



Break Free from Slow Marketplace Payouts for Better Sales and Cash Flow



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You're killing it with sales, reviews, and product rankings. With this much momentum, slow marketplace payouts shouldn't hold you back.

“ Since we get paid every 14 days, our cash was tied up, especially considering the amount we hold in reserve. It put stress on our cash flow. ”

— Deluxy, Ecommerce Seller

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The devastating gap between sales and cash

As an ecommerce owner, nothing feels better than closing sales

Few feelings compare to waking up to a dashboard filled with new orders or the digital “cha-ching” of dozens of notifications alerting you to all the sales that came in while you slept.

But turning sales into actual cash is easier said than done

Marketplace payment schedules are notoriously slow. And while you’re waiting for your disbursements, your competitors are snapping up the latest advertising deals and placing early inventory orders.

It shouldn’t be this hard to keep up

The fact of the matter is, marketplaces like Amazon, Walmart, Ebay and more care about their cash flow — not yours. As a seller whose business is dependent on steady marketplace sales and the disbursements of those sales, it can take weeks until you’re able to actually reinvest your revenue back into the brand.

But there is a better way.

At SellersFunding, we’re inspired by our clients. From a global pandemic to relentless supply chain challenges, we’re proud to partner with ecommerce sellers who have been through it all, and are still fighting to do better.

In this whitepaper, we’ll unpack the many ways slow marketplace payouts can paralyze your growth and uncover the practical steps sellers can take to get on-demand access to the revenue they’ve already earned.

Don’t let tight cash flow hold you back. Learn how a Daily Advance can help you access your sales faster. →



CHAPTER 1

How slow marketplace payouts hold growing brands back

When you started this business, you didn't plan to be low on cash. For the vast majority of ecommerce owners, the truth about low cash flow is much more insidious.

Capital reserves usually dry up gradually as sales and their accompanying inventory demands increase, while payouts remain slow and infrequent. Before you even realize it, you're on the hamster wheel of borrowing cash from savings and credit cards (because let's face it, traditional lenders just don't get ecommerce).

But you're not alone. Managing funds is such a challenge that 80% of businesses (even large ones) fail due to cash flow problems. For ecommerce sellers specifically, there are many ways slow payouts can hurt your business.

Stockouts can shrink your bottom line

Depending on your cash conversion cycle — the length

of time it takes to turn inventory into cash — it can take anywhere from 30 – 160 days to realize your revenue. If you don't have enough liquid capital to cover your inventory in the interim, stockouts soon follow. Suddenly, you're not able to capture sales, your listings get bumped, and your existing shoppers go somewhere else to find the products they need.

Uncertainty puts growth goals on hold

When your ecommerce business lacks liquid cash and your next payout is delayed, it can feel impossible to take action on your goals. Advertising deals, trending products, and discounted marketing opportunities pass you by. Sure, your marketplace says it disburses payments every 14 days. But when you factor in holding periods for chargebacks, refunds, disputes, and guarantee claims, the reality is much different. In the meantime, all other plans are on hold.

Late payments erode trust with suppliers

Suppliers, warehouse space, monthly subscriptions — like every ecommerce business, you have financial responsibilities to meet each month. But staying on top of payments can be hard when you're still waiting for your marketplace disbursements. Over time, late payments can erode trust with suppliers and make it harder to secure favorable terms.

“ We had to shut down for about a month to rethink our business strategies and adapt. The main challenge for us is cash flow. It's a huge problem because you sell goods and need to purchase inventory, and it takes a while to get your payments. ”

— Sunflower Ideas,
Amazon Seller



CHAPTER 2

Is a Daily Advance right for me?

Need to get ahead of long lead times? Having trouble keeping up with inventory?

Trying to grow an ecommerce business without enough cash gets old very quickly. But there's one thing worse than not having enough internal cash — picking the wrong kind of funding.

