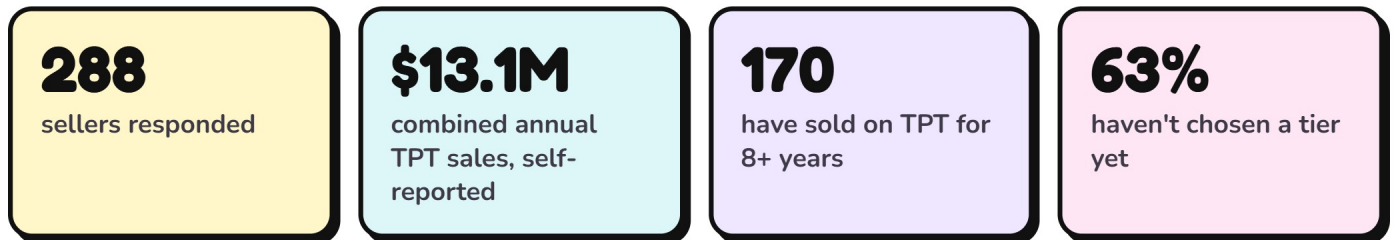


SELLER PULSE · SURVEY RESULTS

Where do TPT sellers go from here?

An open survey of TPT sellers after TPT announced it is replacing the Premium tier with an Exclusive tier. 288 sellers answered between October 1 and October 5, 2026.



What we learned

- 1 Most sellers are still deciding.** 182 of 288 haven't picked a tier. They account for \$7.9M of the \$13.1M in sales, or 60%.
- 2 Few are choosing Exclusive.** 40 sellers picked the Exclusive tier. 36 plan to leave and 30 will drop to Basic.
- 3 Sellers want to move together.** 191 would list on a non-exclusive marketplace at a 20% fee. 137 of them only if established sellers move too.
- 4 Buyer traffic decides.** The most common answer to "what would it take to leave" was a real alternative with buyers and traffic (95 of 234).
- 5 Sellers bring their audiences.** 230 would actively market a new platform, and 253 offered at least one form of support.

How to read this

Respondents chose to take an open survey shared in seller communities, so results show direction, not a random sample. Sales figures are self-reported. No names, emails, or store links appear anywhere in this report.

Who responded

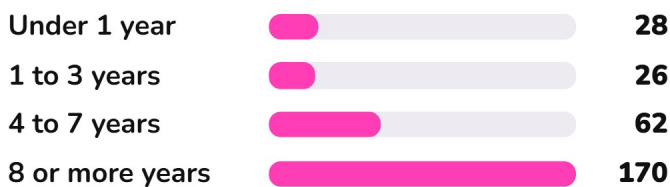
284 of 288 are Premium sellers today. Together they list at least 69,000 resources.

Annual TPT sales

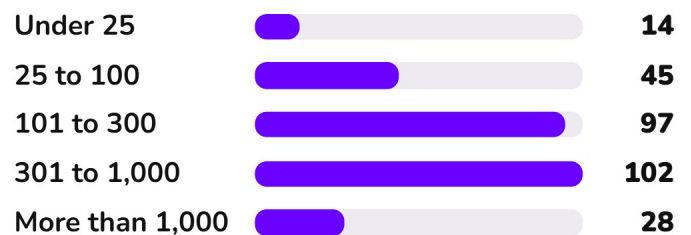
Sellers in each sales range, and the combined sales they represent.



