



Need help with Completing Registration?

Got a question? No problem. Open a support case by clicking the button below. **We're here to help!**

Seller Help

Complete Registration for Walmart Marketplace

This guide shows you how to complete registration and set up your account. Let's get started, so you can begin selling on Walmart.com!

Information you'll need during Registration:

- Company corporate address
- Company bank account information
- Information to complete your Form W-9

Download Form W-9

1 Account Creation

After applying and being approved, you'll first create your username and password. This username and password gives you access to Seller Center, which is where you will manage your Partner Account moving forward. Your username will be auto-filled based on the application you submitted to become a Marketplace Seller.

The screenshot shows the Walmart Seller Center registration interface. At the top, there's a progress bar with five steps: Account Creation (active), Company Registration, Taxes (W-9), Payment Info, and Shipping Info. Below the progress bar, a welcome message says "Welcome John! Let's get started. First, you need to create your account." The form fields include "Email/Username" (auto-filled with John.Smith@walmart.com), "Create a New Password" (with a password strength indicator), and "Confirm Your New Password".



Please complete finish Registration before exiting.

You may lose access to Seller Center if you exit early or miss a step.

Safely store your security question answers.

You'll need them to reset your password or restore your account.

Step-by-Step Instructions

2 Walmart Retailer Agreement

Next, please carefully review the **Walmart Marketplace Program Retailer Agreement**. This is the legal agreement we have with all of our Marketplace Sellers.

If you agree, please check the box at the bottom of the agreement. Then click “Submit and Continue” to move to the next step.

**WALMART MARKETPLACE PROGRAM
RETAILER AGREEMENT**

(Standard Terms and Conditions for Walmart Marketplace Program)

Welcome to the Walmart.com Marketplace Program.

This Marketplace Retailer Agreement ("Agreement") consists of (1) these Standard Terms and Conditions for Walmart Marketplace Program ("Terms and Conditions") and (2) all Walmart.com Marketplace Program policies and guidelines for Retailers, (together, the "Retailer Policies"), which are incorporated by reference.

Any entity ("Retailer" or "you") that wants to sell goods or services ("Products") in the Walmart.com Marketplace through the Walmart.com site or any Walmart applications ("Walmart.com Sites"), use any order processing, fulfillment, shipping or other services related to the Walmart.com Marketplace provided by or for Walmart ("Walmart.com Services"), or use any platform, portal, web service, application, interface, or other tool provided by or for Walmart.com in connection with the Walmart.com Marketplace ("Walmart.com Tools"), must accept the terms of this Agreement without change.

3 Company Registration

Fill out all of the forms on this page, then click “Save and Continue.”

Display Name

Name that will show to Walmart.com customers.

Address

Provide your company or corporate headquarters address. This is for internal use only.

Walmart

Account Creation **Company Registration** Taxes (W-9) Payment Info Shipping Info

Display Name on Walmart.com

My Display Name

Address

Address 1

Address 2

City

City

State

Select a State

Zip Code

Zip Code

Phone

Phone

Step-by-Step Instructions

4 Taxes (Form W-9)

Next is adding your **Form W-9 information**. This enables us to send your 1099 tax forms.

Fill out all of the required fields: your display name, business name (if different than display name), address, and taxpayer identification number (TIN).

Click **“Save and Continue”** when you’re finished.



Need additional help with Form W-9?

See our QuickStart guide on setting up and updating the Form W-9.
Or download the official IRS Form W-9 to use when filling out the section.

Form W-9 QuickStart Guide

Download Form W-9


Keep going!
Next is setting up your payments.



Step-by-Step Instructions

5 Payment Info: Registering with Payoneer

We've partnered with Payoneer to process all Walmart Marketplace payments. **You must register with Payoneer to receive your Walmart payments.**



Fast and Convenient
With Payoneer, your funds go straight to your bank account quickly, securely, and with added features like billing services and local currency accounts.

[Create an Account](#)
Already have an account? [Log in](#)

Before you register with Payoneer

Creating or updating Payoneer accounts should start in Seller Center and complete on the Payoneer website.

Only "Admin" roles can view and manage financial settings for your company.

Your Payoneer account links to your Walmart Marketplace Partner ID. All admins will log in using the same Payoneer credentials.



