

TRUST — EXECUTIVE BRIEFING

Seller Quality Briefing

What separates a repeat seller from a single listing

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
SQB-27-071	January 2028	Trust and Safety	6	Illustrative sample

The read

Disputes concentrate in first listings, not in low-rated sellers. The rating system measures history and most disputes come from sellers who have none, which means the main quality control does not apply where the risk is.

64% Of disputes from first listings	11% Of listings that are first listings	0 Rating available at first listing	2 Interventions available before history exists
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THE DATA SUPPORTS

- 01 Concentration of disputes in first listings.
- 02 Rating working well once history exists.
- 03 Grading guidance reducing disputes where it is read.

IT DOES NOT SUPPORT

- 01 Low-rated sellers as the main source of risk.
- 02 Category as an explanation.



What is actually being sold.

THE ITEM · MCLEUKER HOUSE SET

SO WHAT

The rating system works and it cannot work on a seller with no history. Sixty-four per cent of the risk sits precisely where the control does not reach.

Where disputes are



AGAINST VOLUME			
HISTORY	SHARE OF LISTINGS	SHARE OF DISPUTES	DISPUTE RATE
First listing	11%	64%	VERY HIGH
2-5 listings	24%	21%	MODERATE
6-20	38%	10%	LOW
20+	27%	5%	VERY LOW



Where the value is created, or lost.

THE GRADE · MCLEUKER HOUSE SET

SO WHAT Eleven per cent of listings produce two-thirds of disputes and none of them can be rated. The control and the risk do not overlap at all.



One of one, photographed once, sold once. Everything about this listing has to be right the first time.

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What works before history

TWO AVAILABLE CONTROLS

Guided grading at listing Reduces disputes where it is completed

Photography requirements Minimum frames, specified angles

Neither requires history Both apply from the first listing

Current status Guided grading optional; photography unspecified

Not assessed Whether requirements reduce first-listing completion — a real trade-off

SEQUENCE

NOW Make guided grading mandatory on first listings only
Where the risk is, not everywhere.

+ 1 MO Set minimum photography on first listings
Same principle, same scope.

+ 3 MO Measure both dispute rate and listing completion
Both. One without the other is half an answer.

SO WHAT Requirements reduce disputes and may reduce listings. Measuring only one of those would make the intervention look better or worse than it is.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Make guided grading mandatory on first listings	Trust and Safety Director	31 Jan	The control keeps not reaching the risk
Set minimum photography requirements on first listings	Product Lead	28 Feb	First listings stay the weakest evidence
Measure dispute rate and completion rate together	Data Lead	30 Apr	A trade-off is reported as a win
Leave the rating system unchanged	Trust and Safety Director	31 Jan	A working control is altered for the wrong reason

SOURCES AND BASIS

Disputes and listings — our own platform data over the period stated.
Seller history — our own records at the time of each listing.
Grading completion — our own listing flow data.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Seller Quality Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.