Post Products to Reverb
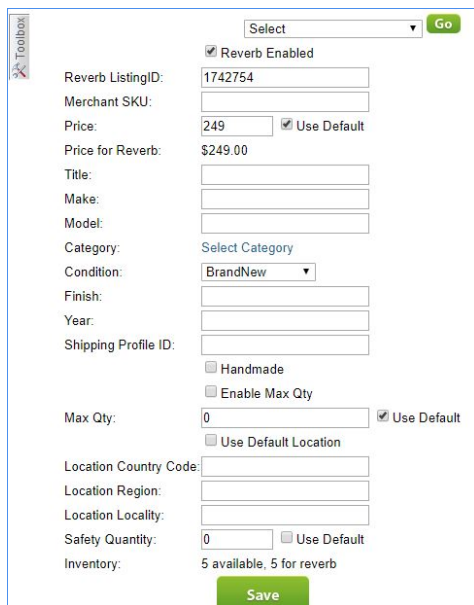
Reverb requires the completion of the following properties before a product is ready for listing:

1. Enable the product for the Reverb channel.

2. **Listing ID** - Auto-populates when you successfully list the product for the first time.

3. Set the price for Reverb (or use the default price).

4. Set the **Merchant SKU** (if blank, the **ProductID** used in SellerCloud will be sent).

5. You can set a specific **Title** for the Reverb listing (if blank, the Product Name will be sent as the title).

6. Select the correct **Category** and **Condition** for the product.

7. If the product is **Handmade**, mark it as such.

8. **UPC** - Set this on the Product Summary.

The other properties are not mandatory.

The listing does not get instantly created on Reverb since they need some time to process it. To ensure your product is posted with no issues, check the response document from Reverb. This is located in the related company's **Toolbox** > **Reverb** > **Documents,** select Document Type: **PostProduct** and check the error tab.