

THE SELLER CHARTER

What any platform owes sellers before we move.

Built from the Seller Pulse survey of TPT sellers. The 13 must-haves are the floor for any marketplace asking for our catalogs. The wish list is what would make a platform worth recommending.

Sending this to a platform?

Share this guide and ask them to fill in the response sheet on the last page, or answer on the Platforms page at teachercreatorcollective.com. Specific, written answers are a good sign. Vague ones are not.

Building your own site?

Use the must-haves as your checklist. Each one comes with the question sellers will ask you, so you can answer it first.

Fair pay

1 A fair payout without exclusivity

A non-exclusive option is always available, with a fair payout and full access to the platform's core selling features. An exclusive tier may pay more, but it is never required.

Ask: What do I keep without exclusivity?

2 Every fee in writing, with notice before it changes

All fees are listed before you apply, including what they become after any trial period. Changes come in writing, in advance, with the reason.

Ask: What is the fee after the test period, and how much notice do I get?

3 Refunds and chargebacks have an owner

The policy says who decides a refund, how fast, and who pays the chargeback fee.

Ask: Who decides refunds, and who pays the dispute fee?

4 The platform handles sales tax

It collects and remits sales tax on the sales it processes, as a registered marketplace facilitator.

Ask: Are you registered as a marketplace facilitator, and who files?

Your work stays yours

5 You own your work, and the license ends when you leave

Seller terms are readable before you apply. The platform gets only the license it needs to sell your resources, and it ends when you leave, except so past buyers keep what they bought. Your files are never used to train AI that creates competing resources, or sold or licensed to anyone who would.

Ask: What license do I grant, does it end when I leave, and will my files ever train AI that makes resources?

6 Full export, anytime

Your original files, plus a documented export of listings and details in common formats like CSV, available anytime. Your store stays up while you export.

Ask: Can I export everything today, and in what format?

7 A plan for shutting down

If the platform closes, sellers get advance notice and their files and data back.

Ask: If you close, how much notice do I get, and how do I get my files?

Safe and fair

8 Secure payments and files

An established processor handles cards. Files are stored securely and delivered through download links that expire.

Ask: Who processes cards, and do download links expire?

9 Search you can understand

The major factors that affect visibility are disclosed. Paid placement, if any, is clearly labeled.

Ask: What affects visibility in search, and can anyone pay to move up?

10 Quality is moderated

Unreviewed AI output and material that infringes copyright or trademark rights are removed. Sellers can report problems and get an answer.

Ask: Who reviews listings, and what gets removed?

Safe and fair, continued

11 Clear about who can sell

The platform states which countries can open a store, how non-US sellers are paid, and what tax forms they need.

Ask: Can sellers outside the US join, and how are they paid?

Accountability

12 Real people you can reach

The team is named, and support has a stated response time.

Ask: Who is on the team, and who answers support?

13 Sellers are consulted before big changes

Changes to payouts or selling terms go to a seller group for input before they're announced.

Ask: Who do you consult before changing seller terms?

What a good answer sounds like

Specific, dated, and in writing. "Stripe processes cards; we never see a number." "Export is a button on your dashboard, and here is the format." "Fee changes come with 90 days' written notice." A good answer can be checked. A vague one asks you to trust.

ABOVE THE FLOOR **Wish list**

Not required, but these would make a platform worth recommending.

Schools can pay by invoice

A teacher sends an invoice, the school pays, and the files land in the teacher's account.

A higher payout when you bring the buyer

Sales from your own links and audience pay more than sales the platform finds.

Buyers can opt in to your newsletter

A checkbox at checkout the buyer chooses, so your list grows with consent.

Memberships run by the platform

Shop passes or monthly drops with download limits the platform enforces and terms the seller sets.

Collab bundles across stores

Sellers build bundles together and the platform splits each sale automatically.

Open to every genuine creator

Homeschool parents, specialists, and former teachers are welcome. Quality decides who sells, not credentials.

180 days' notice before any fee change

Sellers get six months to plan, compare, or move before a new fee takes effect.

Credit for clip art and font creators

Listings name the artists and fonts used, so the creators behind the creators get seen.

Want something added or changed?

Suggest a change on the Charter page at teachercreatorcollective.com. The most-supported changes go into the next draft.

Platform response sheet

For platforms: check one box per must-have and explain any "Partly," "No," or "N/A." Honest partial answers earn more trust than a list of yeses.

Platform

Completed by

Date

MUST-HAVE	YES	PARTLY	NO	N/A	HOW YOU MEET IT, OR WHY NOT
1. A fair payout without exclusivity	☐	☐	☐	☐	
2. Every fee in writing, with notice	☐	☐	☐	☐	
3. Refunds and chargebacks have an owner	☐	☐	☐	☐	
4. The platform handles sales tax	☐	☐	☐	☐	
5. You own your work; license ends when you leave	☐	☐	☐	☐	
6. Full export, anytime	☐	☐	☐	☐	
7. A plan for shutting down	☐	☐	☐	☐	
8. Secure payments and files	☐	☐	☐	☐	
9. Search you can understand	☐	☐	☐	☐	
10. Quality is moderated	☐	☐	☐	☐	
11. Clear about who can sell	☐	☐	☐	☐	
12. Real people you can reach	☐	☐	☐	☐	
13. Sellers consulted before big changes	☐	☐	☐	☐	

Mark N/A only when an item doesn't apply to your kind of platform, such as search on a seller tool, and say why. Platforms can also answer on the Platforms page at teachercreatorcollective.com, where sellers compare them side by side. TCC is not affiliated with or endorsed by any platform.