition Change to Fulfilled by Amazon Match low price Close Listing Delete product and listing</div>

25 results per page ▾

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Add a product

Preferences: 3 columns hidden

✓ Congratulations! Your product is now listed for sale on Amazon.



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG

SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

Edit details

Copy to a new product

Add another condition

Action on 0 selected ▾

Search SKU, Title, ISBN, A

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters:

Status: All

Reset all filters

Filters:

Status ▾

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed) ✓ Update Successful. It may take up to 15 minutes for the change to take effect.		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + -	\$212.27 + \$0.00	Edit ▾





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Add a Product


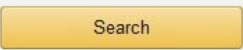
The product you are adding may already exist on Amazon. Search for an existing product you want to sell and save yourself some time.

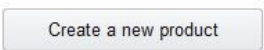
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Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category

Example: mp3 player, baseball glove, DVD, guitar, etc

Find category

The product you are adding may already exist on Amazon:

Find it on Amazon

Note: : If you do not see your product's category listed below, it may either require approval or be restricted. [Click here](#) to learn more.

Browse for your product's category

All Product Categories

Apparel (4)
Appliances (83)
Arts, Crafts & Sewing (260)
Automotive (4)
Baby Products (10)
Beauty (2)
Books
Camera & Photo (142)
Cell Phone Accessories (52)
Computer & Video Games (7)
Computers (9)
Electronics (16)
Everything Else (2)
Health & Personal Care (5)
Home & Garden (5)
Industrial & Scientific (10)
Jewelry (2)

Cancel

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➤ Choose a category next.

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category

Example: mp3 player, baseball glove, DVD, guitar, etc

Find category

The product you are adding may already exist on Amazon:

Find it on Amazon

Note: : If you do not see your product's category listed below, it may either require approval or be restricted. [Click here](#) to learn more.

Browse for your product's category

All Product Categories > Tools & Home Improvement > Plumbing Equipment

Home & Garden (5)	Agricultural Equipment (9)	2-Handle Tub & Shower Faucets
Industrial & Scientific (10)	Appliance Replacement Parts (14)	3-Handle Tub & Shower Faucets
Jewelry (2)	Construction Heavy Machinery (7)	Bar Sink Faucets
Kindle Accessories (15)	Electrical Equipment (82)	Bar Sinks
Music (1)	Hand Tools (70)	Bathroom Fixture Hardware Parts
Musical Instruments Equipment & Accessories (5)	Hardware & Construction Equipment (246)	Bathroom Fixture Installation & Mounting Kits
Office Products (6)	Lighting (64)	Bathroom Hardware
« Patio, Lawn & Garden (6)	Plumbing Equipment (114)	Bathroom Sink & Tub Drain Strainers
Pet Supplies (15)	Power Tool Accessories (114)	Bathroom Sink Drains
Shoes (1)	Power Tools (96)	Bathroom Sink Faucet Replacement Parts
Software (14)	Other Tools & Home Improvement	Bathroom Sink Faucets
Sporting Goods (80)		Bathroom Sinks (5)
Tools & Home Improvement (11)		Bathroom Vanities
Toys & Games (28)		Bathroom Vanity Sidesplashes
Video & DVD (1)		Bathroom Vanity Suites
Watches (2)		Bathtub & Shower Diverter Valves

Cancel

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category

Example: mp3 player, baseball glove, DVD, guitar, etc

Find category


The product you are adding may already exist on Amazon:

Find it on Amazon

Note: : If you do not see your product's category listed below, it may either require approval or be restricted. [Click here](#) to learn more.

Browse for your product's category

All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks

<ul style="list-style-type: none"> 2-Handle Tub & Shower Faucets 3-Handle Tub & Shower Faucets Bar Sink Faucets Bar Sinks Bathroom Fixture Hardware Parts Bathroom Fixture Installation & Mounting Kits Bathroom Hardware « Bathroom Sink & Tub Drain Strainers Bathroom Sink Drains Bathroom Sink Faucet Replacement Parts Bathroom Sink Faucets Bathroom Sinks (5) Bathroom Vanities Bathroom Vanity Sidesplashes Bathroom Vanity Suites Bathtub & Shower Diverter Valves 	<ul style="list-style-type: none"> Pedestal Sinks Vanity Sinks Vessel Sinks Wall Mounted Sinks Other Bathroom Sinks 	<p>Wall Mounted Sinks</p> <p>Select</p> 
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------

Cancel

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* fields are required

Don't have all the required information?

[Show alternatives...](#)

➤ Vital Info will need to be provided.

1
CLASSIFY
2
IDENTIFY

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
Product Name: (Max. 250 characters)		<input type="text" value="Kohler Wall Sink"/> Example: Olympus Camedia C-50 Digital Camera			
Manufacturer: (Specify the manufacturer for your product)		<input type="text" value="Kohler"/> Example: Robert Bosch Ltd			
Brand Name: (Max. 50 characters)		<input type="text" value="Kohler"/> Example: Sonny Brook Hams			
Model Number: (Indicate the model number of the product, as assigned by the manufacturer, here. Note that this should be distinct from Model Name and Manufacturer Part Number.)		<input type="text" value="abc-123"/> Example: AK3-AT1-GL-M-X, MC700LL/A			
Manufacturer Part Number: (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)		<input type="text" value="abc-123"/> Example: LE			
GTIN Exemption Reason: (Reason for getting an exemption from having a unique identifier for an item.)		<input type="text" value="CustomProductBundle"/> Example: bundle, part, pre_order			
Related Product ID Type: (Indicates the type of the related_product_id for a listing.)		<input type="text" value="- Select -"/> Example: upc, ean, gtin			
Related Product ID: (Identifies the product related to this listing.)		<input type="text" value=""/> Example: 013803086706, 0013803086706			
Package Quantity: (Quantity of the item for sale in one package)		<input type="text" value="1"/> Example: 1			
* UPC or EAN:		<input type="text" value=""/> Don't have a UPC or EAN? Show alternatives...			
Next					

Cancel Save and finish

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.

Listing Assistant

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* fields are required

Don't have all the required information? [Show alternatives...](#)

➤ Condition, Price, Quantity, Start Time, and other info to be added on the "Offer" tab.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
<p>You have the option to save as inactive now and add its offer back in later.</p> <p><input type="checkbox"/> Let me skip the offer data and add it later.</p>					
<p>Seller SKU:</p> <p>(Unique Identifier. If you don't enter a SKU we'll create one for you.)</p>		<input type="text"/>			
<p>Condition:</p> <p>Condition Note:</p> <p>(Add your comments about the condition)</p>		<p>New</p> <p>Example: Dust cover missing. Some scratches on the front.</p>			
<p>* Your price:</p> <p>(Price based on condition)</p>		<p>\$ <input type="text"/></p> <p>Example: 50.00</p>			
<p>Sale price:</p> <p>(A sale price must have a start & end date)</p>		<p>Sale price: \$ <input type="text"/></p> <p>Sale start date: <input type="text"/> Sale end date: <input type="text"/></p>			
<p>Quantity:</p>		<p>1</p>			
<p>Handling time (in days):</p> <p>(Default is 1-2 days)</p>		<p>1</p>			
<p>Start selling date:</p> <p>(mm/dd/yyyy)</p>		<p>02/05/2015</p>			
<p>Restock Date:</p>		<p>02/28/2015</p>			
<p>Seller Warranty Description:</p>		<input type="text"/>			
<p>Import Designation:</p> <p>(If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")</p>		<p>Made in USA</p> <p>Example: Made in USA or Imported</p>			
<p>Country as Labeled:</p> <p>(Complete only if Import Designation is "Imported." Select country shown on product label.)</p>		<p><input type="text"/></p> <p>Example: CN</p>			
<p>Shipping Method:</p>		<p><input checked="" type="radio"/> I want to ship this item myself to the customer if it sells.</p> <p><input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more</p>			





Listing Assistant

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* fields are required

Don't have all the required information?
[Show alternatives...](#)

* Vital Info	* Offer	Images	Description	Keywords	More Details
--------------	---------	--------	-------------	----------	--------------

All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next

MAIN



Remove image

[Product images style guideline](#)

Listings that are missing a main image will not appear in search or browse until you fix the listing.

Choose images that are clear, information-rich, and attractive.

