Building Your US E-commerce Storefront from Anywhere

A practical guide on how to build your U.S. business, unlock payment gateways, and sell worldwide.

Why the U.S. Is the Best Place to Sell Online From Anywhere

Think of the U.S. e-commerce market as the world's busiest marketplace: millions of buyers, nonstop traffic, strong consumer trust, and payments that (mostly) work smoothly. You don't need to live there to claim your spot.

The catch: non-residents often hit walls like paperwork, tax filings, payment rejections. But here's the truth: you can build, sell, and scale in the U.S. without ever stepping foot on U.S. soil, if you follow the right path.

U.S. E-Commerce at a Glance

Fact	Value
Total online retail sales (2024)	$1.34 trillion
Share of total retail	18.4%
Q2 2025 e-commerce sales	$304 billion
U.S. online shoppers (2023)	269.6 million
Projected by 2028	333+ million shoppers

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The Biggest Roadblocks Non-Residents Face

Starting an online store in the U.S. is exciting, but before sales roll in, every founder hits the same set of hurdles. Let's break them down clearly:

State Selection

- **The Question:** "Which state is actually best for me?"
- **The Problem:** Hidden fees, yearly costs, and confusing compliance rules can drain profits.

Resale Permits & Taxes

- **Why It Matters:** Without the right resale certificate, you'll end up paying sales tax on your own inventory.
- **The Risk:** Choosing the wrong state delays your ability to buy tax-free and start selling quickly.

Marketplace Approvals

- **Platforms at Play:** Amazon, Walmart, eBay, Etsy, Shopify, etc.
- **The Catch:** These giants are strict. One mismatch in your documents, and your application gets rejected.

Payment Gateways

- **Options:** Stripe, PayPal, Shopify Payments.
- **The Issue:** Non-residents often get blocked or face payout freezes without proper company and banking setup.

U.S. Bank Account

- **Why It's Important:** U.S. buyers and marketplaces trust sellers with a U.S. bank account.
- **Without It:** Payment acceptance drops, and credibility suffers.

Choosing the Right State for E-commerce

There's no one-size-fits-all "best state." Each state has different perks depending on whether you want speed, cost savings, supplier trust, or market reach. Here's a structured breakdown:

Comparison Table: Best States for E-commerce (Non-Residents)

State	Key Benefits	Why It's Best
Florida	✅ Instant resale certificate after registration ✅ Simple online setup	Supplier-friendly & fast launch. Great if you want to buy inventory tax-free from day one.
Texas	✅ No franchise tax if revenue <$2.47M ✅ Fully online tax permit process	Maximum growth with minimal tax burden. Ideal for scaling businesses.
Delaware	✅ No state sales tax ✅ Banking + global acceptance	Strong "no sales tax" branding, widely trusted by banks & payment processors.
Wyoming	✅ Annual fees from $60 ✅ Full foreign ownership allowed ✅ Privacy laws	Low-cost and private. Perfect for lean e-commerce teams who want simplicity.
California	✅ Free seller's permit ✅ Largest U.S. consumer base	If targeting U.S. buyers directly, California is unavoidable despite complexity.

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What About NOMAD States?

Some states are often called NOMAD states (Nevada, Oregon, Montana, Alaska, Delaware). They are attractive because they:

- Have no or very low state-level taxes.
- Offer long-term savings if your business model is profit-heavy.
- Provide flexibility for companies that want a U.S. presence without heavy overhead.

However, NOMAD states aren't always the most practical for non-residents starting out. Why?

- They don't always offer the fastest resale permits.
- Many suppliers and marketplaces prefer states like Florida or Texas, which are more e-commerce friendly.
- Banking and payment approval still require credibility that states like Delaware or Wyoming cover better.

What You Need to Start an E-commerce Business in the U.S.

Before you can sell on Amazon, Walmart, Shopify, or eBay, you need the essentials in place. Think of this as your "starter pack" for U.S. e-commerce:

U.S. Company Formation

- Form an LLC or Corporation (non-residents are allowed).
- This gives you legal recognition and credibility with suppliers, banks, and marketplaces.

EIN (Employer Identification Number)

- Required by the IRS for tax purposes.
- Also needed for bank accounts, Stripe, PayPal, and marketplace applications.

