

Product Prices

04/30/2025 3:21 pm CDT

Overview

With Sellercloud, you can manage the following **product prices** across multiple [Sales Channels](#):

- **Site/Retail Price** – The default product price for all channels.
- **Standard/List Price** – The field used to set the **MSRP** or **STP**.
- **Wholesale Price** – The price for [Wholesale Customers](#).
- **Local Store Price** – The in-store price.
- **Minimum Advertised Price (MAP)** – The manufacturer’s minimum price at which you are allowed to sell a product.
- **Manufacturer’s Suggested Retail Price (MSRP)** – The manufacturer’s suggested price.
- **Strikethrough Price (STP)** – The original price before a discount, displayed with a strikethrough.
- **Channel-Specific Prices** – The selling price for a specific marketplace.

You can manage prices per product, in bulk, with [Custom Plugins](#), and even with [Repricing Software](#).
To learn more about the **MAP**, **MSRP**, and **STP**, see the in-depth [Product MAP, MSRP, and STP](#) guide.

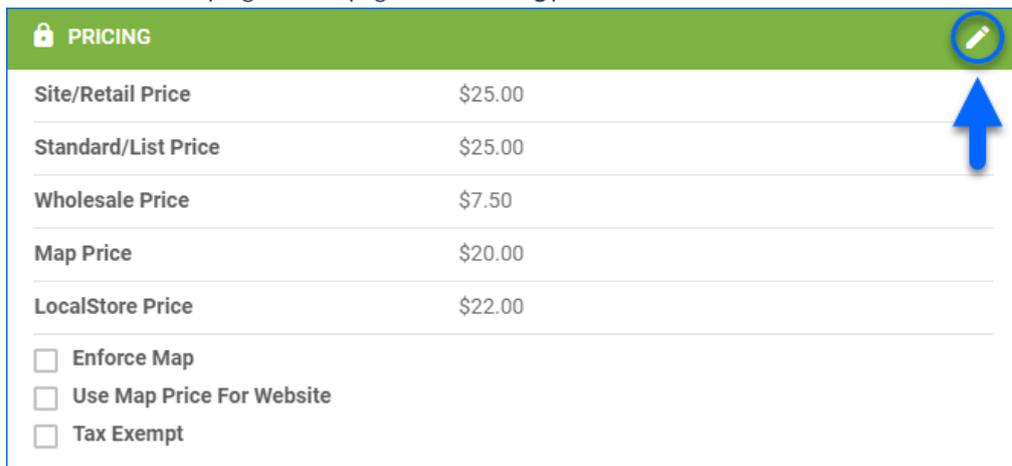
Manage Prices

You can manage product prices individually or in bulk.

Individually

To update prices per product:

1. Go to a [Product Details Page](#).
2. Click **Edit** on the top right of the page or the **Pricing** panel.



PRICING	
Site/Retail Price	\$25.00
Standard/List Price	\$25.00
Wholesale Price	\$7.50
Map Price	\$20.00
LocalStore Price	\$22.00
<input type="checkbox"/> Enforce Map	
<input type="checkbox"/> Use Map Price For Website	
<input type="checkbox"/> Tax Exempt	

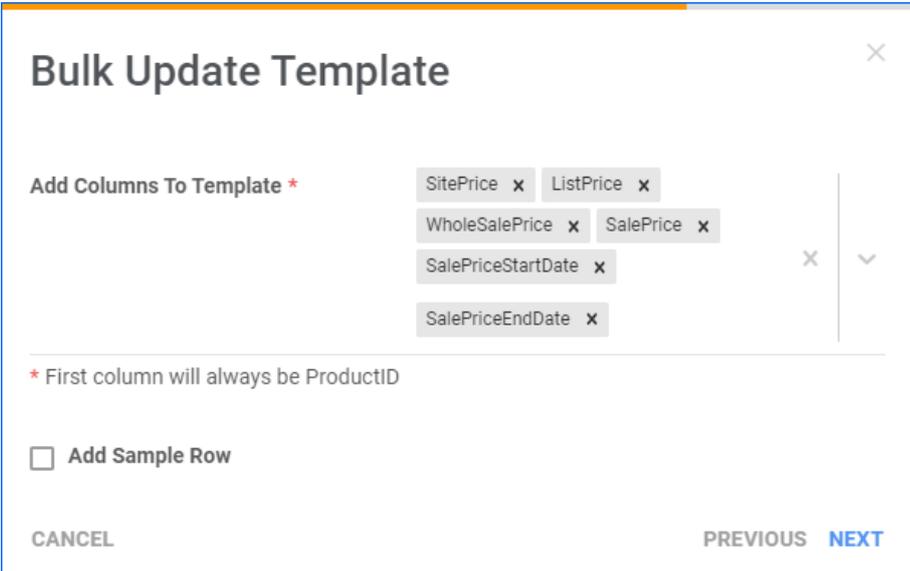
3. Update prices and settings:
4. **Site/Retail Price** – Set the default product price for all sales channels, including **Website**.
5. **Standard/List Price** – Note down the **MSRP** or use it for the **STP**. Learn more about [MSRP](#) and [STP](#).
6. **Wholesale Price** – Set the price for wholesale customers.
7. **Map Price** – Set the **MAP**. In some cases, you can also use this field to set the **STP**. Learn more about [MAP](#) and [STP](#).

