

RepricerExpress quick-start guide

# Set up repricing in 3 easy steps



**repricerexpress**™

Higher Amazon sales through optimised pricing

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# 01

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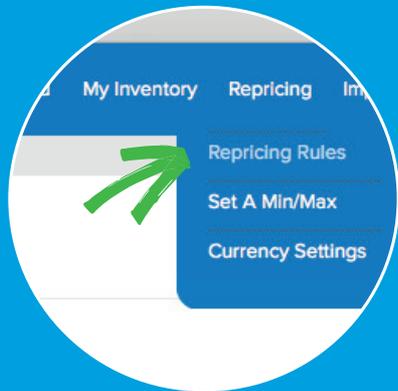
Add a repricing  
rule to compete  
with sellers

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# Option 1

## Add a repricing rule using a template

Choose one of the tried and tested repricing templates in RepricerExpress which offers the quickest route to repricing—all the necessary settings are in place and you can always edit them at a later date.



'Templates' can be found in the 'Repricing Rules' section.

The screenshot shows the 'Templates' section for Amazon. It features a 'Show All Rules' dropdown and a table of rule templates. A green arrow points to the first rule: 'Beat by 1p/1c - compete with everyone'.

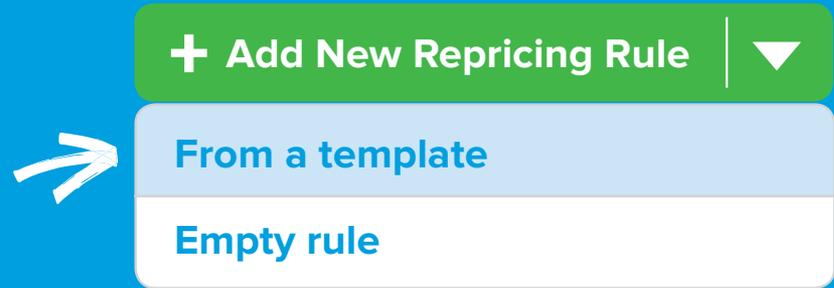
Rule Type	Rule Name	Short Description
	Beat by 1p/1c - compete with everyone	Compete with
Basic	Beat by 1% - compete with everyone	Compete with
Basic	Match Lowest - compete with everyone	Compete with
Basic	Price above by 1p/1c - compete with everyone	Compete with
Advanced	Beat by 1p/1c - only compete with Buy Box	Compete only

'Compete with all sellers and beat the lowest price by 1p or 1 cent' is the most popular repricing rule to get started with.

## Option 2

### Edit a repricing rule based on a template

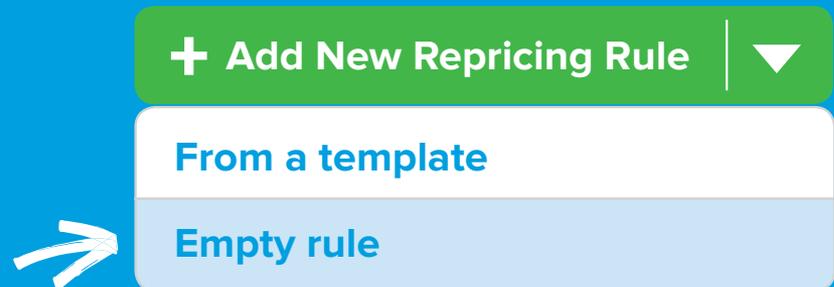
Choose one of the tried and tested repricing templates in RepricerExpress and edit any of the settings that you need to tweak to fit your exact needs.



## Option 3

### Create a repricing rule from scratch

If you're an experienced seller and familiar with the advanced settings Amazon's Subscriptions API offer, you can create your very own specific repricing rules. **This is not recommended during a trial period.**



# 02

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Set Min/Max  
prices for your  
inventory

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# Create Min/Maxs to lock in floor and ceiling limits on your sell prices

To enable repricing, you must set Minimum (Min) and Maximum (Max) sell prices for your products which RepricerExpress will never price below or above, regardless of your competition. As Amazon views your **TOTAL** price (price + shipping) as your offer, your Min and Max prices **must include shipping** to effectively keep your prices competitive at all times.