Recommended **Registering for Payoneer through Seller Center**

Choose Payoneer's Bank Transfer as your payment method. All Walmart payments will deposit directly to your bank account. There are zero fees and transfer amount limits for this payment method. Yay!



Not recommended **Registering directly on Payoneer.com**

You may incur a \$1.50 fee each time you withdraw from your Payoneer MyAccount. To avoid this fee, contact Payoneer Customer Care to change your payment method to "Bank Transfer."

You may also request a fee refund by contacting Payoneer Customer Care. After requested, the refund will appear in your USD balance.

Payoneer Customer Care

Step-by-Step Instructions

5 Payment Info: Registering with Payoneer (Continued)

1. Click “Create an Account” to register a new account on the Payoneer website.

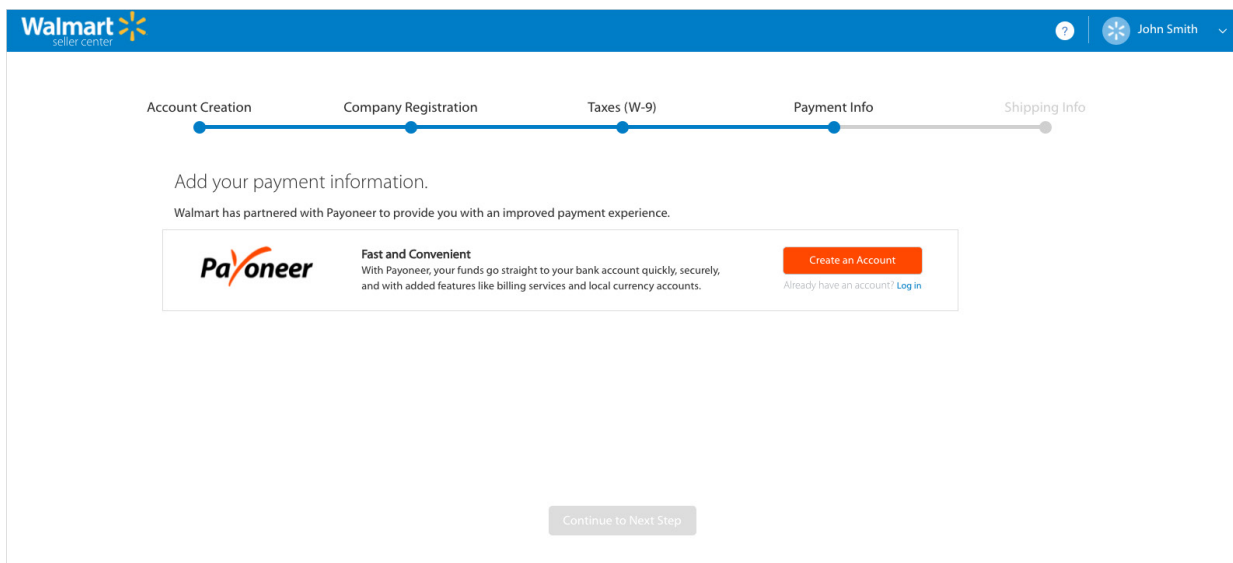
Already have a Payoneer account? Click “Log In,” to link it to Walmart Marketplace.

To correctly create or link your Payoneer account, you must start or log in from Seller Center.

2. Complete the process on the Payoneer website.

You’ll be redirected back to Seller Center when finished. Your status in Seller Center will be “INACTIVE” as your Payoneer registration is pending. Soon after, you’ll receive a confirmation email from Payoneer.

3. Click “Continue to Next Step” when you’re finished.



The screenshot shows the Walmart Seller Center interface during the registration process. At the top, the Walmart logo and 'seller center' text are on the left, and a user profile 'John Smith' with a dropdown arrow is on the right. Below the header is a progress bar with five steps: 'Account Creation', 'Company Registration', 'Taxes (W-9)', 'Payment Info' (which is the current step and highlighted with a blue dot), and 'Shipping Info'. The main content area is titled 'Add your payment information.' and includes a sub-header 'Walmart has partnered with Payoneer to provide you with an improved payment experience.' Below this is a Payoneer logo and a text box that says 'Fast and Convenient' followed by 'With Payoneer, your funds go straight to your bank account quickly, securely, and with added features like billing services and local currency accounts.' To the right of this text is an orange 'Create an Account' button and a link 'Already have an account? Log in'. At the bottom center of the page is a grey 'Continue to Next Step' button.

