

The UK Reseller Profit Toolkit

**Profit Formulas, Fee Cheatsheets &
Sourcing Frameworks Used by
Successful UK Resellers**

- ✓ Online Resellers
- ✓ Marketplace Sellers
- ✓ Side Hustlers
- ✓ Full-Time eCommerce Businesses

**Updated for 2026 UK
Marketplace Fees**

Free Resource by SellerStack
Helping UK Sellers Make Better Decisions

THE SELLERSTACK.COM

Why Most Resellers Never Know Their Real Profit

Most new sellers focus on sales.

Successful sellers focus on profit.

A £100 sale doesn't matter if you're only making £5 after fees, shipping, and costs.

This toolkit will help you:

- ✓ Calculate true profit
- ✓ Understand marketplace fees
- ✓ Improve profit margins
- ✓ Compare selling platforms
- ✓ Source inventory more effectively
- ✓ Avoid common reseller mistakes

The 5-Step Profit Framework

Before buying any inventory:

1. Estimate your selling price
2. Calculate marketplace fees
3. Calculate shipping costs
4. Calculate profit and ROI
5. Compare marketplaces before listing

Follow this process, and you'll avoid the most costly sourcing mistakes.

SellerStack Tip:

Never buy inventory based on what you think it will sell for.

Buy inventory based on projected profit and ROI.

PROFIT FORMULA CHEAT SHEET

Formula #1: Net Profit

This is the most important number in your business.

Formula

Net Profit =
Sale Price
– Marketplace Fees
– Shipping Costs
– Product Cost

Example

Sale Price: £40
Marketplace Fees: £5
Shipping: £3
Product Cost: £15
Net Profit = £17

Why It Matters

Many sellers only subtract the product cost and ignore fees. This leads to poor sourcing decisions and shrinking margins.

SellerStack Tip

Always calculate profit before buying inventory.
Not after.

ROI FORMULA CHEAT SHEET

Formula #2: Return on Investment (ROI)

Professional resellers often focus more on ROI than profit.

Formula

ROI =

$\text{Profit} \div \text{Product Cost} \times 100$

Example	ROI Benchmarks
Product Cost: £20 Profit: £10 ROI = 50%	Below 20% = Usually avoid 20%–50% = Acceptable 50%–100% = Strong 100%+ = Excellent

Why ROI Matters

Profit alone can be misleading.

Example

Item A	Item B
Profit = £20	Profit = £15
Cost = £100	Cost = £15
ROI = 20%	ROI = 100%

Most experienced resellers would choose Item B.

SellerStack Tip

High ROI businesses scale faster than high revenue businesses.

BREAK-EVEN FORMULA CHEAT SHEET

Knowing your break-even point prevents accidental losses.

Formula

Break-Even Price =
Product Cost
Marketplace Fees
Shipping Costs

Example

Product Cost = £12
Fees = £4
Shipping = £3
Break-Even Price = £19
Anything below £19 results in a loss.

Why It Matters

Many sellers reduce prices to make quick sales.
Without knowing your break-even point, you may be losing money without realising it.

SellerStack Tip

Never accept offers below your break-even price.

MARKETPLACE COMPARISON

Marketplace Comparison Guide

Every marketplace has different fee structures.
The same item may generate different profits depending on where you sell it.

Marketplace	Best For
eBay	Electronics, collectables, media
Amazon	New products and branded goods
Etsy	Handmade, vintage, craft supplies
Vinted	Clothing and fashion
Depop	Trendy fashion and streetwear
TikTok Shop	Trending products and impulse purchases

Before Listing Ask:

Could this item generate more profit on another platform?

SellerStack Tip

Compare fees before listing. Small fee differences can have a major impact on profit margins.

SHIPPING COST SAVINGS GUIDE

Reduce Shipping Costs and Keep More Profit

Shipping expenses can destroy margins.

Simple Ways to Save Money

- ✓ Compare courier prices
- ✓ Buy packaging in bulk
- ✓ Standardise package sizes
- ✓ Reuse clean boxes when possible
- ✓ Avoid oversized parcels

Popular UK Shipping Options

Royal Mail

Evri

Yodel

DPD

InPost

SellerStack Tip

Always compare courier rates before listing items.

A £2 shipping difference on every order can save hundreds of pounds annually.

PRODUCT SOURCING FRAMEWORK

The Smart Sourcing Framework

Before purchasing inventory:

Step 1

Check Sold Listings
Never rely on active listings.
Use completed sales data.