Images must meet the following requirements:

- Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props and with no logos, watermarks, or inset images. Images may only contain text that is a part of the product.
- Main images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories.
- Images must be at least 1000 pixels on the longest side and at least 500 pixels on the shortest side to be zoom-able.
- JPEG is the preferred image format, but you also may use TIFF and GIF files.

➤ Upload your picture.





1
CLASSIFY

2
IDENTIFY

Listing Assistant

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* fields are required

Don't have all the required information?

[Show alternatives...](#)

➤ Add your description.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
Key Product Features: (Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.)			24"L x 21"W Constructed of vitreous china Example: Delicious honey-apricot glaze		
Product Description: (The description you provide should pertain to the product in general, not your particular item. There is a 2,000 character maximum.)			American design, this Bancroft® 24" lavatory basin with faucet drilling for 8" centers combines subtle lines and graceful curves for universal appeal. Constructed of durable, nonporous vitreous china, it complements the Bancroft Suite of products and maintains its lustrous beauty for years to come. Example: This ham has been smoked for 12 hours...		
Next					

Cancel

Save and finish

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.



Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?

[Show alternatives...](#)

➤ Keywords are needed for Search Engine Optimization (SEO).

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks Next					
Intended Use: (For what activities, events, locations, or conditions is the product intended to be used?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text" value="Bathroom Sink"/>			
Target Audience: (For whom is the product intended?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text" value="Bathroom Sink"/>			
Other Attributes: (What are additional attributes of the product?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text"/>			
Subject Matter: (What is the product's subject? What is the product about?)		Choose up to 5 terms to contribute. Provide your own terms: <input type="text" value="Bathroom Sink"/>			
Search Terms: (Provide specific search terms to help customers find your product.)		<input type="text" value="Bathroom Sink"/> <input type="text" value="Kohler"/> <input type="text"/> <input type="text"/> <input type="text"/> Example: Dark Chocolate, Apples, Cookies			
Platinum Keywords: (For Platinum Merchants only)		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Add More Remove Last Example: Platinum			
Next					

Cancel

Save and finish

Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?
[Show alternatives...](#)

➤ More details are entered on this tab.

➤ Click the “Next” button and submit the product.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Bathroom Sinks > Wall Mounted Sinks					
<div> <div> Manufacturer's Suggested Retail Price: (Manufacturer's suggested retail price (MSRP)--not the price for which you plan to sell it. Don't know the MSRP? Leave it blank.) </div> <div> \$ 229.90 Example: 49.99 </div> </div>					
<div> <div> Consumer Notice: (This product is subject to Prop 65 rules and regulations) </div> <div> <div>- Select -</div> <div>- Select -</div> </div> </div>					
<div> <div> Hazardous Material Type: (Hazardous Material Type) </div> <div> <div>- Select -</div> Example: Gasoline, Fuel Cell, Butane </div> </div>					
<div> <div> Voltage: (If applicable, the Voltage of the product, if applicable. Input a number only--do not enter units.) </div> <div> <div>- Select -</div> Example: 240.0 </div> </div>					
<div> <div> Wattage: (The wattage rating of the product. Input a number only--do not enter units.) </div> <div> <div>- Select -</div> Example: 6.2 </div> </div>					
<div> <div> Horsepower: (The available horsepower of the product. Input a number only--do not enter units.) </div> <div> <div>- Select -</div> Example: 10.0 </div> </div>					
<div> <div> Is Discontinued by Manufacturer: (Is this item no longer produced by the manufacturer?) </div> <div> <input type="checkbox"/> Example: true </div> </div>					
<div> <div> Color: (The color of the item.) </div> <div> Almond Example: Red, Navy Blue, Pink, Green </div> </div>					
<div> <div> Size: (The numeric or text version of the item's size.) </div> <div> 24"L x 21"W Example: 2T, 6X, 12, Small, X-Large, 18 months, 14 Tall, 28Wx32L </div> </div>					
<div> <div> Product Dimensions: (The dimensions and weight of the product itself, without its packaging.) </div> <div> <div> Length: 24 Height: 12 Width: 21 Inches </div> </div> </div>					


All Inventory

Manage Inventory ^{BETA} [Learn more](#)

Add a product

Preferences: 3 columns hidden

✓ Congratulations! Your product is now listed for sale on Amazon.



Kohler Wall Sink

SKU: TY-HXHU-3EGZ

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

Edit details


Copy to a new product

Add another condition

Action on 0 selected | Search SKU, Title, ISBN, A# | Search | Filters: 1 applied | 1 product(s)

Selected Filters: Status: All | Reset all filters

Filters: Status

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	\$197.86 + \$0.00	Relist <input type="button" value="÷"/>

25 results per page | Save all



**If you try to add a product to
Amazon that is already in
Amazon's product catalog.**

amazon.com

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category

Example: mp3 player, baseball glove, DVD, guitar, etc

Find category

The product you are adding may already exist on Amazon:

Find it on Amazon

Note: If you do not see your product's category listed below, it may be restricted. [Click here](#) for more information on restricted categories.

Browse for your product's category

All Product Categories

Apparel (4)
Appliances (83)
Arts, Crafts & Sewing (258)
Automotive (4)
Baby Products (10)
Beauty (2)
Books
Camera & Photo (142)
Cell Phone Accessories (52)
Collectibles (1)
Computer & Video Games (7)
Computers (9)
Electronics (16)
Everything Else (2)
Grocery (1)
Health & Personal Care (5)
Home & Garden (5)

Cancel

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category

Example: mp3 player, baseball glove, DVD, guitar, etc

Find category

The product you are adding may already exist on Amazon:

Find it on Amazon

Note: If you do not see your product's category listed below, it may be restricted. [Click here](#) for more information on restricted categories.

Browse for your product's category

All Product Categories > Tools & Home Improvement > Plumbing Equipment > Kitchen Sink Faucets

Home & Garden (5)	Agricultural Equipment (9)	Freestanding Bathtubs
Industrial & Scientific (10)	Appliance Replacement Parts (14)	Garbage Disposal Parts
Jewelry (2)	Construction Heavy Machinery (7)	Garbage Disposals
Kindle Accessories (15)	Electrical Equipment (82)	Handheld Showerheads
Music (1)	Hand Tools (70)	Hot & Cold Water Dispensers
Musical Instruments Equipment & Accessories (5)	Hardware & Construction Equipment (229)	Hot Water Only Dispensers
Office Products (6)	Lighting (64)	In-Sink Soap Dispensers
« Patio, Lawn & Garden (6)	Plumbing Equipment (114)	Kitchen Sink Faucet Replacement Parts
Pet Supplies (15)	Power Tool Accessories (111)	Kitchen Sink Faucets
Shoes (1)	Power Tools (96)	Kitchen Sink Installation Parts & Kits
Software (14)	Other Tools & Home Improvement	Kitchen Sinks (4)
Sporting Goods (80)		Lawn Sprinkler Pumps
Tools & Home Improvement (11)		Pipe Wrenches
Toys & Games (28)		Plumbing Fixture Repair Supplies (6)
Video & DVD (1)		Plumbing Replacement Parts (12)
Watches (3)		Plumbing Tools

Cancel

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category

Example: mp3 player, baseball glove, DVD, guitar, etc

Find category

The product you are adding may already exist on Amazon:

Find it on Amazon

Note: If you do not see your product's category listed below, it may be restricted. [Click here](#) for more information on restricted categories.

