ONLINE SELLERS / RESELLERS

eBay Profit Tracker



Follow the sale.
Find what remains.

A practical record of completed eBay orders, selling fees, shipping, and item costs - with a clear monthly review.

THREE MOVES / ONE CLEAR RECORD

01 **RECORD THE SALE**

Keep the buyer-paid amounts and order details together.

02 **ENTER THE REAL COSTS**

Use the charges and postage from your own order records.

03 **REVIEW THE RESULT**

Look for profitable products and costs worth checking.

SHOP / ACCOUNT

MONTH / YEAR

START HERE / THE RESELLER LEDGER

Know what each *sale really leaves.*

A busy eBay shop is not necessarily a profitable one. The sale, the fees and the cost of the item each need their own place in your records.

THE TRACKING RHYTHM / FOUR SIMPLE STEPS

01 **BUY + LOG**
Enter each purchase and its source, quantity and cost on the Inventory Tracker.

02 **LIST + WATCH**
Record asking prices, listing formats, status and watchers.

03 **SELL + RECONCILE**
Record seller receipts, actual fees, shipping and item cost. Cross-check your eBay transactions.

04 **REVIEW + ADJUST**
Summarize each week and month. Carry the month into your yearly view.

A PLAIN-ENGLISH GLOSSARY

ITEM COST / COGS
What you paid for the item sold.

FINAL VALUE FEE
The actual per-order fee on your statement.

PROFIT ESTIMATE
Seller receipts minus tracked costs.

ITEM-COST ROI
Profit estimate ÷ acquisition cost.

REVENUE
Item price + shipping charged to buyer.

PAYOUT
Funds paid out; not the same as profit.

MARGIN
Profit estimate ÷ seller receipts.

SKU
Your product or storage identifier.

CHECK YOUR BASIS

Do not count marketplace-remitted sales tax as your revenue. Fee calculations may still include tax. Use actual eBay charges.

YOUR WORKBOOK / WORKING SECTIONS

From sourcing *to a clear result.*

The ten original tracking tools are preserved, with two useful additions for one-order detail and monthly decisions. Print extra copies of tracker pages whenever needed.

THE TEN CORE TRACKING TOOLS

01 Monthly sales dashboard 04
02 Inventory purchase tracker 05
03 Listing tracker 06
04 Sales tracker 07
05 eBay fee tracker 08
06 Shipping expense tracker 09
07 Profit per item worksheet 10
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USEFUL COMPANION PAGES

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01 / MONTHLY SALES DASHBOARD

See the month *at a glance.*

Keep your total seller receipts and your four direct cost groups consistent across all orders. The amount remaining is an estimate before any untracked overhead or taxes.

MONTH / YEAR

SELLING ACCOUNT

TOTAL RECEIPTS	ITEM COST / COGS	EBAY FEES + ADS	POSTAGE + PACK
$	$	$	$

AFTER-COSTS PROFIT	ITEMS SOLD	AVG PROFIT / ITEM	PROFIT MARGIN
$	#	$	%

WEEKLY RECEIPTS / FILL THE SCALE AND SHADE



MONTHLY GOAL

BEST SELLERS

Core math: seller receipts - item costs - actual eBay fees - shipping expense - other tracked costs = after-costs profit.

02 / INVENTORY PURCHASE TRACKER

Record the cost *before the sale.*

Log each item when you buy it. Use a clear SKU or bin number; the unit acquisition cost follows that item into its eventual profit calculation.

PURCHASE DATE	ITEM DESCRIPTION	SOURCE	QTY	UNIT COST	TOTAL COST	SKU / BIN
PAGE TOTAL						

RECONCILE QUANTITY + COST

Quantity × unit cost = total acquisition cost. If you buy a mixed lot, make a reasonable allocation and note your method before recording profit.

03 / LISTING TRACKER

Know what is live.
Notice what changes.

Keep the listing date, format, price and status together. Watchers may be a useful signal, but do not prove a future sale.

DATE LISTED	ITEM	SKU / BIN	LIST PRICE	FORMAT	STATUS	WATCHERS

SMALL LISTING LEGEND

BIN = Buy It Now • AUC = Auction | Status: Active · Sold · Ended · Relisted. Recheck stale listings and note one change at a time.