Step 3

Calculate Fees
Use SellerStack calculators.

Step 5

Compare Marketplaces
Check where profit is highest.

Step 2

Estimate Selling Price
Use realistic pricing.
Avoid best-case scenarios.

Step 4

Calculate ROI
Aim for 50%+ whenever possible.

Step 6

Buy Only If Numbers Make Sense
Remove emotion from sourcing.
Focus on profitability.

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SellerStack Tip

Good sourcing decisions create profitable businesses.
Everything starts with buying correctly.

THE RESELLER SOURCING CHECKLIST

Pre-Purchase Checklist

Before buying inventory:

- ☐ Checked sold listings
- ☐ Estimated selling price
- ☐ Calculated marketplace fees
- ☐ Calculated shipping costs
- ☐ Calculated profit
- ☐ Calculated ROI
- ☐ Compared marketplaces
- ☐ Confirmed break-even price
- ☐ Target profit achieved
- ☐ Target ROI achieved

Rule

If you cannot calculate profit confidently, don't buy the item.

SellerStack Tip

Professional sellers use systems. Amateurs use guesses.

FREE SELLERSTACK CALCULATORS

Free Tools Available at SellerStack

Use these calculators before every sourcing decision.

Marketplace Calculators

- ✓ [eBay Fee Calculator](#)
- ✓ [Amazon Fee Calculator](#)
- ✓ [Etsy Fee Calculator](#)
- ✓ [Vinted Fee Calculator](#)
- ✓ [Depop Fee Calculator](#)
- ✓ [TikTok Shop Calculator](#)

Profit Tools

- ✓ [Resale Profit Calculator](#)
- ✓ [Break-Even Calculator](#)

Shipping Tools

- ✓ [UK Shipping Cost Comparison Calculator](#)

SellerStack Tip

Successful sellers make decisions using data, not assumptions.

Trusted Tools Used by UK Resellers

Product Research: [ZIK Analytics](#)

Find profitable products, analyse competitors, and discover winning niches for eBay and marketplace selling.

Amazon FBA Tools: [Helium 10](#)

Research products, optimise listings, monitor keywords, and scale your Amazon business.

Dropshipping & Automation: [AutoDS](#)

Automate product importing, inventory updates, pricing, and order fulfilment.

Shipping & Logistics: [Shipping Comparison Tools](#)

Compare courier prices and save money on every shipment.

Learn & Improve: [SellerStack Guides](#)

Free tutorials, calculators, and marketplace guides to help you become a more profitable reseller.

SellerStack Tip

Tools don't create success. But the right tools can save significant time and improve decision-making.

Affiliate Disclosure: *Some tools recommended in this guide are affiliate partners. If you purchase through our links, we may earn a commission at no extra cost to you. We only recommend tools we believe provide genuine value to online sellers.*

NEXT STEPS

Your Action Plan

Today:

- ✓ Calculate profit
- ✓ Calculate ROI
- ✓ Calculate break-even price
- ✓ Compare marketplaces
- ✓ Evaluate shipping costs

This Week:

- ✓ Improve one listing
 - ✓ Source one profitable product
 - ✓ Test a new marketplace
 - ✓ Review profit margins
- Continue Growing With SellerStack

Explore:

- ✓ Marketplace Guides
- ✓ Seller Calculators
- ✓ Product Research Resources
- ✓ eCommerce Growth Strategies
- ✓ Tool Reviews

Final Thought

Revenue is vanity. Profit is reality.

Focus on profitable sourcing, disciplined calculations, and smart marketplace decisions. That's how sustainable reseller businesses are built. Thank you for downloading The UK Reseller Profit Toolkit.



Keep Growing Your Profits with SellerStack

Thousands of UK resellers use SellerStack's free calculators every month to price smarter and protect their profit margins.

Thanks for downloading The UK Reseller Profit Toolkit.



Scan & Compare Marketplace Fees in Seconds.
or visit thesellerstack.com/calculators

Updated regularly with the latest UK marketplace fees and selling tools.

- ✓ eBay Fee Calculator
- ✓ Amazon Fee Calculator
- ✓ Etsy Fee Calculator
- ✓ Vinted Fee Calculator
- ✓ Depop Fee Calculator
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Thanks for being part of the SellerStack community. We'll continue building free calculators, marketplace guides and seller resources to help you grow a more profitable online business.