Browse for your product's category

All Product Categories > Tools & Home Improvement > Plumbing Equipment > Kitchen Sink Faucets

Agricultural Equipment (9)	Freestanding Bathtubs	<p>Kitchen Sink Faucets</p> <p>Select</p> 
Appliance Replacement Parts (14)	Garbage Disposal Parts	
Construction Heavy Machinery (7)	Garbage Disposals	
Electrical Equipment (82)	Handheld Showerheads	
Hand Tools (70)	Hot & Cold Water Dispensers	
Hardware & Construction Equipment (229)	Hot Water Only Dispensers	
Lighting (64)	In-Sink Soap Dispensers	
Plumbing Equipment (114)	Kitchen Sink Faucet Replacement Parts	
Power Tool Accessories (111)	Kitchen Sink Faucets	
Power Tools (96)	Kitchen Sink Installation Parts & Kits	
Other Tools & Home Improvement	Kitchen Sinks (4)	
	Lawn Sprinkler Pumps	
	Pipe Wrenches	
	Plumbing Fixture Repair Supplies (6)	
	Plumbing Replacement Parts (12)	
	Plumbing Tools	

Cancel



Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?
[Show alternatives...](#)

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Kitchen Sink Faucets Next					
* Product Name: (Max. 250 characters)			<input type="text"/> Example: Olympus Camedia C-50 Digital Camera		
* Manufacturer: (Specify the manufacturer for your product)			<input type="text"/> Example: Robert Bosch Ltd		
Brand Name: (Max. 50 characters)			<input type="text"/> Example: Sonny Brook Hams		
Model Number: (An alphanumeric string; 40 characters maximum in length.)			<input type="text"/> Example: SB-122		
Manufacturer Part Number: (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)			<input type="text"/> Example: LE		
GTIN Exemption Reason: (Reason for getting an exemption from having a unique identifier for an item.)			- Select - Example: bundle, part, pre_order		
Related Product ID Type: (Indicates the type of the related_product_id for a listing.)			- Select - Example: upc, ean, gtin		
Related Product ID: (Identifies the product related to this listing.)			<input type="text"/> Example: 013803086706, 0013803086706		
Package Quantity: (Quantity of the item for sale in one package)			<input type="text"/> Example: 1		
* UPC or EAN:			<input type="text"/> Don't have a UPC or EAN? Show alternatives...		
Next					

Cancel

Save and finish

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.

[Rate this page](#) | [Contact Seller Support](#)

Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?
[Show alternatives...](#)

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Tools & Home Improvement > Plumbing Equipment > Kitchen Sink Faucets Next					
Product Name: (Max. 250 characters)		<input type="text" value="Kohler Forte 10433-BN Brushed Nickel Pulldown Kitchen Faucet"/> Example: Olympus Camedia C-50 Digital Camera			
Manufacturer: (Specify the manufacturer for your product)		<input type="text" value="Kohler"/> Example: Robert Bosch Ltd			
Brand Name: (Max. 50 characters)		<input type="text" value="Forte"/> Example: Sonny Brook Hams			
Model Number: (An alphanumeric string; 40 characters maximum in length.)		<input type="text" value="10433-BN"/> Example: SB-122			
Manufacturer Part Number: (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)		<input type="text"/> Example: LE			
GTIN Exemption Reason: (Reason for getting an exemption from having a unique identifier for an item.)		<div>- Select -</div> Example: bundle, part, pre_order			
Related Product ID Type: (Indicates the type of the related_product_id for a listing.)		<div>upc</div> Example: upc, ean, gtin			
Related Product ID: (Identifies the product related to this listing.)		<input type="text"/> Example: 013803086706, 0013803086706			
Package Quantity: (Quantity of the item for sale in one package)		<input type="text" value="1"/> Example: 1			
* UPC or EAN:		<input type="text"/> Don't have a UPC or EAN? Show alternatives...			
Next					

Cancel

Save and finish

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.

➤ Provide all info.



* Quantity:	<input type="text"/>
<u>Handling time (in days):</u> (Default is 1-2 days)	<input type="text"/>
<u>Start selling date:</u> (mm/dd/yyyy)	<input type="text"/>
<u>Restock Date:</u>	<input type="text"/>
Seller Warranty Description:	<div></div>
<u>Import Designation:</u> (If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")	<div>- Select -</div> <div>Example: Made in USA or Imported</div>
<u>Country as Labeled:</u> (Complete only if Import Designation is "Imported." Select country shown on product label.)	<div></div> <div>Example: CN</div>
Shipping Method:	<div><input checked="" type="radio"/> I want to ship this item myself to the customer if it sells.</div> <div><input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more</div>



Shipping Options:

	Transit Time	Shipping credit *	Amazon fees (if sold) *	Total you will receive *
Standard Shipping	<input checked="" type="checkbox"/> 4 - 14 business days		\$7.99	
	<input type="checkbox"/> 3 - 5 business days Qualified sellers have the option to offer reduced shipping times. Learn more		\$7.99	
Expedited Shipping	<input type="checkbox"/> 2 - 6 business days		\$13.42	
	<input type="checkbox"/> 1 - 3 business days Qualified sellers have the option to offer reduced shipping times. Learn more		\$13.42	Enter a price to see the shipping fee
<div>* If Sold Sorry! We are unable to allow you to select shipping methods at this time. We will use your default shipping settings for this product. You will be able to select shipping methods later by editing the product.</div>				
<div>Next</div>				

CancelSave and finish

Please provide all required information (marked with an asterisk) to enable the "Save and finish" button.



[Rate this page](#) | [Contact Seller Support](#)



Amazon Product Summary



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

[\(View amazon detail page\)](#)

ASIN: B000MFA4IG

Manufacturer: KOHLER

Competing Marketplace Offers

[16 All](#) from \$214.36 + \$0.00 shipping

[15 New](#) from \$237.85 + \$0.00 shipping

[1 Used](#) from \$214.36 + \$0.00 shipping

List Price

\$342.55

Amazon Sales Rank

72,174

Vital Info	* Offer	Images	Description	Keywords	More Details
Next					
<p>Seller SKU: <input type="text"/></p> <p>(Unique identifier. If you don't enter a SKU we'll create one for you.)</p>					
<p>* Condition: <input type="text" value="- Select -"/></p>					
<p>Condition Note:</p> <p>(Add your comments about the condition)</p> <div style="border: 1px solid #ccc; height: 80px; width: 100%;"></div> <p>Example: Dust cover missing. Some scratches on the front.</p>					
<p>Low price:</p> <p>(Lowest price for selected condition) Learn more</p>		Select condition to view low price			
<p>* Your price:</p> <p>(Price based on condition) Learn more</p>		<p>\$ <input type="text"/> + \$7.99 shipping</p> <p>Example: 50.00</p>			
<p>Sale price:</p> <p>(A sale price must have a start & end date)</p>		<p>Sale price: \$ <input type="text"/></p> <p>Sale start date: <input type="text"/> <input type="text"/></p> <p>Sale end date: <input type="text"/> <input type="text"/></p>			
<p>* Quantity:</p>		<input type="text"/>			

Amazon Product Summary



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

[\(View amazon detail page\)](#)

ASIN: B000MFA4IG
Manufacturer: KOHLER

Competing Marketplace Offers

[15 All](#) from \$212.27 + \$0.00 shipping

[14 New](#) from \$237.85 + \$0.00 shipping

[1 Used](#) from \$212.27 + \$0.00 shipping

List Price

~~\$342.55~~

Amazon Sales Rank

65,317

Vital Info

Offer

Images

Description

Keywords

More Details

Next

This section is disabled because you're listing against an existing ASIN.

[Click here](#) if you'd rather create a product similar to this one.

➤ This is the message you receive from Amazon when trying to list product that is already in their database.

**How to add a product to
Amazon with your mobile
device.**

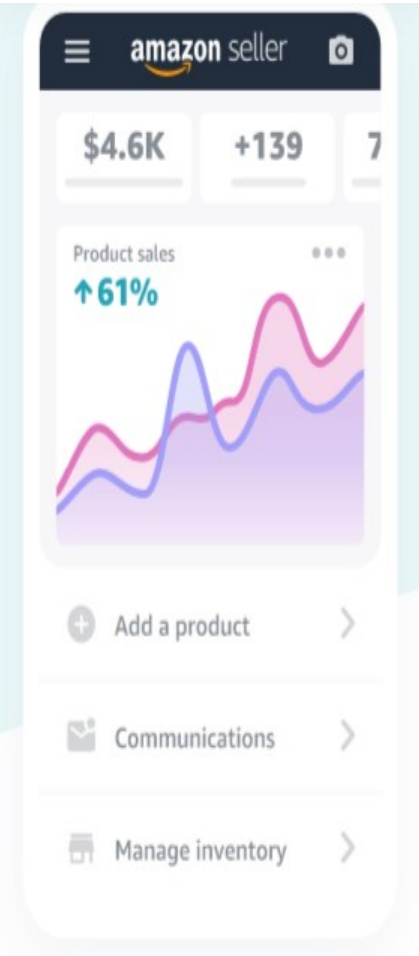
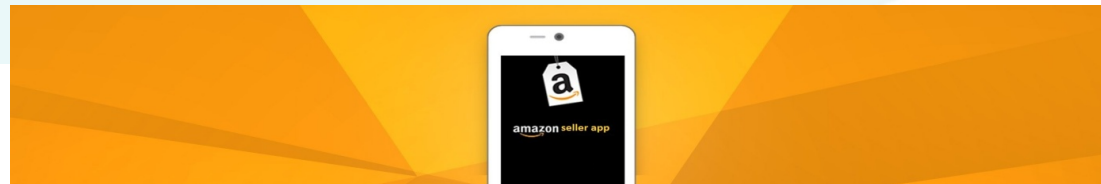
amazon.com



Home > Tools > Amazon seller app

Manage your online business on the go with the Amazon seller app

The Amazon Seller app allows you to manage online business details remotely by creating listings, tracking sales, fulfilling orders, responding to customers, and more—all from your mobile device.



