

Tracking Unauthorized Sellers

Task Summary

1	<input type="checkbox"/> Amazon Storefront
2	<input type="checkbox"/> Website Search
3	<input type="checkbox"/> Third Party Marketplaces Search
4	<input type="checkbox"/> Document
5	<input type="checkbox"/> Business Records
6	Summary:

1 Amazon Storefront

The first thing you will want to check is their Amazon storefront.

Key things to check for:

- Phone Number
- Address
- Website

If you find any of these key markers, document them and do an online search for each one. Each one of these markets can be used to link back to their own website if the unauthorized seller does have one.

Their Amazon storefront name may be used as the same name on other third-party marketplaces, which we can also use to check for missing or additional information, such as other phone numbers or addresses they use.

Providing the brand with any and all information will be key so they are able to use the information to track down any leaks in the supply chain.

You should also check their storefront to see if there's any merchant fulfilled offers. Sometimes they will post the location it ships from. From there you can check state records to find the unauthorized sellers information.

2 Website Search

First, check their website through a website called <https://whois.icann.org/en> (<https://whois.icann.org/en>). This is used to find the registered person behind the domain a seller may be using. This is most likely the same information they used to provide to the brand as well.

*Note: A lot of companies will have their domain registration private. This is not the end of the world, as brands can use the registrant email, you can contact the website owner through that. Obviously, I wouldn't recommend for the seller but a possibility for the brand.

Second, if they have a website that is active, review their website and look for pages such as Contact Us, Shipping Policy, Sales Tax, or any other identifying records. Your goal would be to find the location of business to check the states business records at last case scenario.

If their website does not have a page and is basically inactive, do a whois search anyways. The more information you have is better to give to the brand.

Do a Whois search for any company or storefront names you come across as well, as some may not have had the private registration turned on.

Third, if you can not find any of this information, check out [ww.archive.org](http://www.archive.org) (<https://archive.org/>) or <http://www.screenshots.com/> (<http://www.screenshots.com/>).

These websites are used to store old information about websites, which may contain data such as addresses, phone numbers, or other information that is still current in the world to track these guys down. They may have removed the data from their current website to stop people from tracking them down as well.

Archive.org is a great way to go back in time and find pages that once contained data such as addresses, names or phone numbers to track down as well.

There are other websites to investigate and find the register's information, such as:

<https://whoisology.com/> (<https://whoisology.com/>)

<https://www.domainiq.com/> (<https://www.domainiq.com/>)

<http://domaintools.com/> (<http://domaintools.com/>)

*note, I've never tested these, and I do believe the three are paid services.

There are also websites such as <https://www.bbb.org/en/us> (<https://www.bbb.org/en/us>) you could use to find these sellers.

Generally, after searching the Amazon or company name on Google, I will click on the first 5-10 hits to look for any names, addresses, phone numbers or other data. You want to collect as much data as possible to give to the brand.

I have also had instances where the Amazon storefront name search comes up with an instant hit to their business record page, which links to another address and name on file that the brand needs to make the link between the unauthorized seller and the person who lied to get approval.

Looking at property records also can bring this up. They can be found usually within the first 5-10 links as a business tied to the address, or if you have an address, it can lead to a second business name.

Second business names aren't uncommon when hiding from manufacturers. This is where collecting hard information such as names, phone numbers and addresses are key to your research.

3 Third Party Marketplaces Search

These searches are more geared for collecting as much information as possible to try to find the unauthorized sellers. Some companies may put their customer service phone number on the Walmart.com storefront, while the same company won't do it for Amazon.com

If this is a serious offender, I'd definitely check all known third party websites such as eBay, Walmart, Jet, Sears, Newegg, Bonanza (change/fill in how you want, just listed the major ones)

Most of these websites likely have biographies in their seller profile, which may lead to additional data you can use to track these guys down. Using archive.org, this could be a great way to track the offender down.

eBay Note: If you are having issues tracking down a location for the company, and they use eBay, item location on their eBay listings is the first thing you want to check for. Then use the information for a business record search.

Here is an example:

The screenshot shows a shipping and payment summary for an eBay item. It includes the following information:

- Shipping:** \$7.75 Expedited Shipping | [See details](#)
Item location: Fredonia, New York, United States
Ships to: Worldwide [See exclusions](#)
- Delivery:** Estimated between **Sat. Feb. 17** and **Thu. Feb. 22**
Use **Expedited Shipping** to get it by Feb. 20 [?](#)
- Payments:** 
Credit Cards processed by PayPal
- PayPal CREDIT**
Get more time to pay. [Apply Now](#) | [See terms](#)
[See details](#)
- Returns:** 14 day returns. Buyer pays for return shipping | [See details](#)
- Guarantee:**  **MONEY BACK GUARANTEE** | [See details](#)
Get the item you ordered or get your money back.
Covers your purchase price and original shipping.

Item location shows New York.

Seller assumes all responsibility for this listing.