04 / SALES TRACKER

Every completed order.
One reliable record.

Record the item selling price, shipping collected from the buyer, and net eBay payout. Payout is not profit: you still need inventory cost and any expenses not deducted by eBay.

SALE DATE	ITEM / ORDER	SKU	ITEM PRICE	SHIP COLLECTED	PAYOUT FROM EBAY	NOTES
PAGE TOTAL						

WHAT COUNTS AS SELLER RECEIPTS?

For this workbook, use item selling price + shipping/handling you actually charge the buyer. Do not add sales tax eBay collects and remits. Use the Payments tab to reconcile payout adjustments.

05 / EBAY FEE TRACKER

Make every charge *visible.*

Enter the actual charges for each order. Rates depend on category, selling arrangements and optional services; do not guess a standard percentage.

DATE	ITEM / ORDER	ITEM PRICE	FINAL VALUE + ORDER FEE	PROMOTED LISTING	OTHER	TOTAL FEES
PAGE TOTAL						

DO NOT SUBSTITUTE A FIXED FEE RATE

A final value fee can be based on the item, shipping, applicable tax and other amounts. Record what your account actually charged; other expenses such as ad fees or listing upgrades may be separate.

CHECK CURRENT EBAY SELLING FEES / OFFICIAL HELP

06 / SHIPPING EXPENSE TRACKER

See the actual *delivery cost.*

Track labels and packaging against what you collected from the buyer. The net shipping cost can be negative when shipping collected exceeds what you spent.

DATE	ITEM / ORDER	CARRIER	LABEL COST	PACKAGING	BUYER PAID	NET SHIP COST
PAGE TOTAL						

NET SHIPPING COST = LABEL + PACKAGING - BUYER-PAID SHIPPING

If using total seller receipts as revenue, subtract full label and packaging expense instead - never both methods.

07 / PROFIT PER ITEM WORKSHEET

What each item *really contributed.*

Use seller receipts as the starting amount and subtract full actual costs. Three side-by-side examples make it easier to compare what is worth sourcing again.

ITEM 1 / SKU OR NAME	ITEM 2 / SKU OR NAME	ITEM 3 / SKU OR NAME
+ ITEM PRICE	+ ITEM PRICE	+ ITEM PRICE
+ SHIPPING CHARGED	+ SHIPPING CHARGED	+ SHIPPING CHARGED
- EBAY FEES + ADS	- EBAY FEES + ADS	- EBAY FEES + ADS
- POSTAGE + PACKING	- POSTAGE + PACKING	- POSTAGE + PACKING
- ITEM COST / COGS	- ITEM COST / COGS	- ITEM COST / COGS
- OTHER PER-SALE COST	- OTHER PER-SALE COST	- OTHER PER-SALE COST
AFTER-COSTS PROFIT	AFTER-COSTS PROFIT	AFTER-COSTS PROFIT
MARGIN % ROI %	MARGIN % ROI %	MARGIN % ROI %

SOURCE EXAMPLE / RESOLD JACKET

$42.00 - $5.88 fees - $4.20 shipping - $8.00 item **$23.92**

Illustrative source numbers, not a fee schedule; assumes $0 separately collected shipping. Margin = $23.92 ÷ $42 ≈ 57%; item-cost ROI = $23.92 ÷ $8 = 299%. Overhead or taxes may still apply.

01 / ONE-SALE RECORD

One sale, *every deduction.*



Start with seller revenue. Enter the actual amounts charged or spent for this order - without subtracting the same cost twice.

SALE DATE _____

ORDER ID _____

ITEM / SKU _____

SELLER RECEIPTS

Item selling price	$ _____
Shipping paid by buyer	$ _____
Other seller revenue	$ _____
TOTAL SELLER RECEIPTS	$ _____

ACTUAL COSTS + CHARGES

eBay fees / per-order charges	$ _____
Promoted listings / ads	$ _____
Postage + packaging	$ _____
Item acquisition / COGS	$ _____
Refunds / adjustments	$ _____
Other order-level costs	$ _____
TOTAL LISTED COSTS	$ _____

REMAINDER AFTER LISTED COSTS

$ _____

FORMULA

Seller receipts - listed costs

Use a positive receipt total for margin calculations.

