ToolGPA

NOVEMBER 2026

Selro

The Insider's Guide

Multichannel listings, stock, orders and shipping in one system



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

Made by Selro · checked Nov 13, 2026 · toolgpa.com

2.4
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 Selro's own pages, its app-store listings and our grades. Every fact in it is on Selro's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

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

2.4

GPA, above 57 of the 72 other inventory management tools we grade

Selro is a web platform for online sellers that keeps listings, stock levels, orders and courier labels in one place across marketplaces and online stores. Every plan includes all features and differs by monthly order volume, SKU count, sales channels and staff accounts. It is a UK company and prices in pounds.

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

> "
>
> **Connect each marketplace, courier and accounting tool before it pays off.**
>
> From our grade for ease of use

1 **Best for one place for listings, orders and stock**

Selro keeps listings, stock, orders and courier labels together across marketplaces and stores, and every plan has all features.

2 **Paid plans start at about $105.85 a month**

As its pricing page puts it: £79 per month plus VAT, billed monthly (£900 plus VAT billed annually).

3 **You can try it first**

Free trial with all features available; the length is not stated on the pricing page

4 **It runs on Web**

Web.

5 Multichannel inventory

Stock control across marketplaces and online stores; the vendor says over 40 sales channels are supported.

6 Listing creation

Create and update marketplace listings from one tool, including a new AI-assisted option using ChatGPT and Claude.

7 Order management

Orders from every channel are processed in one place, with shipping rules to automate fulfilment.

8 A 2.4 GPA, above 57 of 72

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 Selro you would be making discounted carrier rates and labels, which take an agreement with each carrier. That is not a weekend's work, with an AI app builder or without one.

Selro at a glance

PRICING
Free trial, from £79 per month plus VAT, billed monthly (£900 plus VAT billed annually)

FREE PLAN
No

FREE TRIAL
Free trial with all features available; the length is not stated on the pricing page

RUNS ON
Web

MADE BY
Selro

CATEGORY
Inventory Management

OUR GRADE
2.4 GPA, fair

The report card

Best for one place for listings, orders and stock

Selro keeps listings, stock, orders and courier labels together across marketplaces and stores, and every plan has all features. Prices are in pounds plus VAT, from £79 a month, and extra channels and staff accounts cost more.

TOOLGPA REPORT CARD — **Selro** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	£79 a month plus VAT, or £900 a year, is close to this category's $91 middle price. Extra channels are £10 a month and extra staff accounts £20.
Free plan and trial	C	A free trial with all features, but the length and whether a card is needed are not stated on the pricing page.
Features	B	Multichannel stock, listing creation, orders, multi-carrier shipping, accounting feeds and an open API. The listing shows no gap in the core work.
Ease of use	C	Connect each marketplace, courier and accounting tool before it pays off. No store rating is on record.
Platforms and integrations	B	Web only, with QuickBooks, Xero, Sage, Kashflow and an open API.

Grade point average — Fair, out of 4.0 **2.4**

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 Selro is for

- ✓ Fits if you sell on several marketplaces and ship with UK couriers
- ✓ Works for sellers who want every feature without choosing between tiers

Who it is not for

- ✕ Watch out: prices are in pounds plus VAT, and the pricing page we read showed one dollar figure
- ✕ Tight if you add channels or staff, as each extra channel is £10 and each extra staff account £20
- ✕ Watch out: Royal Mail OBA is a £20 a month extra on annual plans
- ✕ Skip it if you pass 10,000 orders a month, because that is priced through sales
- ✕ Not for you if you need a known trial length, as the page does not state it

Good to know

Good for

- ✓ UK and European sellers listing on several marketplaces at once
- ✓ Sellers who want shipping, stock and accounting feeds in one subscription
- ✓ Businesses that outgrow single-channel tools

Worth knowing

- ⓘ Prices are shown in pounds plus VAT; a USD and a euro tab exist, and only the £79/$99 entry price appeared in the page text read here.
- ⓘ Extra sales channels cost £10 a month each and extra staff accounts £20 a month each on Growth and Enterprise.
- ⓘ Royal Mail OBA integration is an extra £20 a month on annual plans.
- ⓘ Accounts above 10,000 orders a month are priced through sales.

PART 02 · PRICING

What it costs

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

~$105.85

A month to start

Selro is a paid product with a free trial, starting at £79 per month plus VAT, billed monthly (£900 plus VAT billed annually).

> **A free trial with all features, but the length and whether a card is needed are not stated on the pricing page.**
>
> From our grade for free plan and trial

STANDARD

£79

per month plus VAT, billed monthly (£900 billed annually)

2,000 orders a month, 50K SKUs, 20 sales channels, 2 staff accounts and all features.

GROWTH

£150

per month plus VAT, billed monthly (£1,710 billed annually)

5,000 orders a month, 100K SKUs, 50 sales channels, 5 staff accounts on monthly billing (10 on annual).

ENTERPRISE

£300

per month plus VAT, billed monthly (£3,420 billed annually)

10,000 orders a month, 10 staff accounts, 50 sales channels; 2p per extra order on monthly billing.

