Registration Guide (Amazon US)

Introduction

Important

- This document is designed to help create a smooth and seamless experience when creating and registering your Professional Seller Account.
- We enable the registration process in different languages, in case you want to change the default language, click on the bottom left corner of the registration page.



- Amazon constantly updates the site environment for a better Selling Partner experience, so you may see a slightly different screen than the guide image used in this article.
- Please note that once completed, each step in the registration process is irreversible and it will no longer be possible to return to the previous step to modify the information. Carefully check the information you fill in and proceed to the next step only once you are sure everything is entered correctly.
- Amazon Global Selling offers a variety of email guides to Selling Partners with a registered account. We encourage you to periodically check the email account you connected to your Amazon account to make sure that any related emails from Amazon are not classified as spam. Selling partners opting out of our emails will not receive email guides.
- In addition to registering your account, more information about Amazon Global Selling can be found here.

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The information contained in this presentation does not constitute legal, tax or financial advice. If you are in doubt as to the action you should take, please consult your legal, financial, tax, or other professional adviser.

CONTENT TABLE

Click on the icon to learn more about each section


1. Starting a US Amazon Selling Account


2. Registering a US Amazon Selling Account


3. Seller Identification Verification (SIV)


4. In-Person Verification (IPV) Guide


5. Postcard Address Verification (OTP)


6. Account Set up


7. Seller Performance Review (SPR)


8. FAQ

1. Starting a US Amazon Selling Account

Click on the sub-category you need

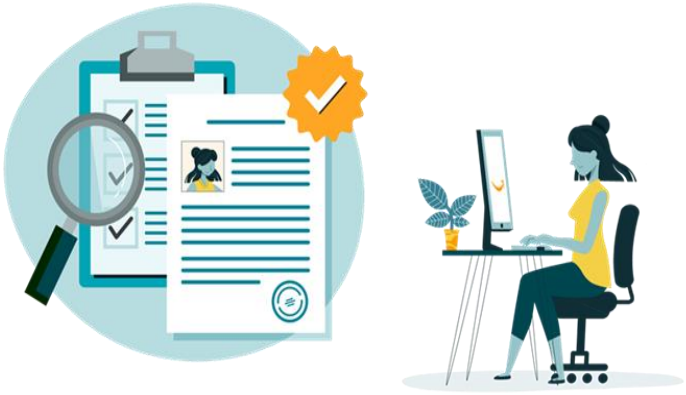
A few things to consider

Registration process for US Selling Accounts

Back to Content Table

A few things to consider

Amazon's registration experience enables Selling Partners to register once and open their account in multiple marketplaces. This means that by completing one registration and verification process, you will be ready to start selling in any amazon store worldwide from the same account.



To sell on Amazon.com, you willl need to provide certain documents and information to register. We encourage you to have the documents at hand to smooth the registration experience. These are the most common documents you'll need:

- Valid government issue ID or passport
- Recent bank account or credit card statement
- Business registration documents

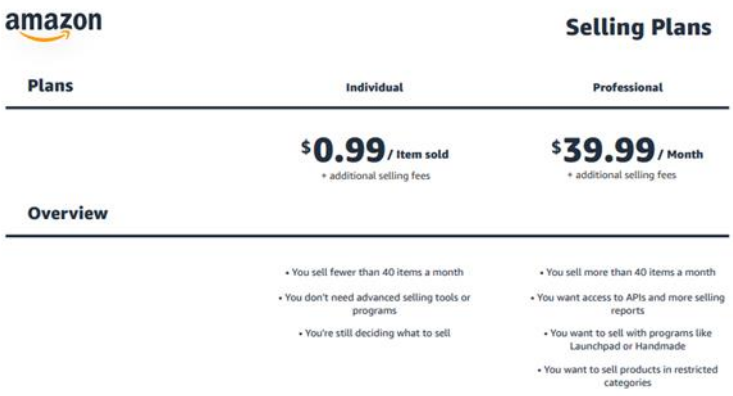


Types of Amazon Selling Plans

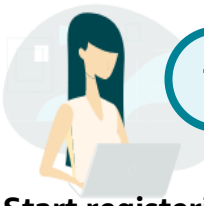
Amazon offers you the flexibility to sell one item or sell thousands. Before you begin registration, decide which plan is a better fit for your business.

Please note, you should select individual Selling plan only if you want to offer products for sale outside of any commercial or professional activity. Your Selling plan can be changed after completing registration.

For more information on the selling plans, please refer to this page.



Registration Process for US Selling Accounts



1

Start registering your US account with Amazon

2



Upload all the required documents (SIV)

Submit the correct documents to verify your identity

3

In-person Verification (IPV) Video Call

Schedule a video call with an Amazon personnel on your registration page (Seller Central)



4



Key in the code sent to your business address via Postcard (OTP)

5



Update your information on Seller Central

Upon passing identity verification, access your account to complete the tax interview and update your deposit method

6



Go through Seller Performance Review (SPR) if your account gets suspended

Submit additional documents to verify your business

Do you need Help?

To contact the Amazon Seller Support team for any questions regarding registration, click on “Get Support” at the bottom of the registration page



Back To Content Page

Back To Section Head

2. Registering a US Amazon Selling Account

Click on the sub-category you need

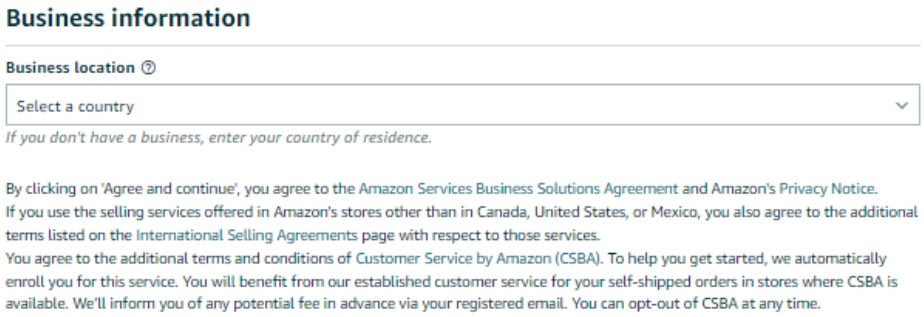
- Business Information
- Seller Information
- Payment Information
- Store and Product Information

Back to Content Table

Business Information

The first piece of information to provide is the location where the company is officially registered. To do so, select one of the locations from the drop-down list

1 Select the country in which your business license is issued.



Companies do not all operate in the same way. Select your type of Business, depending on your business structure.

