

A COMPANION TO THE OPEN LETTER ON AMAZON AGENCY PRICING

Three Questions to Ask Your Marketplace Agency.

Send these to your current agency in writing. What comes back — and how fast — tells you what you need to know.

01 What is the total dollar amount we paid you in the last twelve months, across every fee category?

Good answer: one number covering primary retainer, ad markup, reimbursement percentage, services line items, and performance bonus — arrived at inside sixty minutes, with line-item breakdown attached. Two-week accounting exercise or 'approximately' is the answer.

02 At what dollar amount can we terminate this agreement without penalty, and what notice period is required?

Good answer: \$0 and immediate. Anything longer than thirty days notice, any early-exit penalty, and any prepayment forfeiture is a retention mechanism, not a partnership term.

03 What percentage of any Amazon reimbursement filed on our behalf accrues to your firm rather than to us?

Good answer: zero — recovery included in the primary fee. Any other answer means the agency has structural incentive to slow-roll or over-invoice recovery work. Industry standard is 15–25% cut of recovered funds; do the math on your last twelve months.

WHAT AN AGENCY'S ANSWERS TELL YOU

Speed of response: an agency that cannot answer within a business day is an agency that has not built its P&L transparency for the client.

Specificity: 'approximately' or 'it depends' means the number is either uncomfortable or the accounting is not clean. Either matters.

Willingness: an agency that reframes the questions instead of answering them is telling you what the answers are.

TOPRANK PARTNERS COMMITMENT — EFFECTIVE AUGUST 1, 2026

No annual contracts. Change effective Aug 1, 2026

No percentage of Amazon reimbursement recovery Change effective Aug 1, 2026

No markup on ad spend Standing commitment since founding.

1.0–3.5% of GMV, capped at \$20,000/channel/month, month-to-month. Ad spend passes through at cost.

Reimbursement recovery included; recovered funds flow to client topline at the same rate.

Want a senior operator's read on your current agency invoice?

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