



Frequently Asked Questions

What is Wayfair?

Wayfair is one of the world's largest online destinations for the home. Operating primarily on a drop-ship model, we work with over 11 thousand partners, have over 19 million active customers, and have done more than \$8 billion in revenue during the last 12 months.

What is drop-shipping?

Drop-shipping is Wayfair's primary method of fulfillment. A customer orders your product on our site, and we send the purchase order directly to your U.S. or Canadian warehouse. You then pick, pack, and prepare to send the order directly to the customer.

Who pays for shipping?

We do! Once your product has been ordered by an end customer, and you've prepped the order, we arrange and pay for 100% of the shipping cost from your warehouse to the end customer. It's that easy.

Are there fees when working with Wayfair?

There are no fees associated when working with Wayfair. We don't take a percentage of our partners' sales like other traditional e-commerce retailers. We operate on the wholesale cost model, meaning we pay the wholesale cost of your items and set the retail price, but ask that your company share in the cost of damages that may occur as a result of the drop-ship model. Wayfair makes the difference between the wholesale and retail price.

How does Wayfair set the retail price?

Wayfair works on a dynamic pricing system, which is continuously learning about the optimal price of our items. While this can result in changing retail prices, the wholesale cost remains constant.

What percentage of product assortment will you take?

We want it all! We rely on our partners to sell their full catalog on our site. Companies that provide their full assortment reach significantly more customers, faster. The more customers you reach, the more quickly you'll grow.

How have other partners navigated working with Wayfair, while also maintaining existing e-commerce and brick-and-mortar relationships?

We understand that partners value their existing relationships. We've helped thousands of our partners navigate this by launching their assortments under one of Wayfair's 80+ carefully curated Exclusive Brands that vary in style and price point. Don't want to be under an Exclusive Brand? Talk to us about various other strategies we can collaborate on to ensure we're aligned with your other partners' strategies.

What if my products are all made to order?

Thanks for letting us know! Even if your products are made to order, we can still partner together. We will just want to ensure that we're setting accurate lead times so that the customer knows how long it will take to receive the product.

What can I do to ensure customers are seeing my products?

To ensure your products stand out, we encourage partners to provide us with their full assortment and invest in excellent imagery and content to help our customers visualize the product, before it arrives at their homes.

What is the timeline for getting my products on-site?

We'll provide you with a dedicated onboarding team that sets you up for success from day one. They are ready to assist you with the setup process, which can take as little as two weeks. You can be live on-site in as little as a month.

What are the next steps?

We're excited to partner with you! To get started, all we need is confirmation of your drop-ship capabilities, a full product list, and proof of your product insurance. We'll take it from there.