**Example:** if your lowest selling price for the teddy bear is £10 + £2 shipping, then your **Min price should be £12**—not £10.

To set your Min/Maxs in RepricerExpress, you have three options...



**MAX**  
Ceiling Price

Highest  
Sell Price



Shipping  
Cost



**MIN**  
Floor Price

Lowest  
Sell Price



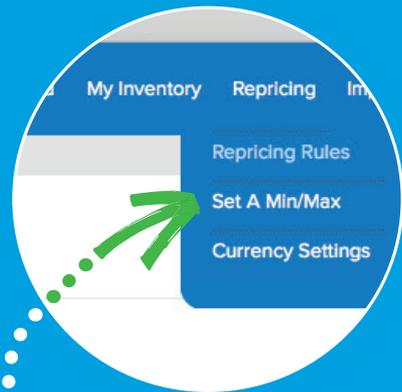
Shipping  
Cost



# Option 1

## Create Min/Maxs based on your current Amazon prices

Set your Min to be a percentage and/or a fixed amount below your existing Amazon price and your Max similarly above.



'Set a Min/Max' from the 'Repricing' dropdown menu.

**Base MIN Price =**

Current Amazon.co.uk Price **Minus**  % **And / Or** **Minus** £

**Base MAX Price =**

Current Amazon.co.uk Price **Plus**  % **And / Or** **Plus** £

**Example**

Based on your Min/Max settings above, an example £  with £

Base Min Price of **£6.00** (£5.00 + £1.00 shipping\*)

Base Max Price of **£6.00** (£5.00 + £1.00 shipping\*)

A green arrow points from the example section to the 'Remember' text below.

**Remember:** Min/Maxs must include shipping for repricing to work as Amazon views your **TOTAL price** (price + shipping) as your offer.

## Option 2

# Create Min/Maxs via a spreadsheet

You can download a .CSV file of your entire inventory list, fill in the Min/Max fields in a spreadsheet programme and upload the new file directly into RepricerExpress.



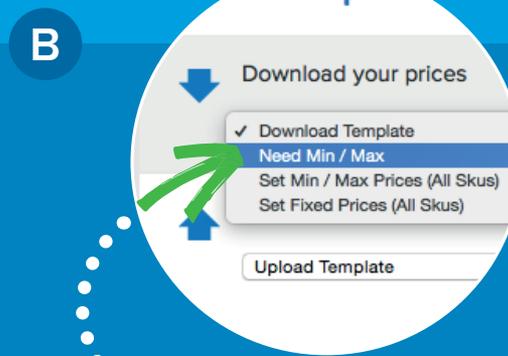
This option is great if you need to set specific Min/Maxs for each of your products.



[Watch a short video about setting Min/Maxs via a spreadsheet.](#)



Choose 'Bulk Imports' from the 'Imports/Exports' dropdown menu.



Then download the 'Need Min/Max' template from the 'Download Template' dropdown.

# Option 3

## Create Min/Maxs via the 'My Inventory' screen

You can add Min/Maxs **individually** or **in bulk** via the 'My Inventory' screen in your RepricerExpress account.



The 'My Inventory' screen can be reached directly from the main menu.

This option is great if you only have a small number of products.

The screenshot shows the 'Repricing Detail' page for a product. At the top, the product name is 'Batman 75th Anniversary Box Set [Special Edition] [Paperback] by Various; Mil...'. Below it, the SKU is '8A-51JC-9EJW' and the condition is 'Used Acceptable'. There are three tabs: 'Repricing Overview' (selected), 'Repricing Detail', and 'Repricing History'. A green arrow points to the 'Repricing Overview' tab. Below the tabs, there are two input fields: 'My Base Min (£)' with the value '24.99' and 'My Base Max (£)' with the value '37.89'. To the right of these fields is a red label 'Min/Max values'. Below this is a section titled 'Active Marketplaces (1)'. It contains a table with columns: 'Current Price', 'Shipping', 'Total Price', and 'Position'. The table has one row for 'Amz UK' with a current price of '25.91', shipping of '£0.00', and a total price of '25.91'. The 'Total Price' cell is highlighted in yellow.