Years selling on TPT

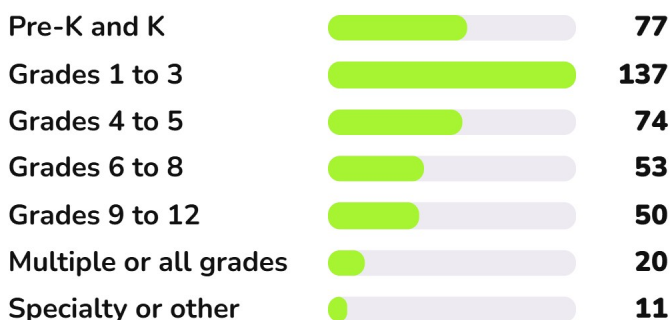


Resources listed



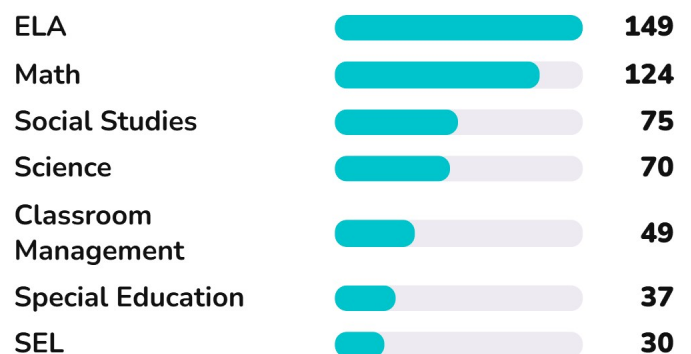
Grade levels

A seller can count in more than one.



Subjects

A seller can count in more than one.



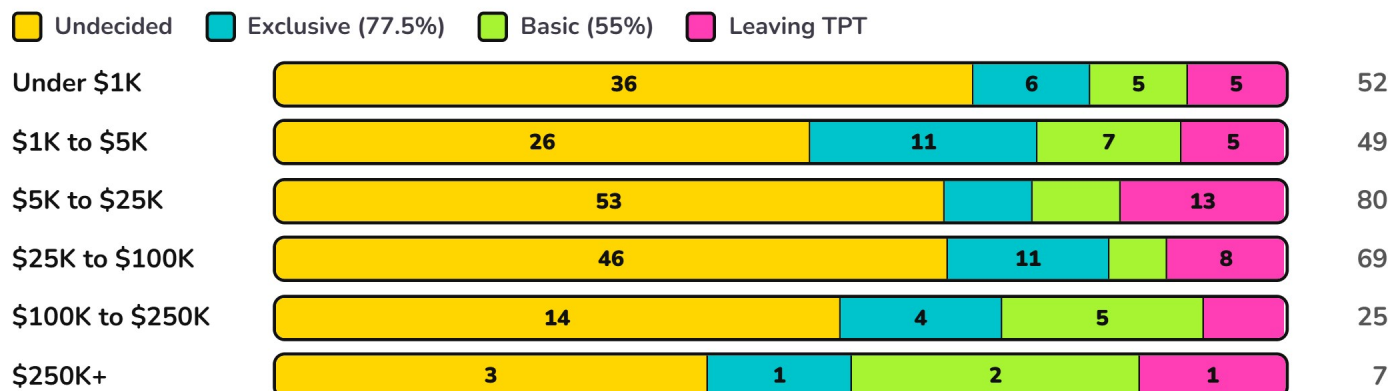
What sellers are deciding

The tier each seller says they will choose if nothing changes, and the combined annual sales behind each choice.



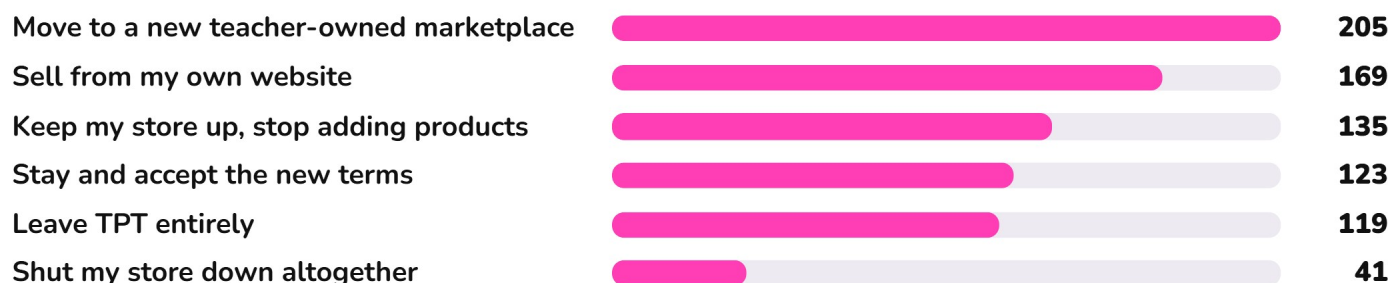
Decisions by sales range

At least half of every sales range is undecided. In the two highest ranges, 17 of 32 sellers haven't chosen.



