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to import sales information and transaction fees by the platform.

**Isaac M. O'Bannon** • Mar. 21, 2024



**Seller Ledger** quietly launched in beta for eBay sellers last year in January, and officially came to market in March of 2023. Over the course of the past year the company has expanded to support Etsy, Poshmark, Mercari and Amazon sellers in addition to eBay with its automated bookkeeping and accounting solution.

Seller Ledger was created by Kevin Reeth, the original founder of Outright.com which was purchased by GoDaddy and became GoDaddy Bookkeeping. “Many online sellers were left stranded in June of 2022 when GoDaddy Bookkeeping suddenly closed its doors,” said Reeth. “Our goal is to provide them with a simple and affordable bookkeeping and accounting solution so they can focus the bulk of their time on selling, not managing their finances.”

Seller Ledger’s software connects directly with sales channels like eBay and Amazon to import sales information and transaction fees by the platform. It connects to

banks and credit cards to import data on inventory costs and other business

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eBay or Etsy and watch inventory automatically switch to Cost of Goods Sold when it sells. The feature was widely requested at Outright.com but never built, until now.” Feature updates are announced frequently on the [Seller Ledger Blog](#).

The existing landscape of accounting software for small sellers leaves much to be desired. Companies like QuickBooks, Xero and Wave Accounting work well for service-based businesses with a focus on invoicing and payroll, whereas ecommerce has often been an afterthought, even requiring third party software as a bridge in some cases. Seller Ledger is a welcome addition to the mix, particularly with regard to pricing. QuickBooks announced a price increase recently, and even free providers in the space are introducing paid tiers and moving basic functionality into paid plans.

Seller Ledger offers a 30-day free trial, no credit card required, and pricing starts at \$10 per month for up to 250 transactions per month. With an annual plan, customers receive data for the full prior year, meaning they can sign up now and view reports for 2023 taxes. Learn more at [www.sellerledger.com](http://www.sellerledger.com).

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