Trying it first

Free trial with all features available; the length is not stated on the pricing page

Read from selro.com on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Multichannel listings, stock, orders and shipping in one system. Here is what it does, as its own site describes it, and what it covers: public API, reports, email campaigns, inventory, shipping labels.

> **Multichannel stock, listing creation, orders, multi-carrier shipping, accounting feeds and an open API.**
>
> From our grade for features

Multichannel inventory

Stock control across marketplaces and online stores; the vendor says over 40 sales channels are supported.

Listing creation

Create and update marketplace listings from one tool, including a new AI-assisted option using ChatGPT and Claude.

Order management

Orders from every channel are processed in one place, with shipping rules to automate fulfilment.

Multi-carrier shipping

Courier labels are printed in seconds and dispatch details are sent back to the sales channel.

Accounting feeds

Sales receipts are created in QuickBooks, Xero, Sage Online or Kashflow from channel orders.

Open API

A developer API connects sales channels to a seller's own back-office systems.

Where it runs

Web

What it works with

QuickBooks
Xero
Sage Online
Kashflow
ChatGPT
Claude

Selro is made by Selro.

PART 04 · STANDING

Where it stands

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

57 /72

Other inventory management tools it is graded above

Selro's GPA of 2.4 is higher than 57 of the 72 other inventory management tools we grade, and level with 7.

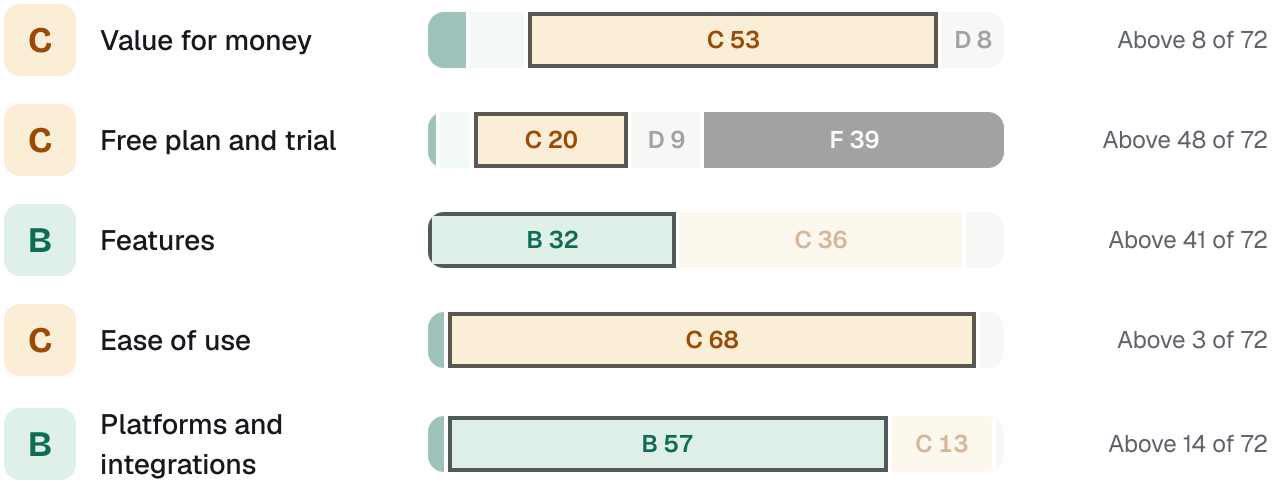
It stands best on features (B, above 41 of 72) and worst on ease of use (C, above 3).

Its paid plans start at about $105.85 a month, against a middle price of $91 for the category: 23 of the 42 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 3 tools score higher and cost less.