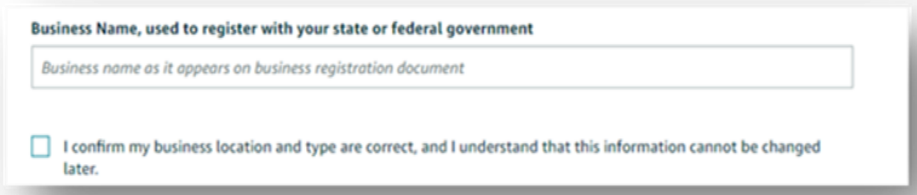
2 Select your Business Type *(i.e, State-owned, Publicly-owned, Privately-owned, Charity or None, I am an individual)*



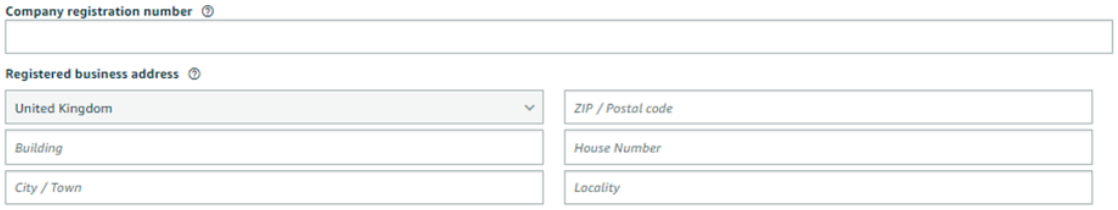
There are 6 options to choose from:

- **State Owned:** A business that is either wholly or partially owned and operated by a government.
- **Publicly Listed:** A business with shares listed on a stock exchange for public trading.
- **Privately Owned**(such as Limited, Partnership, International Sole Proprietor): A business controlled and operated by private individuals.
- **Charity:** Incorporated or non-incorporated tax-exempt body which:
  (1) is created and operated for charitable purposes
  (2) employs all its resources to those charitable activities that are under its direct control
  (3) does not distribute any part of the income generated for the benefit of any trustee, trustor, member, or other private individual, and
  (4) does not contribute to or associates with political organisations
- **Sole Proprietor:** This legal entity is for an individual with exclusive ownership of a registered business and acting for commercial, professional or business purposes.
- **Individual:** An individual sells in a private context. An individual Seller does not operate in a business or professional context.

3 Enter your business name and registered address. *(This name is the legal name you gave the business when you registered your company with the relevant governmental office.)*



4 Provide your legal business address and company registration number.



Important

1. Provide your legal business address. This address must match the one on the business registration document and might be used to send a postcard for address verification purposes. This address cannot be changed until the verification is completed.

2. Ensure your business location and type are correct. Once this information is saved, you will not be able to edit it until you have successfully completed registration. If you input these details incorrectly, you will need to start registration with a new email address.

Seller Information

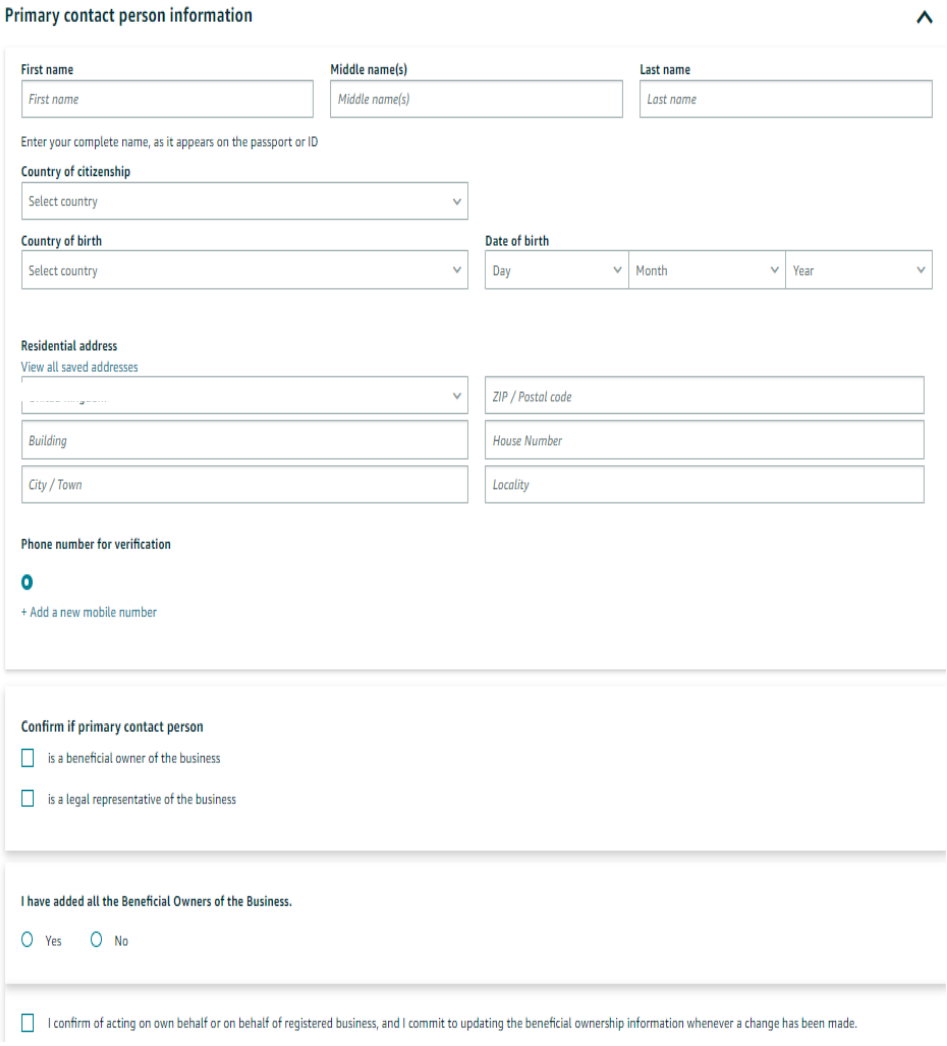
To register a US selling account, the primary contact or legal representative will need to provide their details in the 'primary contact person information' section. Importantly, the same person will need to complete the verification process and provide the relevant documents. (See section 3 and section 4 for more details)

