ToolGPA

NOVEMBER 2026

Sellbrite

The Insider's Guide

Multichannel listing and inventory sync for online marketplaces



Every plan, grade, refund rule and rival among inventory management tools, read from Sellbrite's own pages.

Made by GoDaddy Sellbrite, Inc. · checked Nov 12, 2026 · toolgpa.com

2.6
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Sellbrite's own pages, its app-store listings and our grades. Every fact in it is on Sellbrite's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.6

GPA, above 43 of the 47 other inventory management tools we grade

Sellbrite lets sellers list products, sync stock and ship orders across marketplaces and web stores from one interface. It connects to Amazon, Walmart, eBay, Etsy and shopping carts such as Shopify, BigCommerce and WooCommerce. Plans are priced by the number of new orders per month, and the lowest one is free.

To get you started, here are **9 things to know about Sellbrite**, taken from its own pages and our grades.

> **No store rating is on record, and you connect each marketplace and cart before it does anything.**
>
> From our grade for ease of use

1 **Best for small sellers listing on several marketplaces**

Sellbrite lists products and syncs stock across Amazon, Walmart, eBay, Etsy and shopping carts, with a free plan for 30 orders a month.

2 **Paid plans start at $29 a month**

As its pricing page puts it: $29 per month for up to 100 orders, billed annually.

3 There is a free plan

Up to 30 orders per month, unlimited SKUs, users and sales channels, with inventory and order syncing every 2 hours.

4 It runs on Web

Web.

5 Multichannel listing

A listings manager and saved listing templates let a seller create, update, end or relist listings on several marketplaces.

6 Inventory and price sync

Stock is adjusted as items sell and pushed to active listings; paid plans sync every 15 minutes and the free plan every 2 hours.

7 Shipping labels

Discounted postage can be printed from one interface for orders arriving from different channels, with tracking numbers sent back.

8 A 2.6 GPA, above 43 of 47

That is against the other inventory management tools we grade, on value, the free plan, features, ease of use and platforms.

9 Keep it

To replace Sellbrite you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

Sellbrite at a glance

PRICING
Free plan, from $29 per month for up to 100 orders, billed annually

FREE PLAN
Yes

FREE TRIAL
Unlimited access for 14 days, no credit card required

RUNS ON
Web

MADE BY
GoDaddy Sellbrite, Inc.

CATEGORY
Inventory Management

OUR GRADE
2.6 GPA, good

The report card

Best for small sellers listing on several marketplaces

Sellbrite lists products and syncs stock across Amazon, Walmart, eBay, Etsy and shopping carts, with a free plan for 30 orders a month. Every plan is capped by orders, Amazon FBA costs $19 a month extra, and it covers listings and shipping rather than purchasing or warehouse work.

TOOLGPA REPORT CARD	Sellbrite	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	A	Pro 100 is $29 a month billed annually for up to 100 orders, under 60% of the $49 where the cheaper quarter of inventory tools starts. Pro 500 is already $79.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	The free plan allows 30 new orders a month and syncs every 2 hours, and the 14-day trial needs no card, but 30 orders is a cap a working shop passes quickly.
Features	C	Listing, stock and price sync, shipping labels and an optional FBA link cover selling across channels. There is no purchasing or warehouse side, and the free plan syncs slowly.
Ease of use	C	No store rating is on record, and you connect each marketplace and cart before it does anything.
Platforms and integrations	B	Web only, with Amazon, Walmart, eBay, Etsy, Shopify, BigCommerce and WooCommerce links and API access. No phone or computer app.
Grade point average		Good, out of 4.0 **2.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Sellbrite is for

- ✓ Fits if you sell fewer than 100 orders a month on two or three marketplaces
- ✓ Works for sellers who want a free plan to test syncing across channels

Who it is not for

- ✗ Tight if you pass 30 orders a month, since the free plan stops there
- ✗ Pricey if you use Amazon FBA, because the link is $19 a month on every paid plan
- ✗ Skip it if you need purchasing, bins or warehouse tools, as it handles listings and orders only
- ✗ Watch out: prices shown are for annual billing, and the monthly price was not readable
- ✗ Watch out: the free plan syncs every 2 hours, against every 15 minutes on paid plans