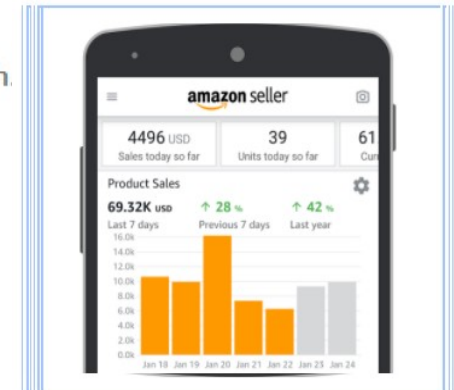


Manage pricing

- Get product-level pricing details and make pricing changes and updates.
- Get a “fee preview” of a product--estimated fees if the product is sold.
- View low price match and Featured Offer price.
- View competitor offers.
- Use the profitability calculator to estimate product margin, which tells you how much the product sells for above the actual cost of the product itself.

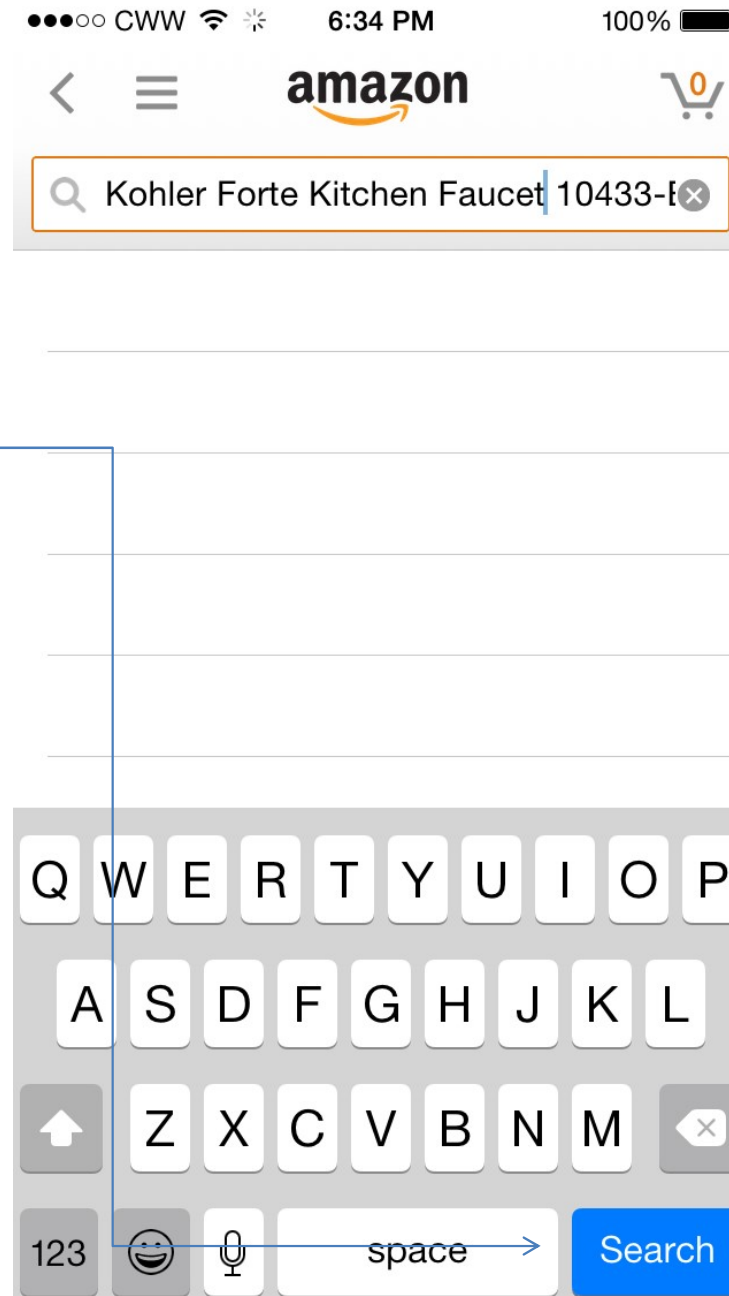
Track and analyze sales

- Get a quick status update by tracking sales and keeping an eye on sales growth.
- Drill down into product-level sales over time.
- View top-selling products.
- Use charts to track year-to-date sales performance and sales by date range.
- Compare performance to past years and monitor key performance indicators.



➤ Go to your Amazon Seller app on your mobile device and search for the item you want to sell.

➤ To list your item it has to be found in the search results.



➤ Tap the item in the results list that you want to sell.




●●●○ CWW 6:36 PM 99%


< ≡ amazon > 0

Q Kohler Forte Kitchen Faucet Brus... 012

2 Results Filter



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matc...
by Kohler
\$264.64 ~~\$352.85~~ Prime
Get it by **Monday, Feb 9**
FREE Shipping on orders over \$35
18 offers from **\$202.21**
★★★★☆ (233)
See more choices



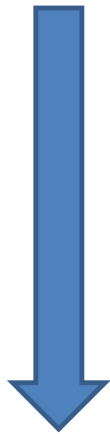
KOHLER K-1041319-BN Forte Kitchen Faucet Sprayhead, Vibrant Brushed Nickel
by Kohler
\$127.65 ~~\$149.00~~ Prime
Only 2 left in stock - order soon.
FREE Shipping on orders over \$35
2 offers from **\$127.65**
★★★★★ (4)

Kohler Forte Kitchen Faucet Brushed Nickel K-10433-BN

See all 5,164 results



➤ The item will be displayed. Scroll down to find the “Sell on Amazon” option.



Kohler

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



(233)

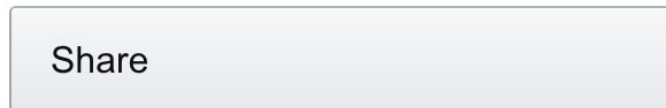
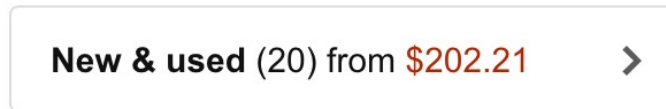
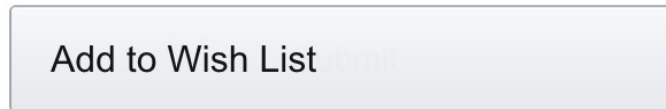


List Price: ~~\$352.85~~

Price: **\$264.64**

FREE Shipping.





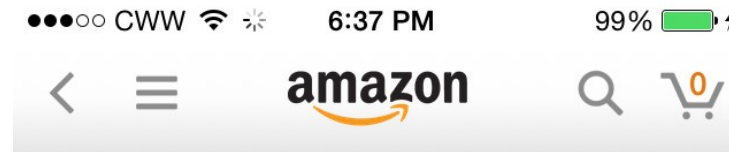
➤ Tap or swipe here.



Frequently bought together



➤ You will begin to fill in the Product details.



Your item

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Product details

Item Condition

- Select -

Condition Note



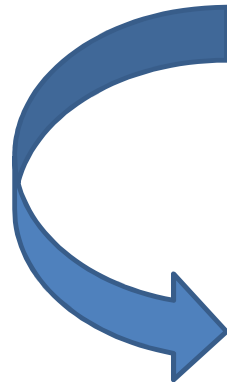


Quantity

Standard Price

\$

SKU



Shipping speeds you want to offer

All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

Standard Shipping	Shipping credit
<input checked="" type="radio"/> 4 - 14 business days	\$7.99
<input type="radio"/> 3 - 5 business days*	\$7.99
Expedited Shipping	
<input type="radio"/> 2 - 6 business days	\$13.42



Shipping speeds you want to offer

All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

Standard Shipping		Shipping credit
<input checked="" type="radio"/> 4 - 14 business days		\$7.99
<input type="radio"/> 3 - 5 business days*		\$7.99
Expedited Shipping		
<input type="radio"/> 2 - 6 business days		\$13.42
<input type="radio"/> 1 - 3 business days*		\$13.42
*Qualified sellers have the option to offer reduced shipping times.		