1. Enter your complete name, as it appears on the passport or ID.

2. Provide your identity proof details. Important: If your identity proof document does not have an expiry date, you can enter a dummy date 3 months from the date of application.

3. Confirm if the POC details belong to a/ the beneficial owner or b/the legal representative of the business.

4. Confirm that you will update the beneficial ownership information if there is a change. (Sellers need to keep the business contact information current so that we can contact them if necessary. To edit your business contact information, see Seller information").

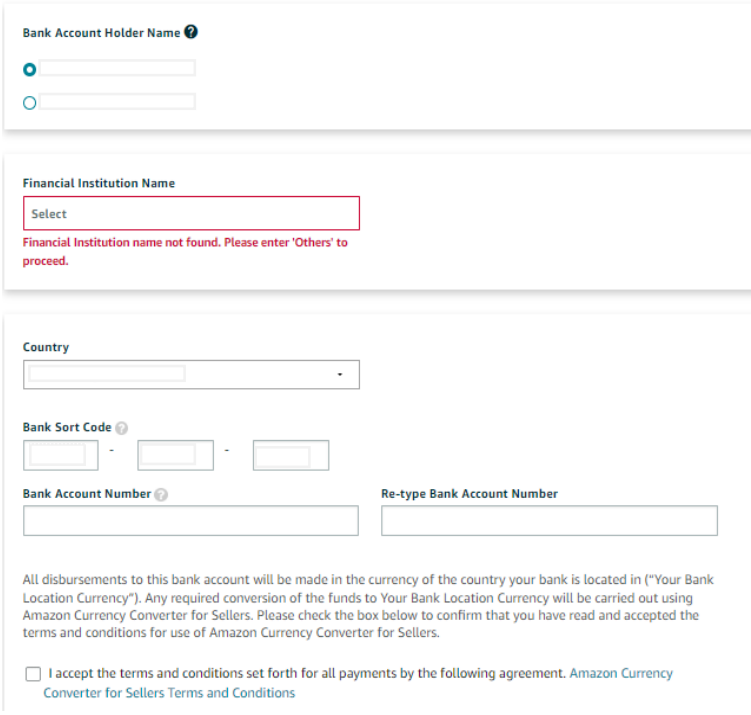


Payment information

Bank Account Information:

It will be used to easily deposit and withdraw money between your bank account and your Amazon Payments account.

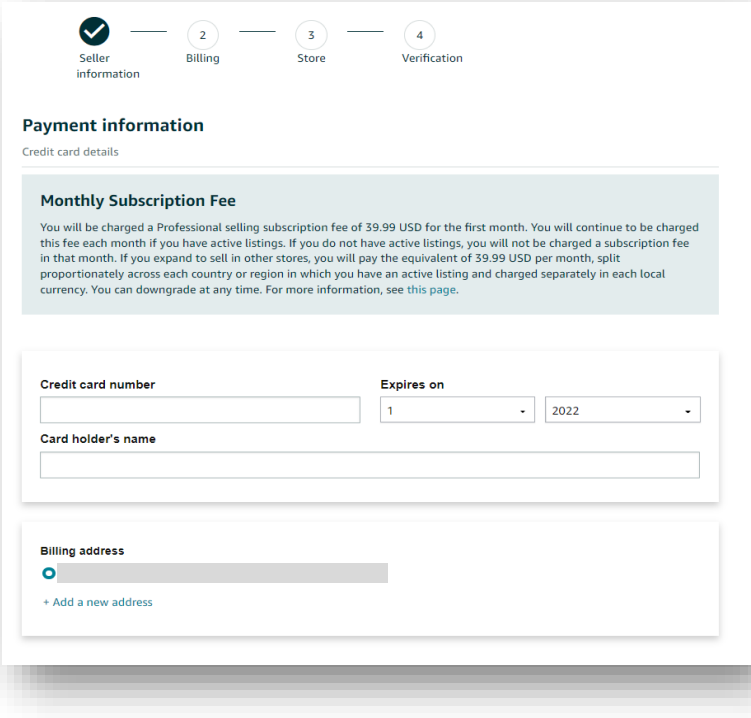
- Your bank account should be in the name of the primary contact or business name provided to Amazon.
- To verify your bank account you will need your online banking credentials or provide Amazon with a bank statement.



Credit Card Information:

A valid credit card number which will be used to pay your monthly fee.