ITIN (Individual Taxpayer Identification Number)

- Useful for non-resident founders who don't have an SSN.
- Often requested for PayPal verification, tax filings, and some banking/payment processes.
- Not always mandatory, but smart to have if you plan long-term in the U.S. market.

U.S. Business Banking

- A U.S. bank account is critical for receiving payments.
- Marketplaces and payment processors usually won't approve without it.

Payment Processing Setup

- Stripe, PayPal, Shopify Payments (if available).
- Proper setup ensures your payouts are smooth and secure.

Resale Certificate / Sales Tax Permit

- Let's you buy inventory tax-free from U.S. suppliers.
- Essential if you plan to source products locally.

Marketplace-Ready Documents

- Verified business address
- Articles of organization/incorporation
- EIN confirmation letter
- U.S. bank details

In short:

Without these steps, you risk rejection from platforms and blocked payouts. With them, you're a recognized U.S. business, even as a non-resident.

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Resale Certificates & Tax Permits

One of the first steps in U.S. e-commerce is getting a Resale Certificate (also called a Sales Tax Permit). This document allows you to:

- Buy products tax-free from wholesalers or suppliers.
- Resell goods legally on platforms like Amazon, Shopify, Walmart, and eBay.
- Avoid unnecessary extra costs when purchasing inventory.

But here's the important part: rules vary by state. Some make it easy and instant, while others add extra steps.

Quick State Guide for Resale Certificates

State	Key Advantage	Note
Florida	Instant certificate online	Renew yearly
Texas	100% digital process	Compliance required
California	Free permit	May ask deposit
New York	Mandatory before selling	Heavy penalties without

Pro Tip
Choosing a state with a fast resale permit process can save you weeks (and money) in your first 90 days. Florida and Texas are favorites among non-resident founders for this reason.

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Marketplaces: Where Should You Start Selling?

Not all e-commerce platforms are built the same. Each marketplace has its own rules, benefits, and quirks. The right platform for you depends on your product type, target audience, and growth strategy. Here's a clearer look:

Amazon: The Global Giant

- **Reach:** 300M+ active buyers worldwide
- **Requirements:** Strong business documents, EIN, and tax compliance are mandatory
- **Why choose Amazon:** High-volume sales potential, trusted by global buyers
- **Challenge:** Approval process is strict, and account health must be closely managed

Walmart: The U.S.-Centric Challenger

- **Focus:** Primarily U.S. buyers with fast-growing online share
- **Requirements:** Strong preference for U.S. entities and bank accounts
- **Why choose Walmart:** Lower competition compared to Amazon, strong logistics support

☐ **Challenge:** Marketplace is selective, and approval rates are lower without a U.S. presence

Shopify: Your Own Brand, Your Own Rules

Model: Build a custom storefront that you fully control
Requirements: U.S. company, bank account, and payment gateway (Shopify Payments or Stripe)
Why choose Shopify: Direct access to your customers, flexible design, global scalability

☐ **Challenge:** Marketing and traffic are your responsibility, no built-in buyers like Amazon/Walmart

eBay: The Flexible Resale Market

- **Focus:** Both new and resale-friendly products
- **Requirements:** Less strict than Amazon or Walmart, but still requires a verified business setup
- **Why choose eBay:** Easier entry, international buyers, suitable for a wide range of product categories

☐ **Challenge:** Lower perceived brand value compared to Amazon/Shopify

☐ Important Reality Check

No provider can guarantee marketplace approval. Platforms like Amazon and Walmart always make the final call.

What we do:
- Set up your company the right way.
- Provide compliant documents and verified addresses.
- Guide you through application requirements so your chances of approval are maximized.

Pro Tip
Start with one platform, master it, then expand. Many founders begin with Amazon or Shopify before adding Walmart and eBay to their portfolio.

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Payment Gateways for Non-Residents

A U.S. e-commerce business without payment access is like a store with locked doors. Here's the practical breakdown of what works best for non-residents:

- **Shopify Payments**
  - Lowest fees if available in your country
  - Built-in fraud protection
  - Direct integration with Shopify dashboard

- **Stripe**
  - Works globally once you have a U.S. company + bank account
  - Supports multiple currencies
  - Widely accepted by marketplaces and SaaS platforms

- **PayPal**
  - Still one of the most trusted options for international buyers
  - For non-residents, verifying with an ITIN is the smartest move, it keeps your account secure, limits higher, and lowers the risk of sudden restrictions

- **Wise / Payoneer**
  - Great for global transfers and payouts
  - Best used as a companion tool, not a primary gateway

Pro Tip
Always set up at least two gateways (e.g., Stripe + PayPal) to avoid downtime if one has issues.