	Current Price	Shipping	Total Price	Position
Amz UK	25.91	£0.00	25.91	9

Click on any product to edit its Min and Max values or select a number of products to Bulk Edit—if they are to share the same Min/Max.

03

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Start repricing  
in Safe Mode

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**You're ready to go!**

[Start Repricing Now](#)

After you have a repricing rule and your Min/Maxs in place in RepricerExpress, you're ready to begin repricing.

**Here's what happens next...**

# 04

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What happens when  
repricing begins?

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# A

## Repricing automatically begins in **Safe Mode**

This means that no price changes are sent to your live Amazon listings and none of your actual prices are affected.

We recommend that you reprice in Safe Mode for at least 24-48 hours to review the recommended prices RepricerExpress is generating.



# B

## Repricing messages will start to come in from Amazon

If one of the top 20 sellers of a listing changes price (or triggers another change—see next paragraph) Amazon will send RepricerExpress a message detailing price and seller information of the top 20 sellers of that item.

As well as **Active Price**, Amazon will send a message to RepricerExpress if any of the following change:

- Handling time
- Shipping price
- IsFeaturedMerchant
- Offer condition
- Offer subcondition
- Offer deleted

# C Repricing will begin immediately on listings that receive messages

In Safe Mode (which we recommend you remain in until you are happy with your prices) you'll see what your new prices would be on listings that RepricerExpress has been able to reprice, however, these will not be sent to your live Amazon account.

You can quickly see which listings have repriced from the Dashboard, under the Price Changes box in the bottom left of the screen.

In Live Mode, any listings that reprice will be processed immediately and new prices sent back to Amazon's queue to add to the live marketplace.

Price Changes		
Last Hour	Last 24 Hours	Last 7 Days
329	4,027	32,920



# D Listings that don't change price very often

These may take some time to reprice initially as repricing cannot begin until Amazon sends a change notification—which it can't do until one of the top 20 sellers triggers a price (or other) change.

In **Safe Mode**, you can start repricing on any item that you're among the top 20 sellers for by changing its price in your Seller Central account, as this will trigger a change notification from Amazon.

In **Live Mode**, RepricerExpress will automatically change any of your listings that have not received a price change from Amazon in the last 24 hours. Every night it will change these listings by 1p to force a message from Amazon to begin repricing.

# E

## Listings that never change price on Amazon

This usually indicates that you are not a top 20 seller for those listings or that you're the only seller (and don't need to reprice to gain product visibility).

This is valuable data for any Amazon seller as you'll begin to know which products you aren't competitively priced on or which you are perhaps the only seller of—and possibly increase prices and margins.

**You should use this information to continually refine your entire inventory for higher sales and profits.**

05

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# How Amazon repricing works

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06

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Need help?

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# We're here to help

We've tried to make the process of setting up Amazon repricing as simple as possible, but if you need assistance, our support team is always ready to help.

## You can contact us via:

➔ **Email:** [support@repricerexpress.com](mailto:support@repricerexpress.com)

➔ **Chat:** Just click the chat box at the bottom right of your screen when logged into your RepricerExpress account.

# Have you also set Min/Maxs on your Amazon account?

If you **HAVE NOT** set Min/Max prices on Amazon and your prices set in RepricerExpress fall outside of what Amazon's pricing error system decides is too low or too high, your products could be deactivated and flagged as having a potential pricing error. Amazon notifies you via e-mail when your listings have been taken down and explains how you can reinstate them through Seller Central.



If you **HAVE** set Min/Max prices on Amazon (which we strongly recommend you do) and your min prices on Amazon are higher and/or your max prices are lower than those set in RepricerExpress, you may see listings being deactivated on Amazon due to potential pricing errors.

**To avoid potential deactivations and any discrepancies between your Min/Max prices on Amazon and RepricerExpress, you can sync your RepricerExpress and Amazon Min/Maxs. Please note, on paid accounts, the RepricerExpress Support Team can help you with this process on a regular basis if required.**



**Okay, I'm ready to increase my  
Amazon sales with RepricerExpress!**

[Login to my account](#)