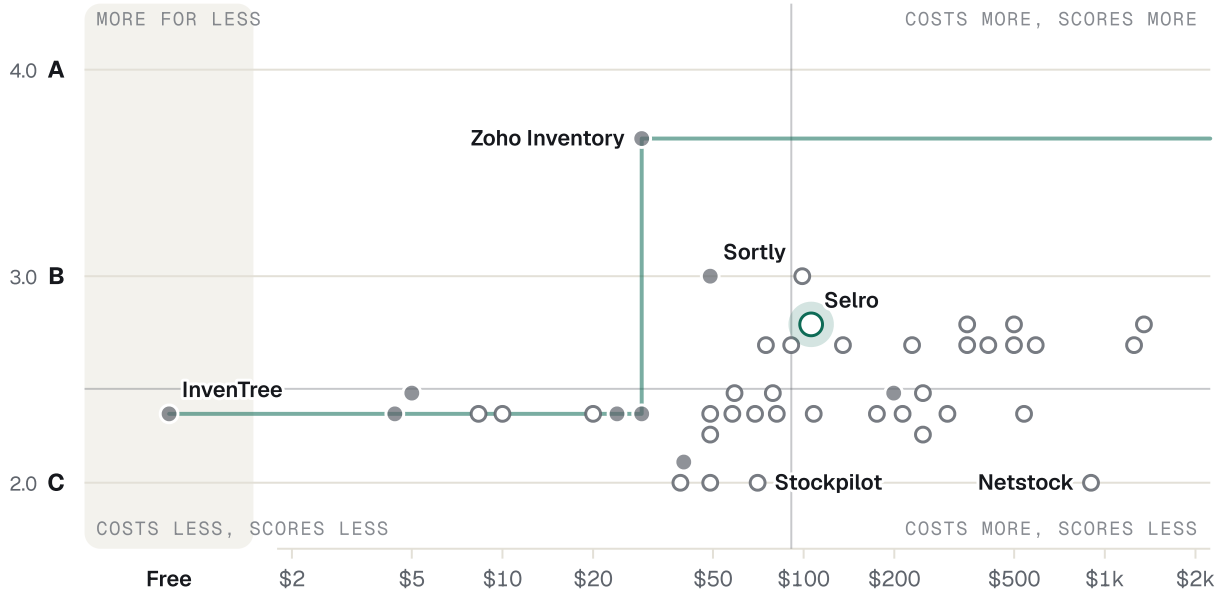
Each grade against the category

Every bar is all 73 inventory management tools we grade, cut by the letter each got. Selro's own letter is outlined.



Price against what you get

Each dot is one of 44 inventory management tools. Further left costs less; higher up scores better on features, ease of use and platforms. Selro 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 Selro you would be making discounted carrier rates and labels, which take an agreement with each carrier. 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 2.4 is higher than 57 of the 72 other inventory management tools we grade. It costs $1,270.22 a year.

What you could make

- Inventory and reports: an app builder makes these well.

What you could not

- Discounted carrier rates and labels, which take an agreement with each carrier.
- Newsletters sent to thousands of people that still reach the inbox.
- It plugs into other products, QuickBooks, Xero and Sage Online among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Selro'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, Sellbrite, Sellercloud and Cloud Commerce Pro

The 4 tools Selro 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.

- Selro also covers reports and email campaigns.
- Linnworks also covers workflow automation and amazon selling.

Selro and Linnworks compared in full

2.6 GPA

Sellbrite

Free plan · from $29/mo

Multichannel listing and inventory sync for online marketplaces.

- Sellbrite has a free plan. Selro does not, though it has a free trial.
- Selro also covers reports and email campaigns.
- Sellbrite also covers amazon selling.

Selro and Sellbrite compared in full



1.8
GPA

Sellercloud

From $1,349/mo

Inventory, order and warehouse software for marketplace sellers.

- Selro also covers reports and email campaigns.
- Sellercloud also covers barcode scanning and amazon selling.

Selro and Sellercloud compared in full



2.0
GPA

Cloud Commerce Pro

Paid

UK ecommerce order management and warehouse software.

- Selro also covers reports and email campaigns.
- Cloud Commerce Pro also covers barcode scanning.

Selro and Cloud Commerce Pro compared in full

Quick answers

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

13

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 Selro free?

No, Selro is a paid product, but you can try it first. Free trial with all features available; the length is not stated on the pricing page.

How much does Selro cost?

Selro lists 3 plans. Standard: £79 per month plus VAT, billed monthly (£900 billed annually).

What platforms does Selro work on?

Selro is available on Web.

Does Selro have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Selro is listed for Web.

Does Selro have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Selro is listed for Web.

Is Selro open source?

Selro is not described as open source on its own site, as read on Nov 13, 2026.

Does Selro have an API?

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

What does Selro integrate with?

Selro's listing names QuickBooks, Xero, Sage Online, Kashflow, ChatGPT and Claude.

Who makes Selro?

Selro is made by a company of the same name.

What are the alternatives to Selro?

The closest alternatives to Selro in our directory are Linnworks, Sellbrite, Sellercloud and Cloud Commerce Pro.

How does Selro compare with other inventory management tools?

Selro's GPA of 2.4 is higher than 57 of the 72 other inventory management tools we grade, and level with 7.

Is Selro good value for money?

ToolGPA grades Selro C for value for money. Its paid plans start at about $105.85 a month, against a middle price of $91 for the category: 23 of the 42 others that charge start lower.

Could I make my own version of Selro?

To replace Selro you would be making discounted carrier rates and labels, which take an agreement with each carrier.

Where this guide comes from

The prices, plans, platforms and features were read from Selro's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Selro's own pages on 13 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 Selro. Prices change, so check selro.com before you buy.

selro.com/

selro.com/pricing

About ToolGPA

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

7,721

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.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Selro, kept up to date

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

toolgpa.com/tools/selro

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:

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ToolGPA, "Selro: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/selro
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Know someone choosing between inventory management tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

Inventory Management Insider's Guide

Every one of the 73 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

Busy Insider's Guide

GST accounting and inventory software for Indian small businesses

2.8 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 Selro'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. Selro is a trademark of its owner, and this guide is not made, paid for or approved by Selro. Prices and plans change: check selro.com before you buy.