Good to know

Good for

- ✓ Small marketplace sellers listing the same products on several channels
- ✓ Sellers who want to avoid overselling across Amazon, Walmart, eBay and Etsy
- ✓ Stores that start small, since the free plan covers 30 orders a month

Worth knowing

- ⓘ Plans are capped by orders per month, and Amazon FBA orders do not count toward the cap.
- ⓘ The FBA inventory and multichannel fulfillment integration costs $19 a month extra on paid plans.
- ⓘ The free plan syncs every 2 hours instead of every 15 minutes.
- ⓘ Prices shown are for annual billing; the monthly-billing prices were not readable on the page.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$29

A month to start. There is a free plan too

Sellbrite has a free plan. Paid plans start at $29 per month for up to 100 orders, billed annually.

FREE

$0

Up to 30 orders per month, unlimited SKUs, users and channels. Inventory, price and order syncing runs every 2 hours.

PRO 100

$29

per month for up to 100 orders, billed annually

Syncing every 15 minutes. The FBA integration is a $19 a month add-on. The monthly-billing price was not readable.

PRO 500

$79

per month for up to 500 orders, billed annually

Same features as Pro 100 with a 500-order monthly limit. FBA integration is a $19 a month add-on.

PRO 2K

$179

per month for up to 2,000 orders, billed annually

Same features with a 2,000-order monthly limit. Higher volumes are on separate High Volume plans.

The free plan

Up to 30 orders per month, unlimited SKUs, users and sales channels, with inventory and order syncing every 2 hours.

Trying it first

Unlimited access for 14 days, no credit card required

Read from sellbrite.com on Nov 12, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Multichannel listing and inventory sync for online marketplaces. Here is what it does, as its own site describes it, and what it covers: public API, inventory, shipping labels, amazon selling.

> **Listing, stock and price sync, shipping labels and an optional FBA link cover selling across channels.**
>
> From our grade for features

Multichannel listing

A listings manager and saved listing templates let a seller create, update, end or relist listings on several marketplaces.

Inventory and price sync

Stock is adjusted as items sell and pushed to active listings; paid plans sync every 15 minutes and the free plan every 2 hours.

Shipping labels

Discounted postage can be printed from one interface for orders arriving from different channels, with tracking numbers sent back.

Amazon FBA handling

An optional add-on imports FBA inventory and routes orders from other channels to Fulfillment by Amazon.

Integrations and API

Marketplace and shopping-cart integrations, shipping service integrations, app store partners and API access are listed on the vendor's site.

Where it runs

Web

What it works with

Amazon
Walmart
eBay
Etsy
Shopify
BigCommerce
WooCommerce
Google Shopping

Sellbrite is made by GoDaddy Sellbrite, Inc.

Where it stands

Its grades against its category, and whether to keep it or make your own

43/47

Other inventory management tools it is graded above

Sellbrite's GPA of 2.6 is higher than 43 of the 47 other inventory management tools we grade, and level with 2.

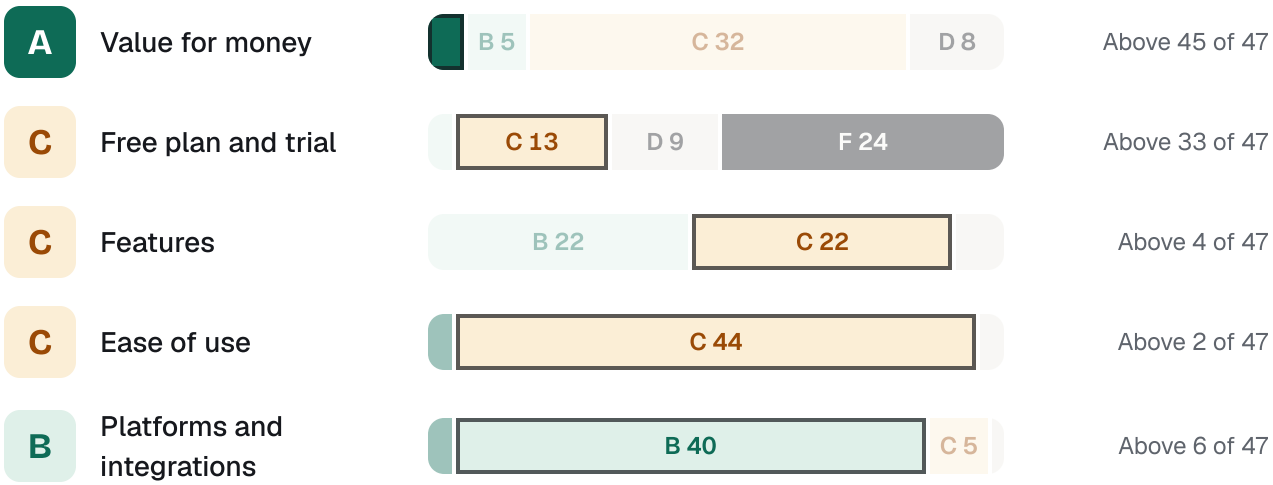
It stands best on value for money (A, above 45 of 47) and worst on ease of use (C, above 2).

