

# Get rewarded when you list new Customer Favorites items

Price competitively and ship fast to unlock referral-fee discounts



Add the best-selling, most-searched items to your catalog to help increase traffic and sales—and save on referral fees at the same time!

Discount	Requirements	Criteria
<b>25% off</b> referral fees for 90 days	Meets or beats competitor price	New Customer Favorites item listed after April 27, 2026
<b>75% off</b> referral fees for 90 days	Meets or beats competitor price and offers fast & free shipping via: <b>Walmart Fulfillment Services (WFS)</b> or <b>Seller-fulfilled free TwoDay Shipping with ≥90% On-Time Delivery</b>	

## Discount eligibility

- ✓ Opt in to participate in the program and receive referral-fee discounts for the 90-day period
- ✓ Discounts are applied automatically when you opt in and all eligibility criteria are met:
  - **Pricing:** The item meets or beats the competitor price
  - **Shipping:** You inbound inventory to WFS or create a seller-fulfilled shipping label with fast & free shipping

Opt in



## Terms & Conditions

- Discounts can't be stacked with other incentives. Only one referral-fee incentive can be applied to a transaction at a time. The system automatically applies the incentive with the deepest discount.
- Sellers receive the discount when a qualifying item is inbounded to WFS or a shipping label is created for seller-fulfilled orders.
- Sellers have a seven-day grace period from the date an item is listed to opt in. Items are not eligible if the seller opts in after this seven-day window. The discount is applied once the seller has opted in.
- Discounts cannot be applied retroactively to items optimized before the incentive start date or before opting in to the program.
- Items with meet/beat pricing driven by Walmart-funded incentives and/or items with no price coverage are not eligible to receive the discounts.
- Seller must be in good performance standing and meet operational performance metrics as outlined in the [Seller Performance Standards](#).
- After the seller has opted in, discounts on eligible items will apply for 90 days from the date the item becomes active and transactable on Walmart.com, or until Jan. 31, 2027, whichever comes first.
- Discounts are only applied on days when the item meets the required pricing and shipping criteria.
- When you inbound an item into WFS, the 90-day discount timeline restarts if the item was previously seller-fulfilled. To qualify for this reset, your inventory must be received into WFS within 45 days from the start of the incentive. This creates a maximum eligibility window of up to 135 days, and discounts cannot be applied beyond 135 days.

Walmart's decisions regarding eligibility, qualification, and discount calculations under this Program are final and binding. Any violations of the Comprehensive Walmart Marketplace Retailer Agreement, Marketplace Policies, these terms, or any indication of circumvention or fraud may result in the reversal of the incentives and demand for reimbursement. The final balance of the discount 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 the Program signifies acceptance of these changes. If you disagree with any changes, discontinue your participation.

Sellers are responsible for any tax obligations arising from discount payments received under this Program. This Program is subject to the terms of the existing Retailer Agreement with Walmart. In the event of a conflict between these Terms and Conditions and any such agreement, the terms of the existing agreement shall control unless expressly stated otherwise herein.

Walmart does not make and hereby waives and disclaims any representations or warranties regarding the Program, and your participation in the Program is at your own risk. To the maximum extent permitted by law, Walmart disclaims any representations or warranties regarding the Program and associated services, including any implied warranties of merchantability, infringement, fitness for a particular purpose or implied warranties arising out of course of dealing, course of performance or usage of trade. To the maximum extent permitted by law: (a) in no event will Walmart be liable for special, incidental, indirect or consequential damages (however caused and regardless of the theory of liability), even if advised of the possibility thereof; and (b) the total cumulative liability of Walmart, for all costs, losses or damages from all claims, actions, class actions, or suits, however caused, arising from or relating to the Program or associated services will not exceed one hundred United States dollars (USD \$100).

