



Fact Sheet

Company:	Riverbend Consulting is an e-commerce consulting firm that helps Amazon sellers and vendors avoid and resolve problems that trigger the suspension of product listings (ASINs) and accounts. In addition, many of its employees are ex-Amazonians who provide in-depth insights and strategic counsel related to Amazon policy compliance, Amazon Brand Registry, Fulfillment By Amazon (FBA) and more.
Location:	766 Shrewsbury Ave. Suite 401 Tinton Falls, NJ 07724 877-289-1017 riverbendconsulting.com
Leadership:	Joe Zalta, co-founder Lesley Hensell, co-founder
Founding date:	September 2017
Employees:	85
Revenue:	As a privately held firm, Riverbend Consulting places great value on the confidentiality of its finances. The company is listed on the Inc. 5000 and is one of the United States' fastest-growing privately held companies. It has made the Inc. 5000 list for two consecutive years (2022 and 2023).
Target markets:	Riverbend serves Amazon and e-commerce sellers, including private-label sellers, and e-commerce and digital marketing agencies.
Services:	<ul style="list-style-type: none">• Written appeals for suspended accounts and ASINs (product listings)• Seller Account Protection monthly account services• Amazon Brand Registry support• Strategic consulting and problem-solving• Vendor (1P sellers) appeals and problem resolution• Reimbursements (helping sellers get their money back from Amazon FBA)
Resources:	<ul style="list-style-type: none">• Read "The Amazon Incubator, Grow Your Business or Hatch a New One," written by Riverbend Consulting's Lesley Hensell; publishes January 2024.• Read in-depth articles about seller issues• Read the "FBA profit killers" eBook• See what clients say about Riverbend Consulting

(more)

The Big Seller Problem: Sellers get their listings and accounts suspended. Amazon stringently enforces its rules for third-party sellers and vendors. Sellers are required to comply with dozens of policies regulating which products they sell, how they sell them, and how they fulfill orders. In addition, Amazon expects sellers to meet specific account requirements and metrics. When something goes awry, Amazon suspends a seller's account or closes down listings (ASINs). In the worst cases, Amazon may permanently hold a seller's funds. Sample reasons for suspensions:

- **Product condition:** Products appear used, dirty or old
- **Product authenticity:** Products are deemed inauthentic for some reason
- **Intellectual property infringement:** Products are purported to violate a brand's copyright, trademark or patent
- **Restricted products:** Products are illegal to sell or blocked from sale on Amazon, as well as products that make health claims or violate FDA rules
- **Linked accounts:** Amazon believes that a seller is operating more than one account – and one of those has been permanently closed for breaking the rules
- **Platform manipulation:** Sellers improperly solicit reviews or cause their products to have better sales or reviews than they would organically
- **Seller code of conduct violations:** Amazon believes that a seller account is being used to harm buyers, other sellers, or Amazon itself

Additional information:

- Riverbend also serves Walmart sellers and members of Amazon Vendor Central (called 1P sellers), which are brands and manufacturers that sell directly to Amazon.
- Riverbend is part of Amazon's [Service Provider Network](#), an exclusive set of suppliers that meet rigorous quality standards.
- Additional [e-commerce](#) insights, [Amazon](#) insights

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