Its paid plans start at $29 a month, against a middle price of $121.50 for the category: 3 of the 31 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

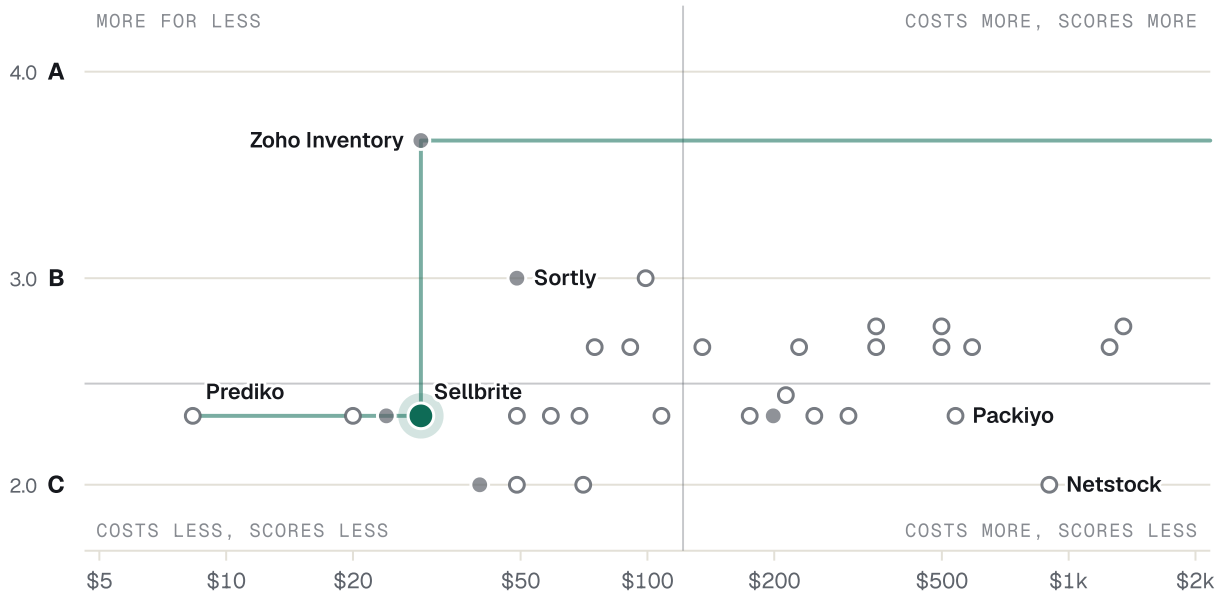
Each grade against the category

Every bar is all 48 inventory management tools we grade, cut by the letter each got. Sellbrite's own letter is outlined.



Price against what you get

Each dot is one of 32 inventory management tools. Further left costs less; higher up scores better on features, ease of use and platforms. Sellbrite is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Sellbrite you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.6 is higher than 43 of the 47 other inventory management tools we grade. It costs $348 a year.

What you could make

- Inventory: an app builder makes this well.

What you could not

- Data from Amazon's seller tools and years of sales estimates.

- Discounted carrier rates and labels, which take an agreement with each carrier.
- It plugs into other products, Amazon, Walmart and eBay among them, and has an API.