Cancel

Continue

➤ Amazon will prefill all the pictures and description sections.



Your item

KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Product details

ASIN: B000MFA4IG

Product Name: KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

Product ID: 650531224774

Product ID Type: upc

Brand Name: Kohler

Manufacturer: KOHLER



17 New from \$237.85 + \$0.00 shipping

Amazon Sales Rank: 104,724

➤ You will have to select
your items condition.



Item Condition

- Select -

Condition Note

Quantity



Done

- Select -

New

Used - Like New

Used - Very Good

Used - Acceptable



17 New from \$237.85 + \$0.00 shipping
Amazon Sales Rank: 104,724

Item Condition

- Select -

Condition Note

Quantity

- Select -

New

Used - Like New

Used - Very Good

Used - Acceptable

Used - Good



➤ The lowest price that the item is currently on Amazon for sale will be shown.

➤ You have the option of matching it by tapping the “Match Low Price” button.

●●●○ CWW 6:38 PM 99%

< ≡ amazon 🔍

Quantity

Standard Price
Lowest price for **New**

\$237.85 + \$0.00 shipping

\$

SKU

Shipping speeds you want to offer
All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

<input type="text" value="Standard Shipping"/>	<input type="text" value="Shipping credit"/>
------------------------------------------------	----------------------------------------------



Shipping speeds you want to offer



All sellers are required to offer at least standard shipping. When your product sells, you will receive a shipping credit as shown. The shipping rates set by Amazon vary by product type.

Standard Shipping	Shipping credit
<input checked="" type="radio"/> 4 - 14 business days	\$7.99
<input type="radio"/> 3 - 5 business days*	\$7.99
Expedited Shipping	
<input type="radio"/> 2 - 6 business days	\$13.42
<input type="radio"/> 1 - 3 business days*	\$13.42
*Qualified sellers have the option to offer reduced shipping times.	

Cancel

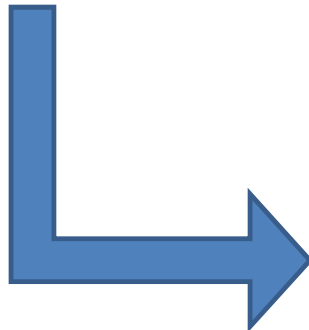
Continue



Condition Note:	
Quantity:	1
Standard Price:	\$227.61
SKU:	3U-VM3L-QXBQ
Your shipping methods:	Standard Shipping
Amazon fees (if sold):	\$36.33 for Standard Shipping
Shipping credit (if sold):	\$7.99 for Standard Shipping
Total you will receive (if sold):	\$199.27 for Standard Shipping Please refer to your seller agreement for more information on applicable selling fees and credits.

➤ Review the listing and submit it by touching here.

➤ It's that easy!!!



Submit your listing

(You can always add information later)



How To **RANK YOUR PRODUCTS** **ON** **AMAZON**



The Amazon A10 Algorithm



All you need to know

What is the Amazon A10 Algorithm?



Amazon's A10 algorithm is the most recent version of the Amazon search and ranking algorithm. Updated in 2020 from the Amazon "A9" algorithm, A10 puts more weight to several ranking factors, making it more sophisticated at matching customer searches with relevant products.

Ranking in organic search results is key for achieving success on Amazon.

Doing so allows you to benefit from the millions of shoppers on Amazon, using the platform's search engine to find their next online purchase.

Amazon's own software decides which products show up in the search results, in which order, for each search a customer performs.

So, appeasing that algorithm – known as A10 – is central to success when selling on Amazon.

Competition for places is fierce, with more than 2 million sellers on the Amazon marketplace all trying to do the same thing. So understanding everything about how the A10 algorithm works is vital.

Differences from the Amazon A9 Algorithm

The A10 algorithm is not a massive change to Amazon's search engine. At its core, it still works in many of the same ways. It's still designed to show popular, high-performing and relevant products for customers' searches.

Sales history, sales velocity and conversion rate are all still strong product ranking factors.

Basically, if your product sells a lot, and maintains a strong conversion rate, you should rank high, assuming your listing is optimized for the right keywords.

Product reviews are still important too, not just as a ranking factor, but to boost your conversion rate and generate more sales.

Aside from that, there are some subtle but significant changes to the way Amazon ranks products, which are important to understand if you want to master Amazon SEO.



Focus shifts to relevance



Relevance and popularity have always been the core of Amazon's search platform. It uses a text match system to match keywords with relevant product listings.

In the past though, it may have skewed slightly towards popularity/performance metrics. Meaning Amazon liked to promote products that made a lot of money.

The Amazon A10 algorithm puts a greater focus on relevance, and matching the right product to the right search. They're not as concerned about making as much money as possible from a single sale, as they are making customers happy, so they come back and buy again, and again, and again.



Rank Authority

Seller authority as a ranking factor

One of the biggest changes is the introduction of seller authority in ranking.

No longer is the product the only thing that's important for the Amazon algorithm. Now, it favors products sold by Amazon merchants with a proven history of performance and reliability.

Some seller authority factors include:

- Sales history (a proven history of selling products on Amazon)
- Seller feedback rating
- Performance and account health metrics (return rate, number of A to Z claims)



Seller authority also includes the size of your product catalog. Sellers who sell more products are seen in a favorable light under A10, likely intended to push big brands higher.

Impressions & click-through rate weighed in search ranking

$$\frac{\text{CLICKS}}{\text{IMPRESSIONS}} = \text{CTR} \quad (\text{CLICK-THROUGH RATE})$$

The new Amazon algorithm takes into account the impressions and click-through rate (CTR) your product generates.

Impressions are when your product shows up anywhere in the Amazon ecosystem, such as search results, Pay-Per Click (PPC) campaigns, or on Amazon partner sites. While click-through rate is how often your product generates clicks from these views.

The new algorithm still values sales history, but it also values the metrics above, which show engagement from Amazon customers.

More power to off-site traffic




Sales from external traffic (meaning customers who came to your product from outside of Amazon, such as [Facebook](#) or [Google Ads](#)) have always been powerful for Amazon rankings.

With A10, this traffic is even more valuable. Driving traffic to your products is thus a great way to rank higher and increase search visibility.


Internal sales

The Amazon A10 algorithm now also weighs “internal sales” a little higher. These are not organic sales – instead, sales that come from other areas within Amazon, such as the “Frequently Bought Together” box.



**Inside Sales:
What Your Company
Needs to Know**

Frequently bought together




Total price: **\$164.99**
[Add both to Cart](#)
[Add both to List](#)

❶ One of these items ships sooner than the other. [Show details](#)


- ☒ **This item:** SHOGUN Fight Jiu Jitsu Gi Tao Premium 450g Pearl Weave Cotton BJJ \$155.00
- ☒ Sanabul Brazilian Jiu Jitsu BJJ Pro Belts \$9.99

4 stars and above


Sponsored @




Hayabusa Ultra-Lightweight Pearlweave Jiu Jitsu Gi - Black, A1
★★★★☆ 160
\$119.00 [prime](#)




Hayabusa Lightweight Jiu Jitsu Gi - Grey, A0
★★★★★ 561
\$129.99 [prime](#)




Hayabusa Warrior Gold Weave Jiu Jitsu Gi - White, A0
★★★★★ 125
\$119.00 [prime](#)



Sanabul Essentials V.2 Ultra Light Pre Shrunk BJJ Jiu Jitsu Gi (Grey, A2)
See Speci...
★★★★★ 4,729
\$65.48 [prime](#)



Hayabusa Goorudo 3 Gold Weave Jiu Jitsu Gi - White, A2
★★★★★ 411
\$149.00 [prime](#)





Hayabusa Marvel Hero Elite Adult Jiu Jitsu Gi - The Punisher, A1
★★★★★ 94
\$199.00 [prime](#)


Page 1 of 4


Sponsored products related to this item


Sponsored @

















Page 1 of 35

SHOGUN Fight Jiu Jitsu Gi Ultra Light 'Kanji' 350gsm Pearl...
★★★★☆ 74
\$99.00 [prime](#)

Sponsored @

More sales from internal widgets like these can improve your search rankings

Less ranking benefit for PPC sales



Finally, A10 gives a little less product ranking power to sales generated from PPC campaigns.