To rescue your cash flow from payout jail, it's crucial to find a funding solution that fits your business model. For marketplace sellers with high-velocity inventory, long lead times and not a second to spare, a **Daily Advance** can be the key to breaking free from cash flow problems for good.

How does the Daily Advance work?

A Daily Advance lets you access up to 90% of the daily net sales due to be paid out by your marketplace.

Repayment happens automatically. You'll be charged a percentage of the sales disbursed until your balance is cleared. The agreed percentage, or 'Advance Rate', will be deposited into your multi-currency **Digital Wallet**, where you can have it sent to your local bank account, pay suppliers, or leave it parked until you need it.

Repayment amounts will depend on how much money your store brings in each month, not set monthly charges.

Want to learn more about how the Daily Advance works? Check out our complete support article for full details on available currencies, rates and more. →



Access up to
90% daily net
sales



Available in
USD, CAD,
GBP, EUR



Rates start
at 0.5%



Your sales available the next day, every day.

Fast access to sales

Since you're releasing cash from the sales you've already secured, there's no need for lengthy credit checks or personal collateral. This means you can gain access to your sales much quicker than with traditional funding like an SBA loan.

Relatively risk free

Since your payments are dependent on sales

performance, your business is free from large repayment commitments that could hinder your store's financial agility.

Save on pricey currency fees

When you use a Daily Advance with a multi-currency Digital Wallet that uses the real Mid-Market Rate and transparent exchange fees, you can save up to 70% compared to

standard solutions like Amazon's Currency Converter.

Keep up with inventory

Once you have consistent cash flow in your ecommerce business, you can pre-order inventory and make larger stock purchases for top-performing products, all while keeping your foot on the gas with your other growth goals.



Sansarah Beermann,
Owner, Sunflower Ideas

From \$90K to \$180K in Monthly Sales with SellersFunding

"Working with SellersFunding was great because I was able to get capital to invest in my business."

SellersFunding helped Sunflower Ideas go from \$90K to \$180K in monthly sales by providing them with fast, flexible funding to bulk buy inventory, invest in advertising, and explore new products.

With the SellersFunding Digital Wallet and Business Card, Sunflower Ideas can quickly purchase inventory from suppliers abroad while also getting 1% cash back, which offsets the fees from the Daily Advance she uses to access her revenue faster.

"SellersFunding also has lower fees and has different options for funding. I can get capital to reinvest in my business and grow faster in my business with these options. Plus, I can get direct support whenever I need help."

Free your store from cash flow shortages.
Learn how SellersFunding can help.



CHAPTER 3

What are the alternatives to a Daily Advance?

Credit cards, credit lines, working capital, business loans

Every store is different. It's never a bad idea to explore all the funding options available to ensure you pick the best fit for your unique business. Here are some of the most common types of funding for ecommerce owners.

Credit cards

As much as **34% of business owners** turn to credit cards and it's easy to see why. From enticing rewards to 0% interest balance transfers, credit cards offer a fast and simple way for businesses to gain access to cash fast.

But using credit cards to fund your ecommerce store is also one of the riskiest options available. Credit cards tend to offer lower credit limits than other funding sources and high interest rates can quickly turn a small bill into a growing mountain of debt.

Lines of credit

A line of credit gives a business a maximum credit limit you can draw from. Once approved, the cash is available immediately. With some lines of credit, you aren't locked into fixed monthly payments. Instead, you'll only pay interest on the funds you use.

Unfortunately, most lines of credit are offered by banks. Expect lengthy application processes and strict requirements that don't typically account for the unique funding needs of ecommerce businesses.

Working capital

A **Working Capital** credit limit can be seen as the upgraded version of traditional lines of credit. You get access to a line of credit that you can withdraw from as needed.

Many working capital credit limits run from 1-3 years and can be adjusted to meet your

business' needs. You'll get the flexibility, support, and longer-term funding needed to **scale your store**, without having to sign away any ownership.