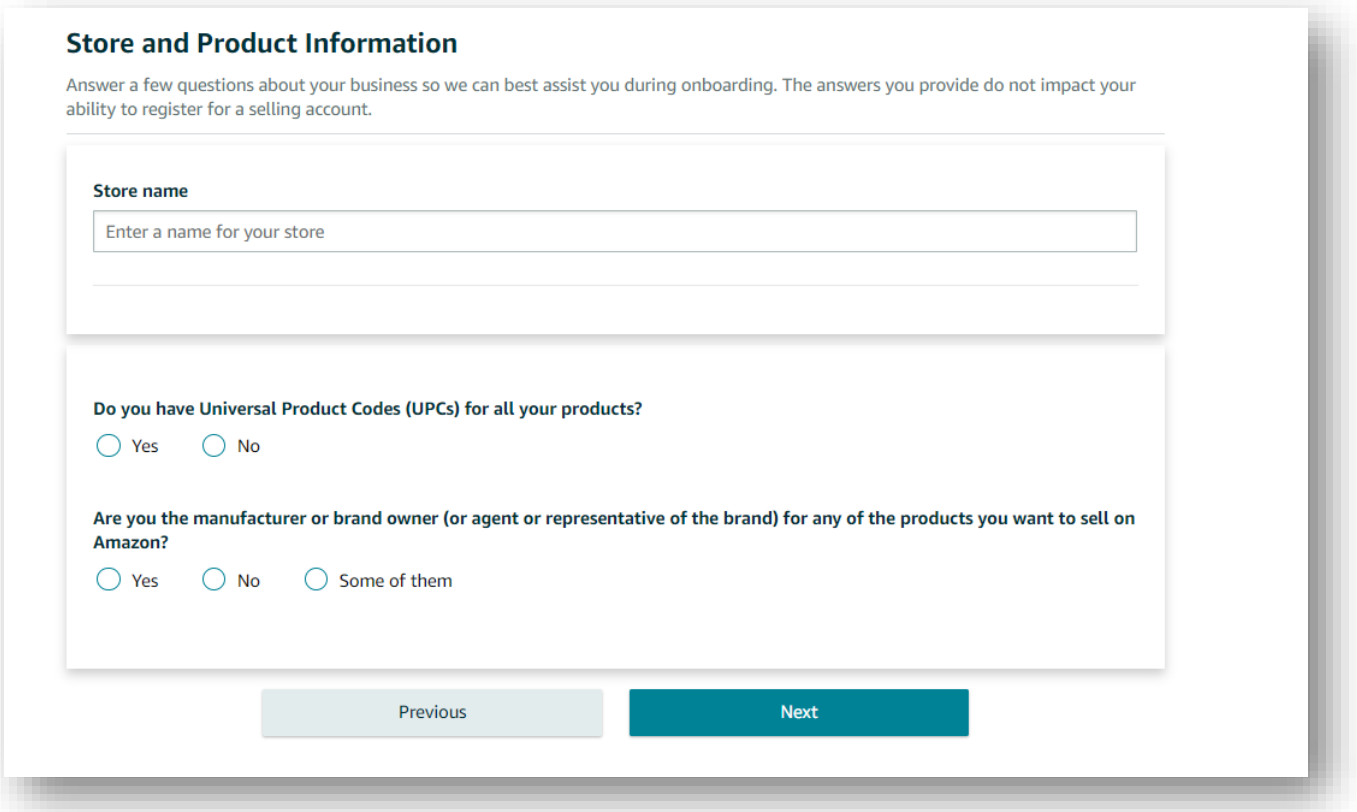
- The credit card holder does not need to be the same person as the account registrant.
- The address you provide must match the one registered for your credit card.
- If you selected the incorrect selling plan, you can amend this after completing registration.



Back To Content Page

Back To Section Head

Store and Product Information



1. The Store name will be displayed to buyers for your Amazon listing on your Seller Profile. After completing verification, you can edit your store name going to “Settings” -> “Account Info” in Seller Central.

2. Manufacturers or brand owners will be asked if they own a government-registered trademark for the branded products they want to sell on Amazon.

3. Enter your store and product information. To understand more about UPC/EANs, click here.

Back To Content Page

Back To Section Head

3. Seller Identity Verification

Click on the sub-category you need

- Identity Verification Preparation
- Identity Document
- Proof of address

Back to Content Table

Identity Verification Preparation

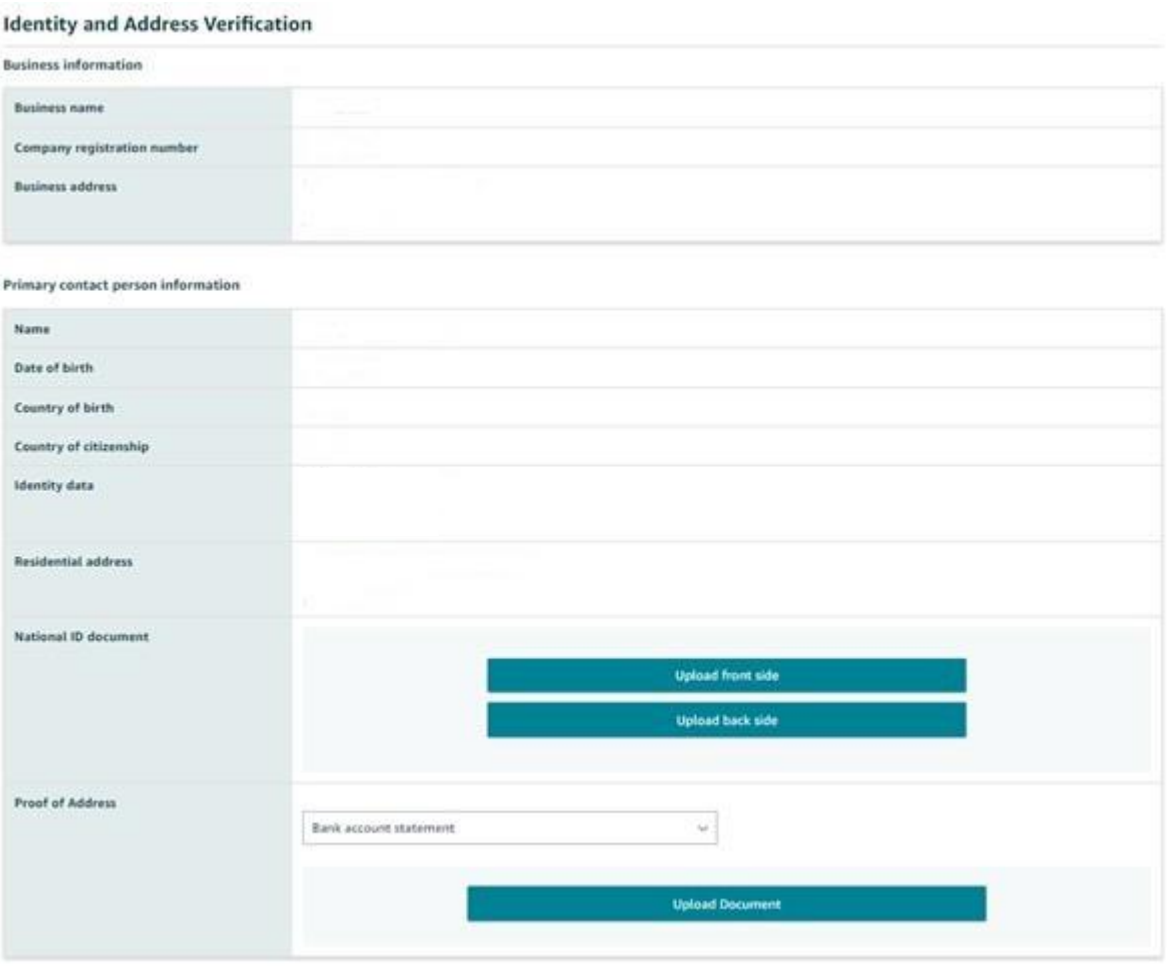
The person registered in the point of contact section will need to provide the following documents to verify their identity:

1. Identity document
2. Proof of address

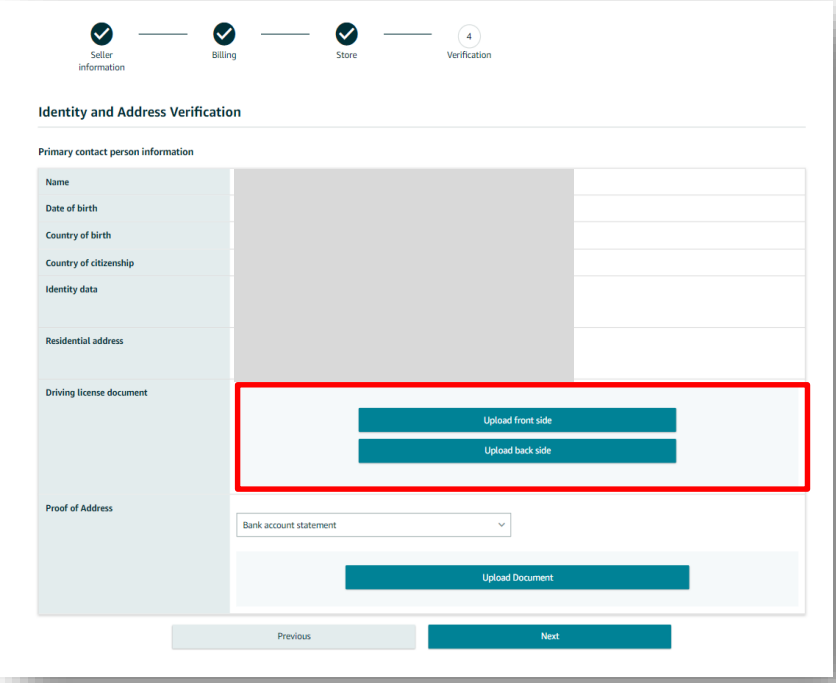


Important :

Before submitting the relevant documents, review the document requirements based on your business location here .



Identity Document



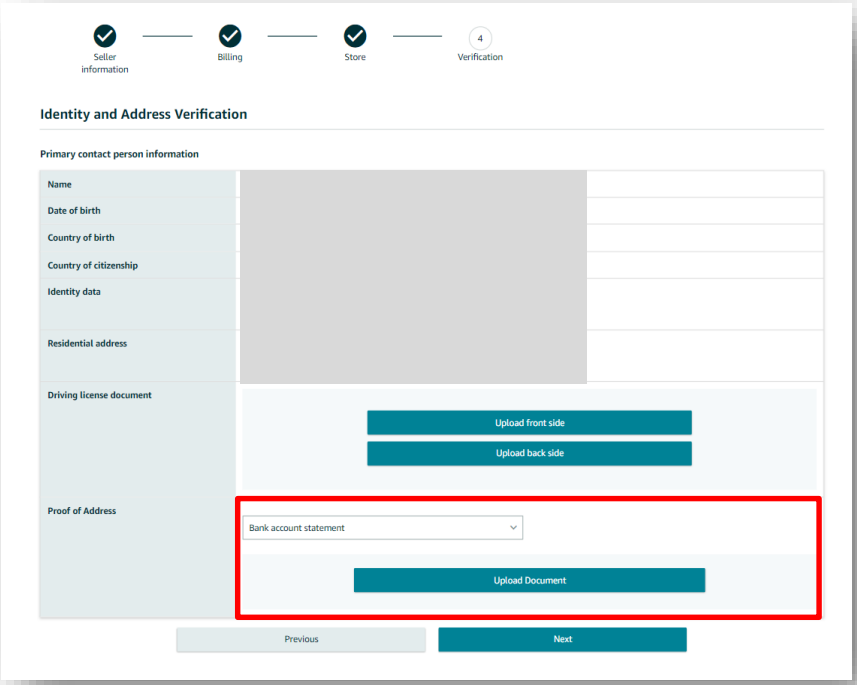
Upload the government-issued identity document you selected for verification. See document requirements here.



Important - ID verification:

- The full name of the document should match with the name on your Primary contact information registration.
- The document must not be expired.
- Provide both sides of the ID if there is any vital information at the back of the ID such as signature, date of expiry, date of birth, or barcodes (i.e. For driver's license, both sides of the card should be uploaded).
- If the upload page does not ask for separate front and back image uploads, be sure to merge the images into one file to upload.
- The document must be complete and not cut off from any sides (not angled or cropped).
- Do not re-submit documents or appeal while Amazon is reviewing your information.

Proof of address



Upload a Bank account / Credit card or account statement. See document requirements here.