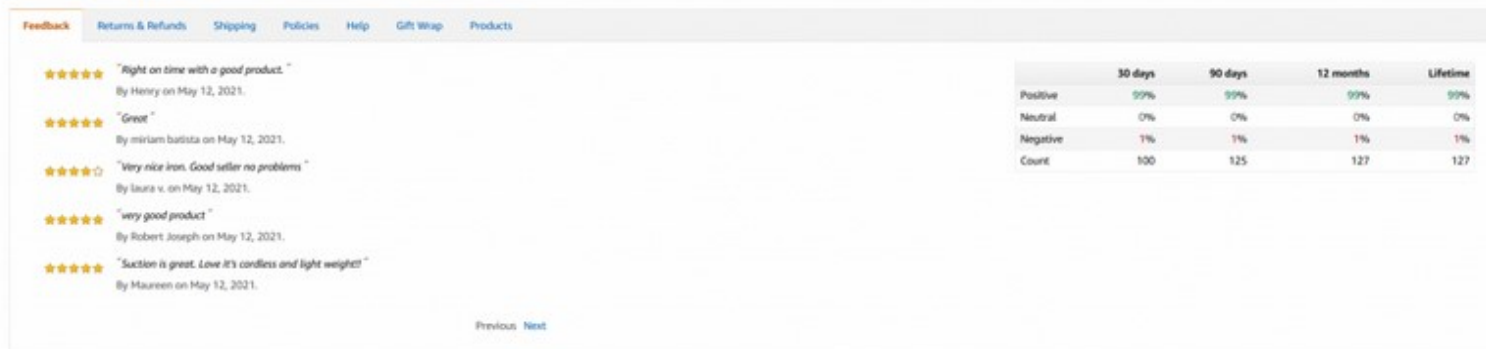
This is not to say PPC campaigns are now worthless. It's still really valuable to use sponsored links to push your products up the search page, or target other product listings. However, it's not a great way to increase your organic rankings, despite being great for your overall sales velocity.



1 – Prioritize customer experience and account health metrics

It's clear that Amazon wants you to provide a first-class experience for their customers. So make it a priority to stay in Amazon's good books and provide that first-class customer experience.

Do things that will result in positive seller feedback, such as going above and beyond with customer service. Make sure you have shipments inspected, and the products you send to Amazon are the highest quality, without any defects.



The screenshot displays the Amazon Seller Central Feedback page. It features a navigation bar with links: Feedback, Returns & Refunds, Shipping, Policies, Help, Gift Wrap, and Products. The main content area shows a list of customer reviews with star ratings and text. To the right, a table summarizes the feedback metrics.

	30 days	90 days	12 months	Lifetime
Positive	99%	99%	99%	99%
Neutral	0%	0%	0%	0%
Negative	1%	1%	1%	1%
Count	100	125	127	127

Maintain good seller feedback to increase your seller authority in the new algorithm

Not only will superb seller feedback and account health help you win and keep the Buy Box, it will now help your product rank higher.

2 – Increase your range

Product range is another thing factored into a seller's account health. This didn't matter with the A9 algorithm, but in the A10 era, you may be able to rank higher than another seller if you sell more products.

Thus, it's a good idea to expand your store on Amazon, rather than launching one product and focusing on that alone. A wider range will also lessen your risk should one product lose rankings or be suspended.

3 – Conduct in-depth keyword research and optimization

This is not such a new development for the A10 algorithm. But with this update, it's all the more important to make sure your keyword research is extensive and has covered all possible angles.

The new A10 algorithm focuses more on relevance than A9 did, and also values the total impressions your product generates across Amazon. In-depth keyword research, and optimizing your listing to include as many search terms as possible, will help you show up for more searches, and increase your chances to show up on "related products" sections across the site.

Make sure your Amazon listings feature the most important keywords in the right places, such as your product title, bullet points and product description.

How To Rank Your Products On Amazon – The Ultimate Guide

If you want success on Amazon, you need to understand how Amazon's Search Algorithm works – right?

Sounds obvious, but you'd be surprised...

Most sellers have no idea how Amazon ranks and delivers search results; let alone how (easily) exploitable it can be!

Ranking Factors



But before we get into the meat of the matter, here are some basics you should know...

Introducing A10 Amazon's Product Search Algorithm



[quote name="Amazon"]Our work starts long before a customer types a query. We've been analyzing data, observing past traffic patterns, and indexing the text describing every product in our catalog before the customer has even decided to search.[/quote]

As we can see here, much of the work is done before the customer even touches the keyboard. Once the customer actually hits "Enter" to perform a search, the A10 algorithm delivers results through a two-step process:

[quote name="Amazon"]Once we **determine which items are good matches** to the customer's query, our ranking algorithms **score them to present the most relevant results** to the user.[/quote]





On the whole, **ranking in Amazon is more straightforward than Google** because you're essentially cutting the work in half. This is because there's no such thing as off-page SEO for Amazon; they only use internal factors to determine how a product ranks. Backlinks, social media, domain authority... These are all things you don't need to worry about on Amazon.

That being said, there are a few simple rules you must always remember about Amazon. **These 3 rules are critically important to making the most of this guide, so make sure you read them twice:**

- Amazon's top goal in everything they do is always maximize Revenue Per Customer (RPC)
- Amazon tracks every action that a customer takes on Amazon, right down to where their mouse hovers on the page
- The A10 algorithm exists to connect the data tracked in #2 to the goal stated in #1





So far, so good?

Core Pillars Of The **A10** Algorithm

From **A10's** website and from the information that Amazon makes available to us through their [Seller Central](#) (login required), we can group Amazon's ranking factors into three equally important categories:

Conversion Rate* – These are factors that Amazon has found have a statistically relevant effect on conversion rates. Examples of conversion rate factors include customer reviews, quality of images and pricing.

Relevancy – Remember the first step in the **A10** algorithm? They gather the results, and then they decide how to list them. Relevancy factors tell **A10** when to consider your product page for a given search term. Relevancy factors include your title and product description.

Customer Satisfaction & Retention – How do you make the most money from a single customer? Make them so happy that they keep coming back. Amazon knows that the secret to max RPC lies in customer retention. It's a lot harder to get someone to spend \$100 once than \$10 ten times. Customer Retention factors include seller feedback and Order Defect Rate.



It's simple really...



More sales mean higher rankings – and higher rankings mean more sales!

It sounds like a vicious cycle, but luckily there are still many ways for new sellers to compete.

MYTH-BUSTING THE

A10
ALGORITHM

FACTORS THAT AFFECT THE NEW AMAZON ALGORITHM:



- ✓ Seller Authority
- ✓ Sales History
- ✓ Impressions
- ✓ Internal Sales
- ✓ Click-Through Rate (CTR)
- ✓ Conversion Rate (CVR)
- ✓ Organic Sales
- ✓ Pay-Per-Click (PPC) Sales

some

OTHER



amazon.com

ANSWERED QUESTIONS

Has a Small Effect

This is one of those metrics that Amazon doesn't specifically state they track. But, it's data they have access to and Q&A's are listed close to the top of the product page, which typically means it's important for conversions.

Furthermore, there products like [this \(me-approved\) Philips Sonicare electric toothbrush](#), which ranks #1 for the keyword "electric toothbrush" over other equally rated best-sellers because it has almost twice as many customer Q&As than any other listing in the category:



Amazon.com

New Arrivals Baby & Child Care Vitamins & Diet Supplements Sports Nutrition Household Supplies Health Care Personal Care Sexual Wellness Sales & Special Offers

Power Toothbrushes Sonic Toothbrushes

Philips Sonicare HX5610/30 Essence 5600 Rechargeable Electric Toothbrush, White
by Philips

★★★★★ 2,835 customer reviews | 144 answered questions

#1 Best Seller in Sonic Toothbrushes

List Price: \$69.99
Price: **\$39.95 & FREE Shipping**. Details
You Save: \$30.04 (43%)

In Stock
Ships from and sold by Amazon.com in **easy-to-open packaging**. Gift-wrap available.