Business loans

As one of the oldest ways to fund a store, **business loans** appear to be a natural step for ecommerce sellers eager to grow and scale. After all, bank loans offer some of the lowest interest rates to established businesses, as well as longer repayment periods. But many banks are yet to catch up to the fast-developing ecommerce industry.

Sellers often have to fight tooth and nail through a long application and outdated vetting process, with no guarantee of being accepted.

Note: While we're passionate about helping sellers win, none of the information included here should be considered financial advice. Always check with a legal and financial professional before making big decisions in your ecommerce business.



CHAPTER 4

How to make a Daily Advance work for you

Get ahead with inventory, pay suppliers faster, launch new products and marketing

Deciding to take on ecommerce funding is a significant point in your store's growth journey.

To ensure a Daily Advance has a business-boosting impact on your store, here are some steps to follow before you sign on the dotted line.

Use your Daily Advance to create more income

One great way to put your Daily Advance to use is to create new income sources while strengthening the existing revenue streams in your business. For example,

say you own a skincare brand and have access to dermatologists and aestheticians.

You could partner with these professionals to offer online consultations on your website and take a percentage to help boost profits. You'll have the added benefit of positioning your brand as an expert, building brand trust, and improving lead generation — all while boosting your sales.

Other ways to use your Daily Advance to increase revenue include:

- Creating enticing product bundles
- Increasing average order value with upsells and cross-selling
- Listing your products on more sales channels
- Hosting exclusive drops and flash sales

Shop around for the best Daily Advance provider

Daily Advance solutions aren't created equally. Each provider will have different terms, expectations, and expertise. Always take time to research the various solutions on the market to find the right fit for your business.

While there are no set criteria for a Daily Advance solution, as a minimum your provider should:

- Understand and have experience in ecommerce
- Provide resources to help your store succeed
- Offer fair rates and fees
- Give quality customer support
- Be trustworthy and transparent



Always check the fine print

Whether it's an external partner like us or a marketplace funding solution like **Amazon Lending** or **Shopify Capital**, it's always important to zoom in on the fine print to determine whether the provider's terms

will help or hinder your business.

Most Daily Advance providers have a minimum revenue threshold and require stores to have been operating for at least 12 months. Plan what the next few years in business will look like for your brand and find a provider that can support that vision.

Some key areas to look for include:

- Fees and charges
- Penalties for non-payment
- Funding duration
- Your responsibilities and restrictions



The right inventory at the right time with SellersFunding

"We had to place a lot of orders for Q4 last year, and that's when I started looking for funding to be able to purchase all of the inventory."

Nearing the end of Q3 2020, online wedding gift store Deluxy experienced cash flow problems thanks to Amazon's slow payouts. With Christmas fast approaching, Deluxy took charge and secured a Daily Advance.

With fast access to their daily sales, Deluxy could:

- Stay sufficiently stocked
- Negotiate with new 3PLs
- Open its own warehouse
- Increase market share

"SellersFunding gives quick access to cash. You don't need to remember to pay every month or do a wire transfer. It's automatic. Plus, it's really fast. The money gets deposited into the account the next day."

Thinking of teaming up with SellersFunding?
Applying for a Daily Advance is fast and simple.



How to apply

Step 1

Check your eligibility using our [free eligibility checker](#).

Step 2:

Fill out some basic info and create your account. This shouldn't take more than 3 minutes.

Step 3:

Connect your marketplaces to SellersFunding.

Step 4:

View and sign your proposal. Get your funds approved in as fast as 1 business day.

Step 5:

Receive funds in your Digital Wallet.



Overcome payout dilemmas the right way

When cash flow problems hit and your disbursement is still weeks away, getting back on track can feel impossible. But no matter how tough things get, there is hope.

With the right knowledge and support, you can overcome your business's cash flow problems and keep the revenue coming.

Whether it's a Daily Advance or another type of flexible funding, the right partner can help you secure inventory, expand into new markets and categories, and achieve your wildest ecommerce dreams.

Don't settle for slow payouts and tight cash flow. Unlock growth and stability with a fast and fair Daily Advance.