Important – Bank /credit card Statement:

- The name mentioned on the statement should either match the business name or point of contact name provided during registration.
- If the identity document provided does not match your country of residence, make sure your proof of address is issued in your country of residence.
- You can hide the account number and monetary amounts, but the rest of the document must be visible.
- Document must be issued within the past 180 days.
- Accepted formats are *.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf.
- E-statements are accepted, but have to be unaltered (e.g: not cropped).

Back To Content Page

Back To Section Head

4. In-Person Verification (IPV) Guide

Click on the sub-category you need

Instant Call Identity Verification

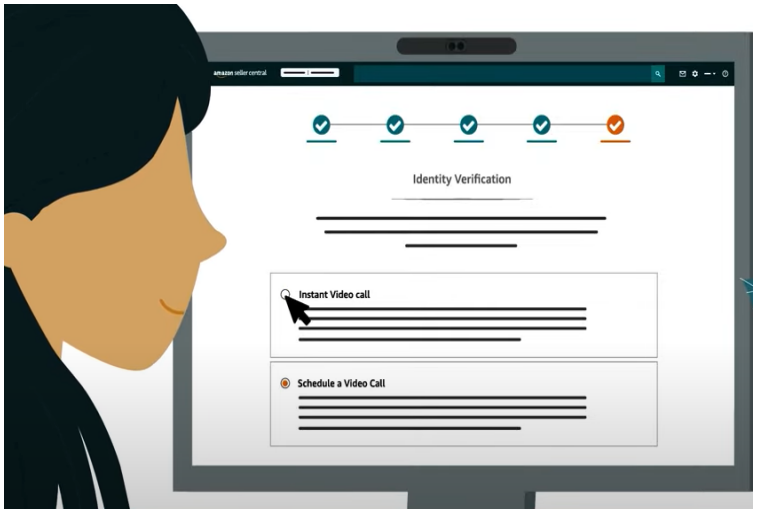
Back to Content Table

Instant Call Identity Verification (IPV)

The primary contact person registered in the account will be prompted to take a video call to complete verification. Our representative will meet with you to review the original documents that you uploaded, as well as review the information you submitted during registration.

1. Select the preferred language for the video call.

2. Join the next video call available. Alternatively, book an appointment for a future date.



What to Prepare for IPV – See more here

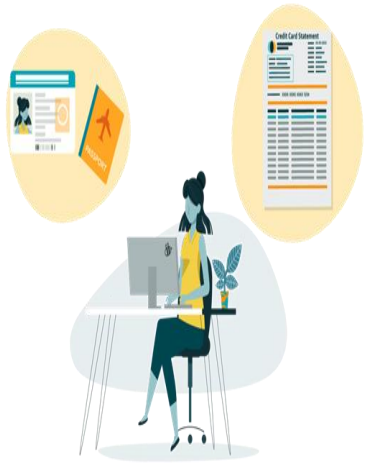
- Ensure that you have the physical / original documents that you have uploaded during registration with you (i.e. passport / driver's license / identity card / bank statement etc).

- If you have submitted e-statements, you do not need to print out a physical copy. Just an e-copy will do. You can show it via an alternative screen (e.g. your phone).

What happens after your call

Amazon will review your case internally and may reach out to you for further clarification within **2 business days** (if needed).

If you missed your original appointment, you will receive a prompt when you open Seller Central. Please reschedule and be sure to be on time for the new appointment.



Back To Content Page

Back To Section Head

5.Postcard Address Verification (OTP)

Click on the sub-category you need

Address Verification

Back to Content Table

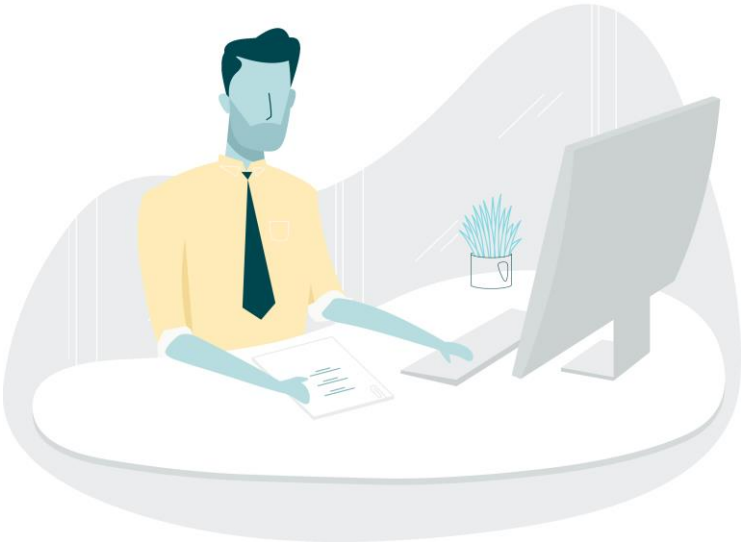
This step may not be required for all Sellers.

Address Verification

Amazon might verify your business address by sending a unique code to your business address.

1. You can track the status and the expected date of delivery of your postcard in Seller Central.

2. Once you have received the postcard, key in the code into the field.



Important – Address Verification

- Please **do not input false OTPs**. You will only have 3 attempts to key in the correct OTP.
- **Once you have exhausted your 3 attempts, you may not be able to proceed with registration.** If that happens, you will need to open a new account.

Back To Content Page
Back To Section Head

6. Account Set up

Before you start listing your products on Amazon, it is crucial to complete all the tasks and actions prompted on Seller Central.