What sellers are considering

If TPT doesn't change course. Sellers could pick more than one.

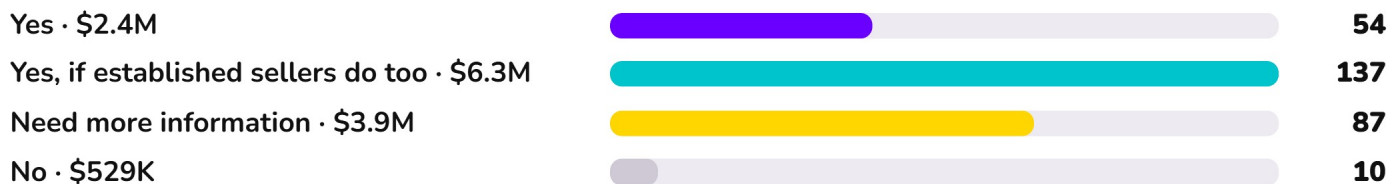


Staying is rarely the whole plan

123 sellers said they'd consider staying on the new terms. Only 33 chose staying as their only option. 78 would stay while also moving their catalog to a new marketplace.

Would sellers list on a new marketplace?

A non-exclusive marketplace with a 20% fee. Combined annual TPT sales shown for each answer.



The largest group is waiting on established sellers

"Yes, if established sellers do too" is the most common answer in every sales range below \$250K. 137 of 288 sellers gave it.



What would it take to leave TPT?

Open answers from 234 sellers, sorted into themes by keyword. One answer can count in more than one theme.



"I would need to know that a critical mass of active sellers was also leaving for the same platform."

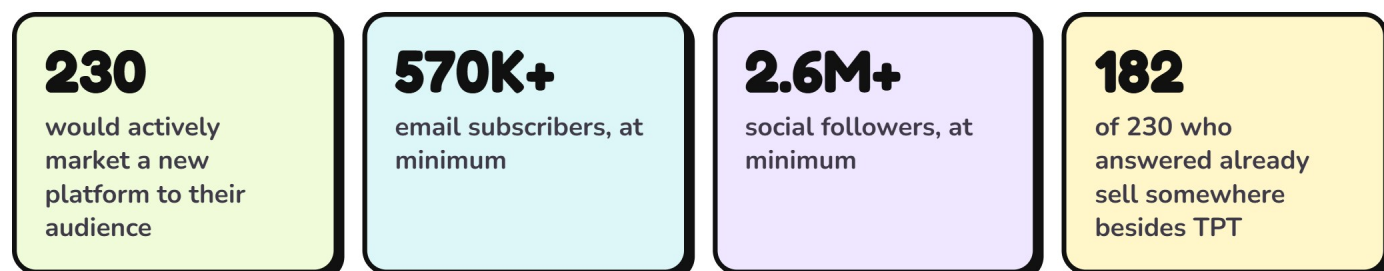
Seller, \$100K to \$250K, 8+ years

"Proof that teachers visit and buy the new website in my field."

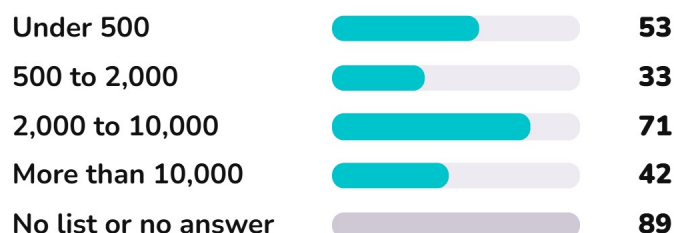
Seller, under \$1K, 1 to 3 years

■ The audience sellers would bring

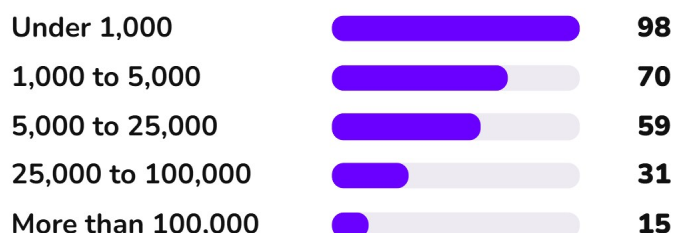
Floors use the low end of each range, so real totals are higher. Audiences overlap, so these are reach, not unique people.