Want it Friday, Nov. 21? Order within **4 hrs 57 mins** and choose **Two-Day Shipping** at checkout. Details

Color: **White**

Product Packaging: **Frustration-Free Packaging**

Standard Packaging Frustration-Free Packaging

- Up to 2x better plaque removal versus a manual toothbrush
- Includes soft-grip handle designed for comfort and control, 1 contoured brush head, charger base, and travel case
- Patented sonic technology- dynamic cleaning action drives fluid between teeth and along the gum line to gently remove plaque
- 2-minute smarttimer ensures dentist recommended brushing time
- Ships In Certified Frustration-Free Packaging

This item ships internationally. [Learn more](#)

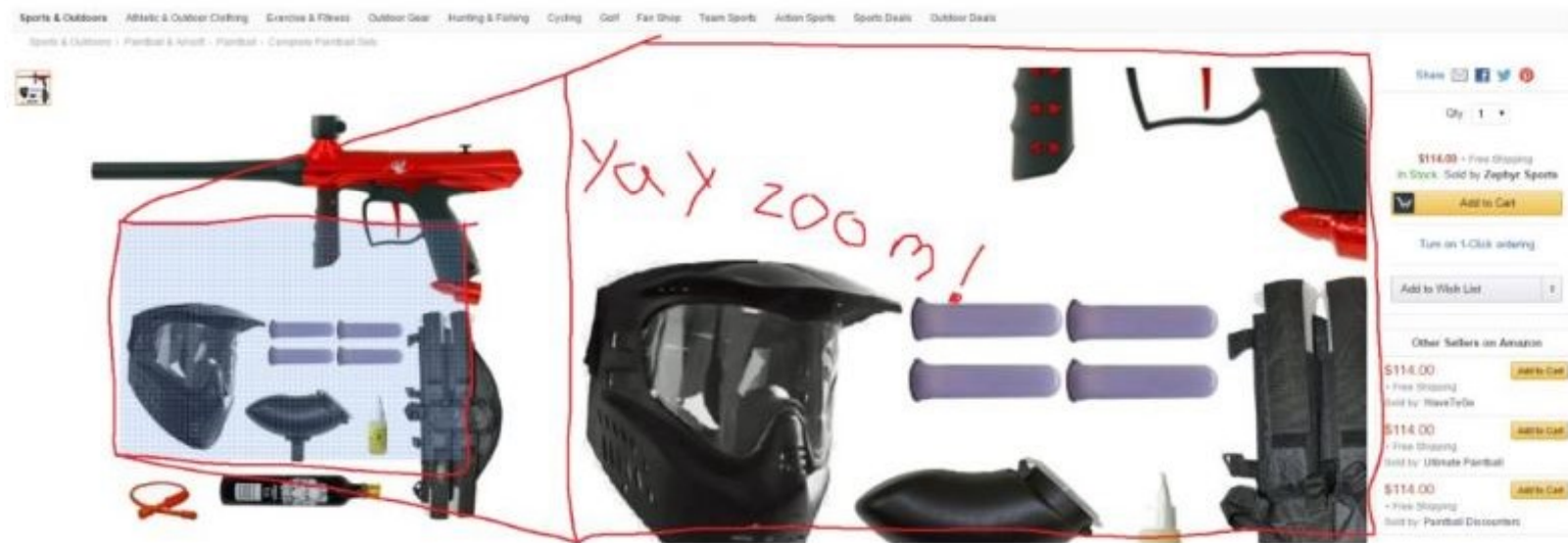


IMAGE SIZE & QUALITY

Has a Huge Effect

Amazon continues to tighten their image size and quality policies for product listings. Right now, some categories won't even display results that don't have at least one image that is **1000×1000 pixels or larger**. These are called "[suppressed listings](#)".

The 1000×1000 pixel image size allows Amazon to offer customers their Hover-to-Zoom feature, shown below, which they've found has a dramatic effect on conversion rates.



Awful artistry aside, you can see that as my cursor hovers over the image, Amazon automatically displays a zoomed-in version in the product information pane.



Notice that **image quantity is not what's important here**. [This Tippmann paintball gun](#) is the #1 product for the keyword "paintball guns", but it only has one image. Since the image is big enough and informative enough to give the customer all the info they need, that's all it takes to make Amazon happy.

That means it's better to have one large, high quality image than to have multiple normal-sized images. Not to say that multiple images won't convert better than one image, just that the benefits quickly taper off after the first.



Nikon Shot



iPhone Shot



PRICE

Has a Huge Effect

Remember earlier when we talked about how Amazon's A10 product search algorithm uses both predicted and real conversion rates to determine which products to show in their search results?

One of the biggest factors Amazon uses to determine predicted conversion rate is pricing – they know that customers tend to seek the best deals. More importantly, Amazon uses pricing as a major factor in picking which product to show in the buy box, which is the part of the page containing the Add to Cart button (we'll talk more about that later).

Showing results for: **juicer**

Showing results in Home & Kitchen. Show instead results in All Departments.

Related Searches: [blender](#), [breville juicer](#), [juice extractor](#)

Black & Decker JE2200B 400-Watt Fruit and Vegetable Juice Extractor with Custom Juice Cup
\$29.99 ~~\$49.99~~ **Prime**
Get it by **Friday, Nov 21**
More Buying Choices: \$20.50 new (95 offers), \$24.00 used (9 offers)
FREE Shipping
★ ★ ★ ★ ★ 1,428

Breville BJE200XL Compact Juice Fountain 700-Watt Juice Extractor
\$89.95 ~~\$159.95~~ **Prime**
Get it by **Friday, Nov 21**
More Buying Choices: \$83.00 new (66 offers), \$76.00 used (28 offers)
FREE Shipping
★ ★ ★ ★ ★ 3,673

Breville JE96XL Juice Fountain Plus 850-Watt Juice Extractor
\$149.95 ~~\$299.95~~ **Prime**
Get it by **Friday, Nov 21**
More Buying Choices: \$144.15 new (51 offers), \$103.77 used (32 offers)
FREE Shipping
★ ★ ★ ★ ★ 3,774

Omega J8006 Nutrition Center Juicer - Black and Chrome
\$241.50 ~~\$399.95~~ **Prime**
Get it by **Friday, Nov 21**
More Buying Choices: \$199.99 used (17 offers)
FREE Shipping
★ ★ ★ ★ ★ 1,678

Notice here that the top-ranking product for the search term “juicer” has less customer reviews, lower customer reviews and lower Sales Rank than every other listing in the top 4. It still shows #1 because it’s got decent ratings and is priced waaaaay below the category average.

Note that customer reviews are still vital here. And pricing isn’t the only reason that the Black & Decker Juicer ranks #1...



PRODUCT LISTING COMPLETENESS

Has a Small Effect

Finally, the last conversion metric to optimize for is listing completeness. The individual sections of the product listing mostly have to do with relevancy, as you'll learn below, but the actual completeness of the listing has an effect on conversion rate.

As a general rule, the more complete you make your listing, the better. Do your best to fill in every single field in the listing setup page to maximize your chances of appearing at the top of product search results.

Relevancy Factors

TITLE

Has a Small Effect

Optimizing your product title for Amazon is an excellent example of the way that optimizing for Amazon differs from optimizing for Google.

In Google, you want a concise, engaging title with your keyword close to the beginning. In Amazon, all you care about is keywords. You want to cram as many keywords into about 80 characters as you possibly can.



Just like with images, Features are so important that Amazon no longer allows products without bullet points to be featured in the buy box, and not having them is a serious road-block to good Amazon rankings.

Another good example of proper Feature usage is [this Asus computer monitor](#), which ranks #1 for “computer screen”:

Electronics › Computers & Accessories › Monitors



Click to open expanded view

mmm...
Features...

ASUS MX279H 27-Inch Screen LED-Lit LCD Monitor

by Asus

★★★★★ 306 customer reviews

| 215 answered questions

List Price: \$299.00

Price: \$269.99 & FREE Shipping. [Details](#)

You Save: \$29.01 (10%)

In Stock.

Ships from and sold by Amazon.com.

Want it Friday, Nov. 21? Order within **6 hrs 3 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

- 27" AH IPS Full HD display for vivid image clarity and 178-degree viewing angle
- Frameless and ultra-slim profile minimizes desk space requirements
- Extensive connectivity options with dual HDMI ports for complete connectivity with various devices
- 80,000,000:1 ASUS Smart Contrast ratio results in sharper and brighter visuals
- SonicMaster sound with two 3-watt speakers and built-in Bang & Olufsen ICEpower amplifier for high-quality audio playback that is true to source

Has a Huge Effect



Notice how the bullet-points are both extremely detailed and include a ton of keywords? At the same time, they're easily readable, which means they won't confuse customers and risk hurting conversions.

