

## SET UP GUIDE FOR CANADIAN BUSINESS OWNERS

We've helped hundreds of Canadian business owners get started and we are here to help you!

Most of the Canadian business owners we work with start by selling on Amazon US because it's a much bigger market. Once they find success on Amazon.com (US), they expand back into Amazon Canada and other markets.

### AS A CANADIAN SELLING ON AMAZON USA, YOU HAVE TWO OPTIONS:

**Option 1: Use an Amazon.ca Professional Seller Account** and sell in US. With this option, you do not need a US reseller license and you can use a Canadian entity if you want.

This option is much easier to set up but you need to accept Amazon's currency conversion and it might be harder to work with US suppliers because they could be confused by Canadian buyers with no US reseller permit or US info (technically, Canadians buying from US suppliers do not need a reseller permit).

**Option 2: Set up a US business entity** (Corporation or LLC) and bank account. Then open an Amazon.com Seller Account under that entity's name.

This option is more work to set up but it will be easier to work with US suppliers and you have more control over currency conversion.

*\*\*\*Either of the above options are completely acceptable.*

It's also completely fine to start by selling in Canada and then expand to the US if you prefer to do that.

**\*\*\*PLEASE NOTE THAT WE ARE NOT TAX OR LEGAL ADVISORS. FOR ALL TAX AND LEGAL QUESTIONS, YOU SHOULD CONSULT WITH A PROFESSIONAL \*\*\***