■ Email list size

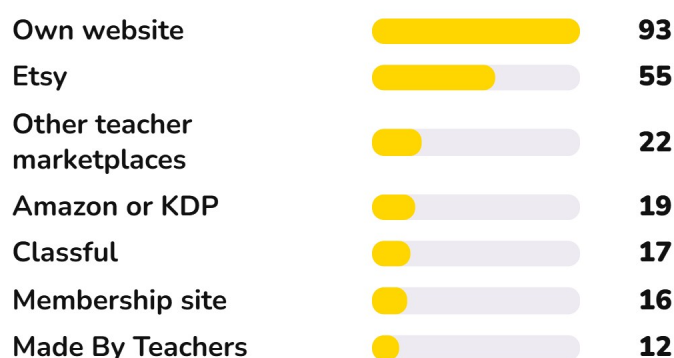


■ Social following



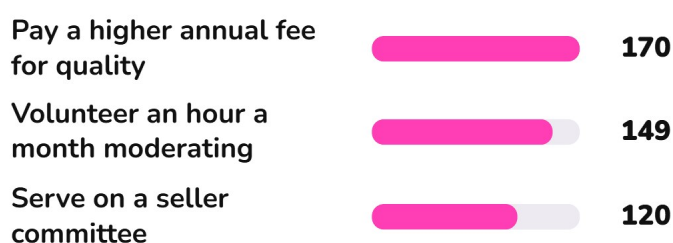
■ Where else they sell

48 said TPT only. Others named:



■ How sellers offered to help

253 sellers offered at least one. 59 offered all three.



What's at stake for sellers

How the change would affect their business, family, or life. Open answers from 225 sellers, sorted by keyword. One answer can count in more than one theme.



"I am the only bread winner at home. I am a full time teacher and work on TPT in the evenings. My family relies on me and the money I make."

Seller, \$25K to \$100K, 8+ years

"I have already redirected almost all my sales to my own site but TPT pays my mortgage."

Seller, \$100K to \$250K, 4 to 7 years

"Most of us sellers do not have the knowledge, time, or ability to create their own website and/or sell elsewhere."

Seller, \$1K to \$5K, 8+ years

"Really feeling for little/mid stores who are feeling lost and unsure/unwilling to go out on their own."

Seller, \$25K to \$100K, 8+ years

The outcome sellers want

Open answers from 259 sellers, sorted by keyword. One answer can count in more than one theme.



■ What sellers are asking TPT for

1. Keep a non-exclusive tier at 80%.
2. If TPT wants an Exclusive tier, make it a third option that pays more, with the rate guaranteed in writing.
3. Grandfather existing sellers on their current terms.
4. Consult the Seller Advisory Board and Premium sellers, with notice, before any future change to payouts or selling terms.

■ In their words

"Exclusivity is a huge ask and would require us to trust TPT in a way they have not proven themselves worthy of."

Seller, \$250K+, 8+ years

"If you give them the power to feed you, you give them the power to starve you."

Seller, \$5K to \$25K, 4 to 7 years

"If they had simply introduced a third Exclusive tier with a higher payout in exchange for exclusivity, I think sellers would be happy."

Seller, \$25K to \$100K, 4 to 7 years

"These new terms feel like a penalty, not a partnership. Listen to the sellers who helped build your success."

Seller, \$5K to \$25K, 8+ years

"They should seek the opinions of stakeholders before rolling out changes as massive as this."

Seller, \$25K to \$100K, 4 to 7 years

"Sellers want to work with you. Listen to their voices and respond with options that feel more reasonable."

Seller, \$250K+, 8+ years

■ How this was collected

Self-reported answers to an open survey of TPT sellers, shared in seller communities from October 1 to October 5, 2026. Duplicate submissions were removed. Quotes are lightly trimmed and never identify a seller. Results show direction, not a random sample.