PRODUCT DESCRIPTION

Has a Small Effect

Your product description is basically where you expand on your Features. It's also the part of the page you have the most control over. If there's anywhere to really put a lot of effort into engagement, it's in the product description.

That being said, keep in mind that unlike with Google **there is no benefit to having a keyword appear multiple times** on the product page; if it's anywhere in your product listing at least once, you will be relevant to rank for it.



Roll over image to zoom in

Mr. Coffee BVMC-SJX33GT 12-Cup Programmable Coffeemaker, Chrome

by [Mr. Coffee](#)

★★★★★ 1,892 customer reviews | 329 answered questions

Price: **\$34.83** & **FREE Shipping** on orders over \$35. [Details](#)

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it Thursday, May 22? Order within **7 hrs 31 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

- Recognized as one of the best products of 2011 in a leading consumer research magazine
- Removable filter basket lifts out for fast and easy filling and cleaning
- Brewing pause 'n serve lets you pour a cup of coffee while the coffeemaker is still brewing
- Special cleaning cycle makes cleaning your coffeemaker quick and easy
- 2-Hour auto shut-off keeps your coffee hot for 2-hour, then automatically shuts off

21 new from **\$27.45** 1 used from **\$26.99**

Bring the Coffeehouse Experience Home with Mr. Coffee

Visit the [Mr. Coffee Store](#) for our full selection of [drip coffee machines](#), [espresso machines](#), [single-serve brewers](#), [iced tea machines](#), and much more. [Shop now.](#)



BRAND & MANUFACTURER PART

Has an Effect

Remember earlier when we looked at the top results for the keyword “Juicer”? You can refresh your memory below:



Something that every single one of the top listings do right in that category is list the brand and manufacturer number first in the product title. In fact, if you [do the search yourself](#) it's not until the 15th result that Amazon shows us a product listing without the brand and manufacturer number included in the title.

You always, always, always want to include a brand in your title because it enables your product for search filters AND allows you to capture customers searching for a specific brand. And if you're in a niche where customers are using the manufacturer number to search for products, you definitely want to include that keyword in your title.



Customer Satisfaction & Retention Factors

Has a Huge Effect

NEGATIVE SELLER FEEDBACK

Why do I list negative seller feedback specifically, as opposed to just seller feedback in general?

Interestingly, Amazon actually claims not to track positive seller feedback; at least, not for the sake of their product search algorithm.

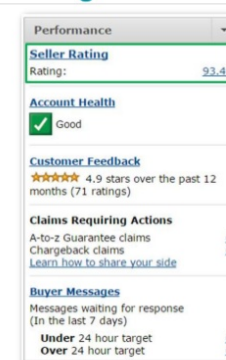
Instead they track **negative seller feedback rates**, or frequency. It doesn't matter how bad the feedback is – all negative feedback is the same, and it all counts against you equally in terms of search result rankings.

To be clear – as a third-party seller attempting to win the buy box (shown below) you want your seller feedback as high as possible. However, negative feedback rate is the only metric with a known effect on product search results.



Buyability Factor: Seller Rating

- ✓ Strong Buy Box factor
- ✓ Mostly comprised of multiple components found within Seller Central (ex. On-Time Delivery Rate (ODR), Late Shipment Rate, etc.)



Seller Rating – It seems to me that the magic number for seller rating is 90%.

Has a Larger Effect Now

The listings shown to your right are a great example. Every seller on the first page has a 90% rating or above. However, you can see that a seller with a 90% rating ranks higher than a 100% rating. It seems that as long as you hit 90% positive feedback, anything extra won't have a huge impact on the Buy Box.

Show only: <input type="checkbox"/> Free shipping		Sorted by: Price + Shipping	
Price + Shipping	Condition (Learn More)	Seller Information	
\$19.56 + \$4.99 shipping	New	wayfair ★★★★★ 92% positive over the past 12 months. (200,745 total ratings)	
\$26.45 & FREE Shipping	New Free fast shipping!	homecomfort ★★★★★ 100% positive over the past 12 months. (56 total ratings)	
\$24.47 + \$1.99 shipping	New	PlumStruck ★★★★★ 90% positive over the past 12 months. (51,915 total ratings)	
\$27.18 & FREE Shipping	New	WARRIORFITNESS ★★★★★ 90% positive over the past 12 months. (221 total ratings)	



How to Rank Higher & Appear in the Buy Box on Amazon

Summary of Amazon Search Ranking Tips

- Answered Questions
- Image Size and Quality = 1000 x 1000 pixel minimum
- Price -Lowest Priced Products Have a Better Chance to Show Up
- Product Listing Completeness
- Conversion Rates & Relevance
- Features = Bullets = Engagement
- Brand & Manufacturer Part Number First in Your Title
- No Negative Feedback & Seller Rating of at least 90%
- Borrow money from Amazons loan program for higher ranking
- Participate in FBA to increase your ranking
- Participate in Amazons Promoted Plans



Hack #1 – Winning the Buy Box

As an Amazon seller, you need to know how to win the Buy Box. This is a crucial part of successfully selling on Amazon, especially if you're not creating and manufacturing your own products.

Here's an example of what it means to win the Buy Box:

Cap Barbell Kettlebell
by CAP Barbell
★★★★★ 1,217 customer reviews

List Price: \$29.25
Price: **\$19.56** + \$4.99 shipping
You Save: \$9.69 (33%)

In Stock.
Ships from and sold by Wayfair.

Style Name: **15 lb**

15 lb 30 lb 40 lb 10 lb 20 lb 25 lb 35 lb
45 lb 50 lb 60 lbs 70 lbs 80 lb

- CAP Barbell kettlebells are both versatile and durable
- Offers a varied series of exercises to tone your entire body
- Particularly effective in toning core muscles
- Weighs 15 pounds; made of solid cast iron
- Includes limited 30-day manufacturer's warranty

16 new from \$15.65

Share [icons]

Qty: 1

\$19.56 + \$4.99 shipping
In Stock, Sold by Wayfair

Add to Cart

Turn on 1-Click ordering

Add to Wish List

Other Sellers on Amazon

Price	Shipping	Sold by	Action
\$26.45	+ Free Shipping	Sold by: homecomfort	Add to Cart
\$24.47	+ \$1.99 shipping	Sold by: PlumStruck	Add to Cart
\$27.18	+ Free Shipping	Sold by: Warehouse Fitness	Add to Cart

16 new from \$15.65

Also Bought Together

Price for both: **\$27.51**

Add both to Cart **Add both to Wish List**

These items are shipped from and sold by different sellers. Show details

Be a winner...

amazon.com

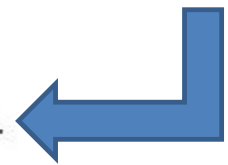
Of the 20 sellers for this product, only 4 of them are shown on the product page. You can bet that these four sellers are getting most of the sales for this listing...

If you're one of the 16 losers for this product, what could you do to win the Buy Box?

Important Buy Box Metrics

First, let's take some time to review known Buy Box metrics. They can basically be grouped into three categories. For reference, you can see the first page of sellers for the kettlebell listing above, shown to your right.

Pricing! – This is without a doubt the most important Buy Box metric.



By default, Amazon lists products on this page in order of Price + Shipping, and that carries into the Buy Box unless one of the other metrics are way out of whack.



Shipping Performance – Amazon puts an enormous priority on fast, hassle-free shipping for their customers. That's why they encourage sellers to use their Fulfilled by Amazon program.

Shipping performance includes a number of individual metrics, including Order Defect Rate (ODR) and Perfect Order Percentage (POP), both of which we talked about in our [last post on Amazon ranking factors](#).

- **ODR** (Order Defect Rate) is how many orders are cancelled, returned, shipped improperly or get negative feedback for any reason.
- **POP** (Perfect Order Percentage) is how many orders go perfectly smoothly without any customer intervention.



Amazon also keeps track of how often you run out of stock, so try to maintain a 100% in-stock rate.



Final Words

Selling on Amazon doesn't have to be intimidating, even if you're a new seller. It's the largest e-Commerce platform in the world, and now you have all the tools you need to make the most of it. But in the end, nothing beats getting your hands dirty and actually putting these Amazon ranking hacks to work!

What are you waiting for? Get out there and make some money!



Thanks for Coming!
Contact me on my website
www.12teachyou.com

