



What is Independent Feedback Review (IFR)?

When a Seller on eBay receives a negative or neutral feedback on an item that sold for \$300 or more, he/she can contact NetNeutrals to request an Independent Feedback Review (IFR). An individual who acts as an Independent Reviewer, the Neutral, is assigned to the case. Neutrals are required to have extensive or professional expertise in the area of the dispute.

The Neutral determines whether the feedback left by the Buyer meets eBay's Guidelines for Feedback Withdrawal. The Neutral posts his/her decision indicating whether the feedback does or does not meet the guidelines, and provides a brief reason for the decision based on the merits of the case. The Neutral will only decide whether the feedback meets eBay's Guidelines for Rating Withdrawal; he/she does not have the authority to order either party to take any action.

The IFR process

The entire process is completed online. NetNeutrals receives a request for IFR from the Seller and a case is opened. **While the case is in process, eBay hides the feedback.** If the Buyer doesn't post, eBay calls or emails the Buyer to assure them that this is an eBay authorized process.

NetNeutrals sends an email to the parties which invites them to participate in the forum, and to post their position regarding the disputed feedback.

The Neutral opens the forum, explains the process, provides the deadline for posting information, and posts the Guidelines for Withdrawal. One week from when the case is opened, the Neutral reviews the information the parties posted, the eBay item listing, any member to member messages, and decides the cases. **If the Neutral decides the feedback meets one of the Guidelines for Withdrawal, the feedback is removed and de-scored. If the Neutral decides the feedback does not meet a Guideline, eBay re-instates the feedback.**

What is the cost?

The fee for Independent Feedback Review is \$130, and is paid through PayPal.

What are the Guidelines for Rating Withdrawal?

Feedback will be withdrawn if the Neutral determines that the member who seeks Feedback removal **clearly and convincingly** establishes facts which demonstrate one or more of the following Guidelines:

1. The member leaving the feedback did not demonstrate a good faith effort to complete the transaction.
2. The feedback was not submitted in a reasonable timeframe.
3. There is evidence that suggests the transaction-related information contained in the feedback comment is factually inaccurate.
4. The member leaving the feedback made an attempt to extract excessive value from the other party.

Does IFR mean the Seller automatically get the feedback removed?

No. Simply paying the fee does not guarantee the feedback will be withdrawn. IFR offers an opportunity for the Seller and the Buyer to "tell their side of the story". The rules require that the postings clearly and convincingly make a sound case. In order for the feedback to be withdrawn at least one of the Guidelines must be met. To protect the integrity of the process, even if the Buyer does not participate, the Seller must prove his case.