Shipping and handling

Item location: Richland, Washington, United States
Shipping to: United States, Canada

Change country: ZIP Code:

Shipping and handling	To	Service	Delivery*
Free shipping	United States	Expedited Shipping (USPS Priority Mail®)	On or before Wed. Feb. 21 to 99352 per eBay FAST 'N FREE

* Estimated delivery dates include seller's handling time, origin ZIP Code, destination ZIP Code and time of acceptance and will depend on shipping service selected and receipt of cleared payment. Delivery times may vary, especially during peak periods.

Estimated sales tax

Seller charges sales tax for items shipped to: WA*(8.0%).
* Tax applies to subtotal + S&H for these states only

eBay listings show where they may collect sales tax.

For any half decent professional company, they collect sales tax for the state they do business in. This should be able to be found by going to the eBay listing, clicking on **Shipping and Payments**, and about halfway through, it will show the sales tax on the listing.

*NOTE: Sellers are only humans and can miss the sales tax tab while creating an eBay listing if you do not see that part in a listing, I would advise checking other listings, as chances are they likely do collect sales tax.

The state you may find on the eBay sales tax collection section is likely where the registered business is. You can go to their states business license page and do a search for any company names that you find, which will likely lead to the unauthorized seller.

<https://www.marketplacepulse.com/> (<https://www.marketplacepulse.com/>)

<https://www.sellerratings.com/> (<https://www.sellerratings.com/>) -> sister website

This website is a great way to find other data on sellers such as past names or information tied to addresses that they are using to fool a brand. This website tracks all past Amazon name changes and as well information on other third-party marketplaces.

That website has the ability to link accounts in other Amazon marketplaces, like one company selling in .com and one in .ca, for example. Although not 100% accurate, using etailz as an example they do sell in EU.

4 Document

Documenting your findings is good for you and the brand you are working with. This information can be used to find future potential unauthorized sellers if they are committing wholesale arbitrage. This is also a good record to give to the brand.

The key thing I would advise documenting is the seller ID and link to their storefront. They may change their name and you'd be at square one again on who is who.

The companies can change their seller name but not ID. This is where proper documentation is good because you'll always have a record of these sellers.

Additional things to document:

- Aliases, or other business/ storefront names you find.
- All brands and products they break MAP of -
 - if a consistent thing, you can contact other brands they carry to help them. This can also be used for the brand to track order histories of.
- All contact information you've found in your research.
- Save any third party marketplace links or other website links you've found them selling on.
- Create a photo storage account or file for any photos of them breaking map, contact details from archive.org, or other necessary information.

This is the best place you can usually find the unauthorized seller, as long as you have the state or have a guess of where the business is located.

You may have to pay a small fee of under 5\$ to get the information, in some cases I've found.

Once you find the state the business may be in, you'll want to run any company or business names you've found in your search on the state's website. Most of the time, this is where you will find the offenders information such as real name and an address that matches perfectly with what the brand has on record.

Personal experience for me is the likely registered business address comes to a brick and mortar store that isn't allowed to sell on Amazon or a secondary address that the brand had no clue about.

This links to all 50 states and their business entity search. <https://www.ilcuniversity.com/50-secretary-of-state-sos-business-entity-search/> (<https://www.ilcuniversity.com/50-secretary-of-state-sos-business-entity-search/>)

Another way you could find these unauthorized sellers is if you were to have a virtual assistant plug in any company names you know of into all states options. You should be able to find the offender then.

Other business records you may consider looking into, would be for job posting sites such as indeed. The employees post the location, which then you can search for the business entity business entity.

Here's an example:

Etailz has an indeed.com wall, here - <https://www.indeed.com/cmp/Etailz,-Inc./reviews>
(<https://www.indeed.com/cmp/Etailz,-Inc./reviews>)

They have two locations based on the link, one in Spokane Washington, and another in New York.

I had no idea they were in new york, so what I did was went to the NY state entity search and filled out the information. From there, we were able to find they do indeed have business information that ties them to Washington State.

Some other websites that may get hits on would be using inc.com, bloomberg.com, as they sometimes run information about companies - the key thing when finding these unauthorized sellers is building information to give to a brand and data to shut them down.

Another thing you would want to check reviews sites like Yelp. Sometimes reviews from companies come up in google, which is another tool you can use to track these companies.

Linkedin is also something that can be used - for example, a popular company like etailz has their profile on the website. It shows them based in Washington State, and from there you can use the information and do a business entity search to find the information of the register. Once you find the information of the register behind the business, chances are you will be finding the information needed to shut the unauthorized seller down.

6 Summary:

In summary, you want to find all names, addresses, phone numbers or any other identifiable information to run through the websites talked about, and I would run everything through a google search to check for any possible hits of company names or addresses that may be used to trick the brand. The major thing you will need to find is the state or a general location of the unauthorized seller and from there you can do a business record search with their state and hopefully find the seller.

Document everything you find in these searches and forward it to the brand for them to review. Chances are something as small as another name is what the brand needs to link the unauthorized seller together with someone who lied to get approval to sell the products.