Click on the sub-category you need

- Account Set up
- Updating Deposit Method
- Updating Tax Information

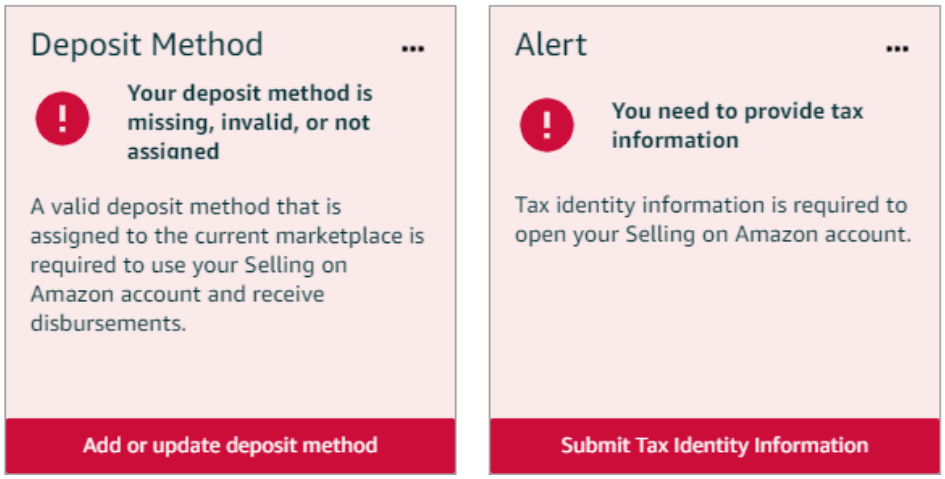
Back to Content Table

Account Set up

You are a step closer to sell on Amazon!



Upon passing SIV, you will be able to access Seller Central. On the home page, you will see 2 notifications prompting you to take action.



It is important to complete all the actions prompted before you begin listing your products on Amazon. If you do not complete this step, customers will not be able to see any of the products you list

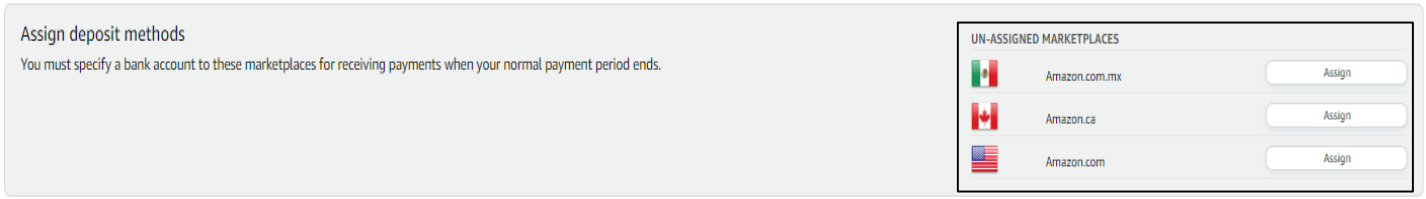
Updating Deposit Method

A valid deposit method is required for you to start listing your products on your Amazon account and receive disbursement.

- Your bank account should be in the name of the primary contact or business name provided to Amazon.
- To verify your bank account you will need your online banking credentials or provide Amazon with a bank statement.

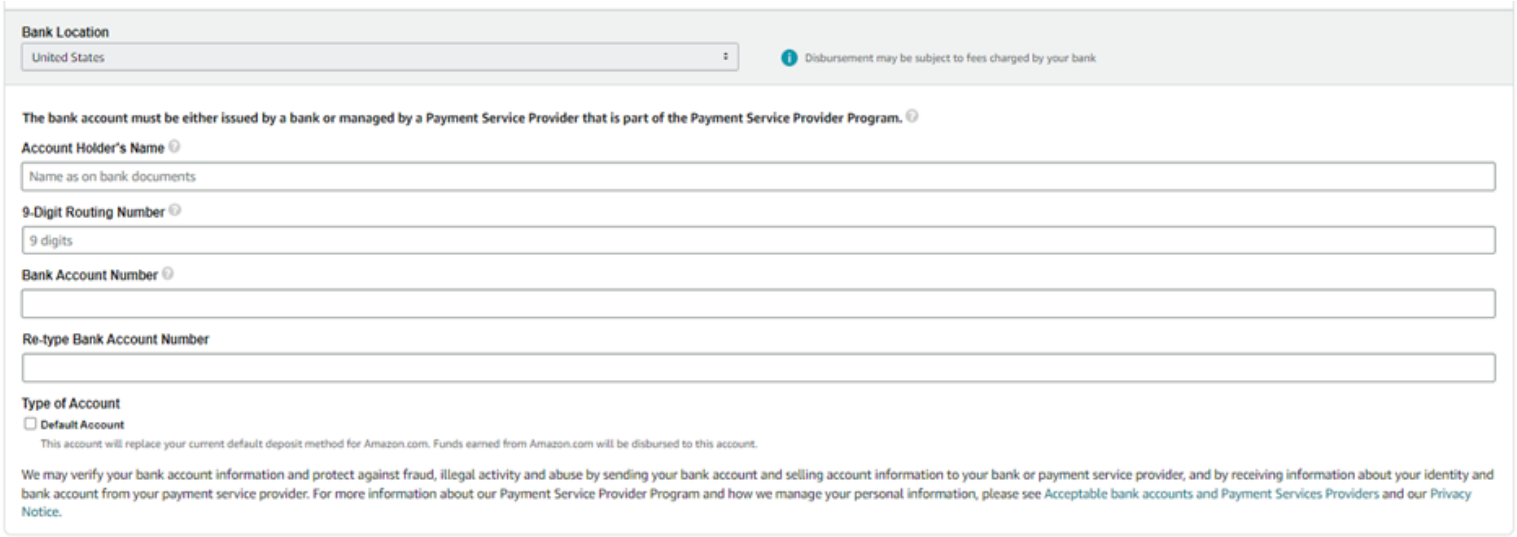


Step One: Assign the deposit method to the Amazon Store you would like to sell on.





Step Two: Fill in the details of the bank account on which you would like to receive your disbursement



Updating Tax Information

Regardless of the number of selling transactions in a calendar year, all Selling Partners on Amazon.com (this includes foreign Selling Partners or non-U.S tax payers) are required to complete the Tax Information Interview. Before starting to sell on Amazon.com, you will need to complete this step.