You're all set up to take payments!
Now let's figure out your shipping.



Step-by-Step Instructions

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Shipping Info: Selecting a Shipping Price Model

Let's determine what to charge for shipping by setting up default shipping price models for all your items.

Have items that don't fit a default Shipping Price Model?

No problem. You'll be able to create shipping exceptions during Item Setup later on.

Which Shipping Price Model is best for you?



Price of Total Order (tiers)

Select if shipping is calculated by the total order price or if shipping is free.



Item Weight or Number of Items per Order

Select if shipping is calculated by how much the item(s) weigh or the total number of items in the order.

John Smith

Account Creation
Company Registration
Taxes (W-9)
Payment Info
Shipping Info

Shipping Rates

Select your shipping model, the methods you support, the regions you ship to and the price you want to charge.

Choose the criteria that impacts the cost of shipping.

The price of the total order (tiers)

Step-by-Step Instructions

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Shipping Info: Selecting Shipping Methods & Regions

Choose your Shipping Methods and Regions

Next, select your default Shipping Methods and Regions you support and can ship to for all items.

Default Shipping Methods include:

- Value
- Standard
- Next Day
- Expedited

Within each Shipping Method tab, select your shipping regions by setting the toggle to either **green** or **red** under the “**Enable**” column.

John Smith

Account Creation
Company Registration
Taxes (W-9)
Payment Info
Shipping Info

Shipping Rates

Select your shipping model, the methods you support, the regions you ship to and the price you want to charge.

Choose the criteria that impacts the cost of shipping.

The price of the total order (tiers)

Value

Standard

Expedited

Next Day

Enable	Region	Transit Time	Rate
	48 State - Street	3 to 7 Days	Free

Value shipping is preconfigured. You can enable other paid or free shipping methods such as [Standard](#), [Expedited](#) and [Next Day](#). Learn more about [Marketplace Shipping Standards](#).

Step-by-Step Instructions

8 Shipping Info: Transit Time and Time Zones

Set transit time minimums and maximums

Next, within each shipping method and region combination, choose transit time minimums and maximums (in days) and the price you'll charge.

Adjust shipping time zone settings

Review and adjust (if needed) your shipping time zone settings within the Standard Processing Schedule.

Walmart Seller Center

John Smith

Account Creation Company Registration Taxes (W-9) Payment Info Shipping Info

Shipping Rates

Select your shipping model, the methods you support, the regions you ship to and the price you want to charge.

Choose the criteria that impacts the cost of shipping.

The price of the total order (tiers)

Value	Standard	Expedited	Next Day	
Enable	Region	Transit Time (business days)	Order Price Range	Rate
<input checked="" type="checkbox"/>	48 State - Street Add New Shipping Tier	2 to 5	\$ 0.00 and up.	\$
<input checked="" type="checkbox"/>	48 State - PO Box Add New Shipping Tier	2 to 5	\$ 0.00 and up.	\$
<input checked="" type="checkbox"/>	AK and HI - Street Add New Shipping Tier	2 to 5	\$ 0.00 and up.	\$
<input checked="" type="checkbox"/>	AK and HI - PO Box Add New Shipping Tier	2 to 5	\$ 0.00 and up.	\$
<input checked="" type="checkbox"/>	US Protectorates - Street Add New Shipping Tier	2 to 5	\$ 0.00 and up.	\$

9 Review, Submit & Finish!

Review before you submit

Double check all of your shipping selections. And don't fret, you'll be able to change your settings in Seller Center later on if needed.

When you finish, click "Submit."

You can now exit and return to Seller Center where you can finish the rest of your Launch Checklist. **Yay! You completed all the steps!**





Keep on learning, and let's grow your business!

We're here to help you learn more, faster. Click below to find other QuickStart guides, help articles, and contact Partner Support!

Seller Help



Links from this QuickStart Guide

Seller Help

sellerhelp.walmart.com/seller/s/

Download Form W-9

irs.gov/pub/irs-pdf/fw9.pdf

Form W-9 QuickStart Guide

marketplace.walmart.com/walmart-marketplace-quickstart-seller-settings-w9-setup/

Payoneer Customer Care

payoneer.custhelp.com/app/Contact_us