KEEP THE BASIS CONSISTENT

Record the amounts from the actual transaction. Exclude tax collected and remitted by the marketplace; account for monthly overhead and taxes separately.

08 / WEEKLY PROFIT SUMMARY

Turn sales *into a weekly picture.*

Reconcile orders in one defined week. Use receipts excluding marketplace-remitted sales tax, then subtract item costs, fees and shipping only once.

WEEK OF

AFTER-COSTS PROFIT GOAL

DAY	ITEMS SOLD	SELLER RECEIPTS	EBAY FEES	SHIP EXPENSE	ITEM + OTHER COST	AFTER-COSTS PROFIT
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						
WEEK TOTAL						

WEEKLY GOAL

$

ACTUAL AFTER-COSTS

$

DIFFERENCE / GOAL

$

HIT GOAL? Y / N

WHAT SOLD BEST THIS WEEK?

ONE THING TO DO DIFFERENTLY

09 / MONTHLY PROFIT SUMMARY

Roll the weeks *into one month.*

Bring forward each weekly total. The item + other costs column excludes fees and shipping. This separation avoids subtracting either cost twice.

MONTH / YEAR

SELLING ACCOUNT

PERIOD	ITEMS SOLD	SELLER RECEIPTS	ITEM + OTHER COSTS	FEES + SHIPPING	AFTER-COSTS PROFIT	MARGIN %
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						
MONTH TOTAL						

MONTH PROFIT EST.

$

BEST-SELLING ITEM

VS. LAST MONTH

$ / %

WHAT WORKED THIS MONTH

FOCUS FOR NEXT MONTH

02 / MONTHLY REVIEW + NEXT ACTION

Find the pattern.

Choose the next move.



A monthly record should show more than gross sales. Compare the same types of costs from month to month, then choose one adjustment to test.

MONTH / YEAR	SELLING ACCOUNT	REVIEW DATE

YOUR MONTHLY SCORECARD

ORDERS COMPLETED	SELLER RECEIPTS	EBAY FEES + ADS
	$	$

POSTAGE + PACKAGING	ITEM COST / COGS	AFTER-LISTED-COSTS AMOUNT
$	$	$

WHAT THE NUMBERS SUGGEST

Which item or category contributed the most?

Which cost deserves a closer look?

ONE ADJUSTMENT TO TEST NEXT

I will test

What I will compare afterward

Review on

Note: a change is a test, not a guaranteed profit increase.

10 / GROWTH PLANNING WORKSHEET

Make the numbers *a useful plan.*



A small well-measured experiment is more useful than changing every listing at once. Choose one goal and the next action that can move it.

PROFIT LAST MONTH

MONTHLY PROFIT TARGET

BY WHEN

WHAT SELLS BEST FOR ME NOW?

WHERE I WILL SOURCE MORE OF IT

MY LISTINGS-PER-WEEK GOAL

TARGET PROFIT / ITEM

ONE WAY TO CUT COSTS OR TEST A PRICE CHANGE

HOW I WILL REINVEST A PORTION OF MY RESULTS

MY 90-DAY GOAL / COMPLETE THE SENTENCE

In the next 90 days I will grow my monthly profit estimate to...

BONUS / 12-MONTH PROFIT OVERVIEW

Watch the year *take shape.*

Carry each monthly total here. Keep the same cost basis: item + other costs EXCLUDE the eBay fees and shipping shown separately.

YEAR

STORE / ACCOUNT

MONTH	ITEMS SOLD	SELLER RECEIPTS	ITEM + OTHER COSTS	FEES + SHIPPING	AFTER-COSTS PROFIT	MARGIN %
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						
YEAR TOTAL						

A CONSISTENT YEAR IS MORE USEFUL THAN A PERFECT ONE

Monthly values are summaries, not predictions. Confirm refunds, adjustments and unrecorded overhead before treating an estimate as accounting net profit.

LEDGER / NOTES + SOURCING IDEAS

Keep the good *ideas in sight.*



Use these pages for leads, items to research and reminders from your numbers. A useful lead gets a next step and a date.

SOURCING LEADS / RECORD A FOLLOW-UP

DATE	LEAD / LOCATION / ITEM	EXPECTED BUY COST	NEXT ACTION	REVIEW BY

IDEAS OR LISTINGS TO RESEARCH

AT MY NEXT REVIEW I WILL CHECK