To provide your information to Amazon, go to your Seller account information and click Tax Information. We will guide you through entering your taxpayer information and validating your W-9 or W-8BEN form. The answers you provide during the Tax Interview will automatically determine which IRS form (W-8BEN or W-9) applies to you.

Important

1. Before starting the tax interview, do not forget to review our help guide and Frequently asked questions

2. You can hover on the information symbol in the tax information section for further guidance .

Step1: Define your tax classification as Individual or Business

Complete the tax profile based on the individual or business who will receive the income. Select individual, if you are an Individual, or Sole Proprietor, or a Single-Member LLC where the owner is an individual. Otherwise, select "Business" as your tax classification.



Step 2: Confirm if you are a U.S citizen or entity for U.S tax purposes

- If you selected Individual tax classification, you will need to confirm whether you are U.S citizen, U.S permanent resident or U.S resident. You are U.S resident, if you are:

- An individual who is a U.S. citizen,
- An individual who is a U.S. resident alien

More information about these distinctions is available on the U.S. IRS Website .
If you are not sure, select “I’m not sure if I’m a U.S. resident alien”.

- If you selected business tax classification, you will need to confirm if you are U.S resident entity and confirm your taxpayer classification. For U.S. federal tax purposes, you are considered a U.S. resident entity if you are:

- A partnership, corporation, company, or association created or organized in the U.S. or under the laws of the U.S.,
- An estate (other than a foreign estate) or
- A U.S. domestic trust

If you do not meet the above criteria, select No.

Learn more about taxpayer classifications.



Step 3: Input your tax identity information.

To finish the tax interview process, you will be required to update your personal or business details (including name, address and tax identification number). Use the same name and Taxpayer Identification Number (TIN) that appears on your Social Security Card or your entity's tax return.

What happens next?

Upon updating your tax identity information, the Legal Entity section on your Account Info page will indicate "Provided and Pending Validation." In the event that we discover a mismatch between your information and IRS records, we will send you an email containing instructions on how to proceed.

Once you have successfully completed the tax interview and updated your bank account, you will be able to commence listing your products. For further guidance on the subsequent stages of your journey, please refer to our US Global Selling Page.



Back To Content Page

Back To Section Head

7. Seller Performance Review (SPR)

Click on the sub-category you need

Seller Performance Review Appeal

Back to Content Table

This step may not be required for all Sellers.

You might need to go through Seller Performance Review (SPR) if:

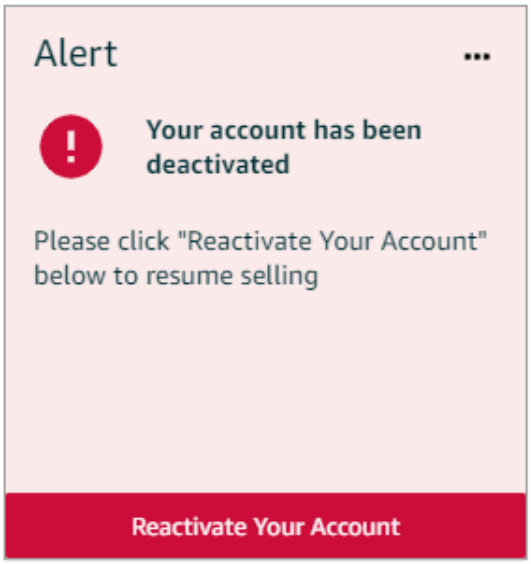
1.You change the address you had registered with Amazon initially
2.You change your bank account details
3.Your credit card information is not updated
4.Your credit card is invalid
5.You change your phone number

The above list shows examples only and is not exhaustive.



Instructions

You will see in Seller Central a notification saying your account has been deactivated. Select “Reactivate your account” and you will see the information/documents you are required to submit.



2. Prepare all necessary documents for submission

We accept a utility bill for electricity, water, gas, mobile phone, fixed-line phone or internet service.
OR
A government-issued business license. The license must be in active status and must not be expired.

Important

Review the document requirement based on your business location before submitting the information/documents required.

Note: Do not repeatedly submit documents before Amazon has sufficient time to review your appeal or repeatedly send inaccurate documents.

8. Questions

Click on the sub-category you need

FAQ

Back to Content Table

FAQ

Q: Do I need to create multiple Amazon accounts if I want to sell In different stores?
A: No, you do not. Global registration allows you to create Amazon selling accounts in multiple Amazon stores worldwide through one registration application. Refer to this article for more details.

Q: Can I take a break and complete the registration later?
A: Yes, you can. Simply log in with the email address and password you entered when you created your account to continue.

Q: I accidentally signed up for an account. How do I close my account?
A: Contact Seller Partner Support to close your account. Go to "Help" -> "Contact Seller Partner Support".

Q: I do not have a credit card, can I still register an Amazon Selling Account?
A: Unfortunately, you will need to have a credit card to sell on Amazon.

Q: Do I need to make sure that the address on my bank account statement is the same as the address I registered with Amazon?
A: The country on the statement needs to match your country of residence.

Q: During SIV process, I submitted the verification documents but they were not accepted. What should I do?
A: An explanation as to the reason for the rejection will be sent to your registered email address. Please review the document guidelines to ensure your documents are valid.

Q: What should I do if I encounter a system error and cannot submit materials or move to the next step?
A: You can click on the "Get Support" button at the bottom of the registration page and explain in detail the problem you are experiencing.

Q: Can I change my company or point of contact details?
A: Once you complete verification, you can modify your account information in Seller Central. Please note that this might lead to additional verification.

Q: What resources can I use during my account creation?

Registration



Global Registration
Bank account and credit card information
Registration requirements by marketplace
Countries accepted for Seller registration

Verification



Seller Identity Verification documents
Frequently asked questions about Global SIV
Prepare for your Identity verification call
Business Address Verification
Provide your tax information
Seller Performance review

Account Settings



Seller Information displayed to buyers
Set and edit User Permissions
Add, delete, and verify your credit card information
Update account information
Account Settings
Payment for Global Accounts
What can I do if my bank account information is rejected?