What this rests on. Sellbrite's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Linnworks, Zentail, Ordoro and Inventory Source

The 4 tools Sellbrite is most often weighed against, with where each one differs from it.

2.0 GPA

Linnworks

Paid

Inventory and order management for high-volume multichannel sellers.

- Sellbrite has a free plan. Linnworks does not.
- Linnworks also covers workflow automation.

Sellbrite and Linnworks compared in full

1.8 GPA

Zentail

From $300/mo

Multichannel listing, inventory and order management.

- Sellbrite has a free plan. Zentail does not.
- Sellbrite also covers shipping labels.
- Zentail also covers reports and online store.

Sellbrite and Zentail compared in full



2.2
GPA

Ordoro

Free trial · from $349/mo

Inventory, shipping and dropshipping apps for multichannel sellers.

- Sellbrite has a free plan. Ordoro does not, though it has a free trial.
- Sellbrite also covers amazon selling.
- Ordoro also covers barcode scanning and dropshipping.

Sellbrite and Ordoro compared in full



2.0
GPA

Inventory Source

Free plan · from $199/mo

Dropship supplier feeds, inventory sync and order routing.

- Sellbrite also covers shipping labels and amazon selling.
- Inventory Source also covers online store and dropshipping.

Sellbrite and Inventory Source compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Sellbrite free?

Sellbrite has a free plan. Up to 30 orders per month, unlimited SKUs, users and sales channels, with inventory and order syncing every 2 hours.

How much does Sellbrite cost?

Sellbrite lists 4 plans. Free: $0.

What platforms does Sellbrite work on?

Sellbrite is available on Web.

Does Sellbrite have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Sellbrite is listed for Web.

Does Sellbrite have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Sellbrite is listed for Web.

Is Sellbrite open source?

Sellbrite is not described as open source on its own site, as read on Nov 12, 2026.

Does Sellbrite have an API?

Yes. Sellbrite offers a public API, according to its own site.

What does Sellbrite integrate with?

Sellbrite's listing names Amazon, Walmart, eBay, Etsy, Shopify, BigCommerce, WooCommerce and Google Shopping.

Does Sellbrite have a free trial?

Yes. Unlimited access for 14 days, no credit card required.

Who makes Sellbrite?

Sellbrite is made by GoDaddy Sellbrite, Inc.

What are the alternatives to Sellbrite?

The closest alternatives to Sellbrite in our directory are Linnworks, Zentail, Ordoro and Inventory Source.

How does Sellbrite compare with other inventory management tools?

Sellbrite's GPA of 2.6 is higher than 43 of the 47 other inventory management tools we grade, and level with 2.

Is Sellbrite good value for money?

ToolGPA grades Sellbrite A for value for money. Its paid plans start at $29 a month, against a middle price of $121.50 for the category: 3 of the 31 others that charge start lower.

Could I make my own version of Sellbrite?

To replace Sellbrite you would be making data from Amazon's seller tools and years of sales estimates.

Where this guide comes from

The prices, plans, platforms and features were read from Sellbrite's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Sellbrite's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by GoDaddy Sellbrite, Inc. Prices change, so check sellbrite.com before you buy.

sellbrite.com/pricing-pro/
sellbrite.com

sellbrite.com/pricing

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038
Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Sellbrite, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/sellbrite

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Sellbrite: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/sellbrite
```

Know someone choosing between inventory management tools?

Send them this guide: toolgpa.com/tools/sellbrite/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded inventory management tools after Sellbrite, each with an Insider's Guide of its own.

Inventory Management Insider's Guide

Every one of the 48 inventory management tools we grade, compared

Zoho Inventory Insider's Guide

Online inventory and order management from Zoho, with a free plan

3.4 GPA

Sortly Insider's Guide

Phone-first inventory app for tracking equipment, tools and supplies

3.0 GPA

BoxHero Insider's Guide

Barcode-based inventory tracking for small teams

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Sellbrite's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Sellbrite is a trademark of its owner, and this guide is not made, paid for or approved by GoDaddy Sellbrite, Inc. Prices and plans change: check sellbrite.com before you buy.