

Walmart automated pricing tool (Repricer) incentive offer details

We're excited to offer a Referral Fee Incentive program to support eligible sellers enrolling their products in Walmart's automated pricing tool (Repricer). This program reduces your base referral fees for new items added to Repricer.

Repricer Referral Fee Incentive overview

- Non-Pro Sellers: Receive 10% off your base referral fees for all sales of items newly added to Repricer.
- Pro Sellers: Receive 15% off your base referral fees for all sales of items newly added to Repricer.

Eligibility requirements

To be eligible for the reduced referral fee, items must be added to Repricer during the offer period: July 15, 2025, through January 31, 2026.

Additional details

Duration: Newly added items that qualify for the incentive will receive the reduced referral fee for all their sales during the promotional period. The 10% or 15% off base referral fees will last through January 31, 2026, or for a maximum of 90 days, whichever comes first. Newly added items are defined as items not previously enrolled in Repricer on July 15, 2025. The referral fee will be applied at statement close on your payment report.

Example Calculation

- If your base referral fee is 12%, a 10% discount would reduce the referral fee to 10.8% (12%–1.2%).
- Similarly, a 15% discount would reduce the base referral fee to 10.2% (12%–1.8%).

Stackable Benefit

These reduced referral fees cannot be combined with other active referral fee discounts. The "best of all" referral fee benefits will be applied.

Exclusions

- Items that are enrolled in Repricer on July 15, 2025, that were then unenrolled and re-added after July 15, 2025, will not receive the benefit.
- Items that are enrolled in Repricer after July 15, 2025, but unenrolled at any time before January 31, 2026, will be eligible to receive the benefit for the period of enrollment.
- Items that are unenrolled before January 31, 2026, but re-enrolled again before January 31, 2026, will be eligible to receive the benefit for the period of enrollment.
- Items on paused strategies will not qualify for the referral fee reduction.

Walmart may alter or end this offer at any time without notification. Walmart is not liable for any errors or miscalculations of the Incentive. If the Incentive is received incorrectly, Walmart reserves the right to deduct these amounts from your account. Walmart may reconcile the applied incentive in your payment report. If multiple promotions are active for an item, Walmart may apply only the highest offer available to you.

This offer is governed by the terms of the Comprehensive Walmart Marketplace Program Retailer Agreement (the “Agreement”). Unless otherwise specified, all terms with initial uppercase letters hold the meanings established in the Agreement. Any violations of the Agreement, Marketplace Policies, these terms, or any indication of circumvention or fraud may result in the reversal of the Discounts and demand for reimbursement. The final balance of the Incentive is calculated at Walmart’s discretion and is binding. We may revise these terms at any time, with changes posted in the Seller Center for your review. Continued participation in Repricer signifies acceptance of these changes. If you disagree with any changes, discontinue your participation.