U.S. Tax & Compliance

Running a U.S. e-commerce company means staying compliant, even if you make zero profit. Here's the essentials you can't skip:

- **Federal Compliance**
    - EIN (Employer Identification Number)
    - IRS reports (Form 1120 / 1065 depending on entity type)
    - Annual returns (must file every year)

- **State Compliance**
    - Franchise tax (varies by state; e.g., $0 in Texas under $2.47M revenue)
    - Annual report or permit renewal fees

- **Sales Tax**
    - Triggered when you hit economic nexus in a state (Wayfair rule)
    - Marketplace platforms often collect for you, but you remain responsible for filings

- **Deductible Expenses**
    - Marketing & ads
    - Software & tools
    - Contractors & freelancers
    - Shipping & logistics costs

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Pro Tips from Industry Experts

☐ **Smart founders don't just form companies**, they build setups that last. Here are four insider moves that separate thriving sellers from struggling ones:

☐ **Go where permits are fast.** Florida, Texas, and California give you speed. And in e-commerce, speed often beats savings.

☐ **Think bigger than one state.** With SST registration, one filing unlocks sales tax coverage across 20+ states. Less paperwork, more selling.

☐ **Secure payments before selling.** Too many founders launch stores but can't get paid. Bank + gateway setup is your real lifeline.

☐ **Formalize early.** Selling "informally" might work short term, but a registered U.S. entity builds credibility, lowers account risk, and opens doors.

These are just surface-level moves. The real advantage comes from knowing how to apply them. That's where we guide you.

Truth You Must Know

Most marketplace rejections don't happen because of weak products. They happen because sellers miss the basics:

Common Mistakes Nonresidents Make

❌ **Choosing the wrong state:** higher costs, slower resale permits, and compliance headaches.

❌ **Skipping the resale certificate:** paying tax on inventory and losing supplier trust.

❌ **Submitting unverified tax IDs:** EIN or ITIN done incorrectly, leading to instant rejections.

❌ **Mismatch in documents:** company name, bank, and payment gateway don't align.

❌ **No U.S. business address or DUNS number:** platforms flag the account as incomplete.

❌ **Expecting guaranteed approvals:** no provider can control Amazon, Walmart, or Shopify decisions.

❌ **Ignoring annual compliance:** leading to penalties, suspensions, or frozen payouts.

The Smarter Path

With Business Globalizer, every step is aligned:

- Correct company formation (LLC or C-Corp)
- EIN/ITIN through our IRS-certified CAA
- U.S. bank + Stripe/PayPal setup
- Resale certificate & sales tax compliance
- Verified registered agent, address & DUNS number
- Annual filings, bookkeeping, and tax clarity

That's why 97% of our clients pass marketplace approval on the first attempt.

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Why Business Globalizer Is Your One-Stop Partner

Building a U.S. e-commerce business as a nonresident comes with dozens of moving parts: formation, payments, tax, compliance, and marketplace approvals. We remove the roadblocks by giving you everything under one roof:

Company Formation Done Right

LLCs or C-Corps set up fast, with the right structure for your business model.

Verified Tax Identity

EIN and ITIN support, issued legally and compliantly through our IRS-certified CAA.

Payment & Banking Access

U.S. bank account, Stripe, PayPal, and gateway integrations that actually work.

Resale Certificate & Compliance

Sales tax permits, resale certificates, and BOI filings handled smoothly.

Business Essentials

Verified registered agent, credible U.S. address, DUNS number for suppliers and marketplaces.

Ongoing Support

Annual filings, bookkeeping, and tax reporting to keep you compliant year after year.

We don't just help you form a company; we prepare you to run it profitably, avoid rejections, and scale globally. With Business Globalizer, every piece is taken care of before you even launch.

97%	2,500+	5-7 Days
First-Time Approval Rate	Successful Approvals	Average Approval Time

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