8. **LocalStore Price** – Set the in-store price.
9. **Enforce Map** – Make the **MAP Price** the selling price on all enabled channels.
10. **Use Map Price For Website** – Set the **MAP Price** as the selling price on the **Website** channel.
11. **Tax Exempt** – Exclude the product from tax calculations.
12. Click **Save** to apply updates. Changes appear in the [Change Log](#).

In Bulk

To update multiple products' prices:

1. Follow the steps to [Bulk Update Products](#).
2. Use the following **Column Headers** in your **Template**:
 - **SitePrice** – The default product price for the Website and other sales channels.
 - **ListPrice** – Set the **MSRP** or, in some cases, **STP**.
 - **WholeSalePrice** – Set the price for wholesale customers.
 - **SalePrice** – The price of your product when you run a sale
 - **SalePriceStartDate** – The start date of your sale
 - **SalePriceEndDate** – The end date of your sale



The screenshot shows a dialog box titled "Bulk Update Template" with a close button (X) in the top right corner. Below the title is a section labeled "Add Columns To Template *". This section contains a list of column headers in a scrollable container: SitePrice x, ListPrice x, WholeSalePrice x, SalePrice x, SalePriceStartDate x, and SalePriceEndDate x. There are X and v icons on the right side of the list. Below the list, there is a note: "* First column will always be ProductID". At the bottom left, there is a checkbox labeled "Add Sample Row". At the bottom right, there are three buttons: "CANCEL", "PREVIOUS", and "NEXT".

To learn how to bulk-update the **MAP**, **MSRP**, and **STP**, see [Product MAP, MSRP, and STP](#).

Manage Channel-Specific Prices

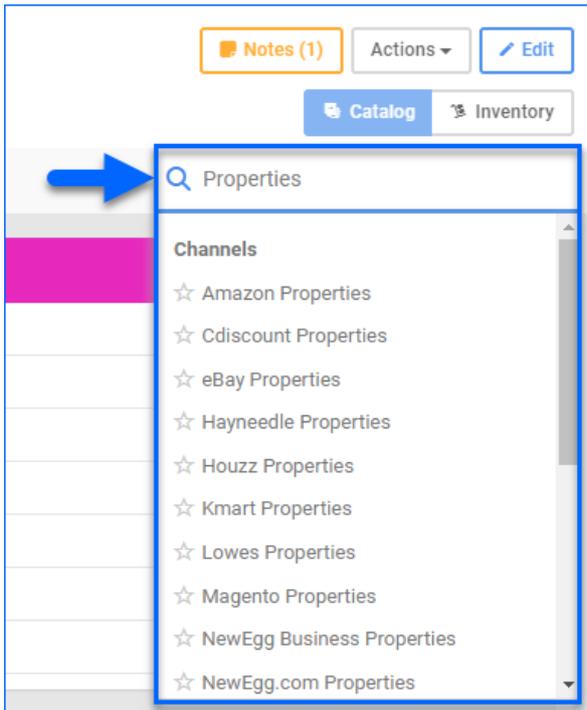
In addition to the general product prices described in the previous section, you can also manage product prices for specific sales channels:

Individually

To update channel-specific prices per product:

1. Go to a [Product Details Page](#).

2. Click **Toolbox** and select the respective **Channel Properties** page.



3. Click **Edit** on the top right.

4. Update prices in the **Pricing** panel.

PRICING		
Map Price	\$20.00	
Amazon Price	\$25.00	<input checked="" type="checkbox"/> Default
Special Price	\$0.00	
Price Start Date		<input type="text"/>
Price End Date		<input type="text"/>
Buy Box Price	None	<input type="text"/>
Retail Price	\$25.00	
Commission	0%	
Repricing		

5. You can default the channel price to the **Site Price** by checking **Default**. Any future changes to the **Site Price** will update the channel price as long as the **Default** checkbox is enabled.

6. **Save** the changes.

In Bulk

When setting prices in bulk:

- List prices in US dollars, without a \$ sign, commas, text, or quotation marks.
- Note that they don't include taxes, shipping costs, rebates, coupons, or bulk discounts.
- Their value must be equal to or greater than the cost.
- You can enter up to 5 digits before the decimal point and two after.

- The minimum standard price is 0.02

For [Bonanza](#), [Google Shopping](#), [NewEgg.com](#), and [Etsy](#) listings, the prices are included in the inventory feed and cannot be disconnected from it. Make sure you have the correct prices configured for these channels.

To update channel-specific prices for multiple products:

1. Follow the steps to [Bulk Update Products](#).
2. Use the following **Column Headers** in your **Template**:

Amazon

- **EnableAmazonPriceUpdate** – Set to **TRUE** to include the product in price feeds to Amazon.
- **AmazonPrice** – Set the product's **Amazon Price**.
- **AmazonPriceUseDefault** – Set to **TRUE** to default the **Amazon Price** to the **Site Price**.
- **AmazonSpecialPrice** – Set the **Special Price** for an Amazon sale that runs through a specified date range.
- **AmazonSpecialPriceStartDate** – Enter the start date of the **Special Price**.
- **AmazonSpecialPriceEndDate** – Enter the end date of the **Special Price**.
- **StopLossPrice** – Enter the minimum price at which to sell a product when using a repricer.
- **UseStopLossPrice** – Set to **TRUE** to enable the **Stop Loss Price**.

Bed Bath & Beyond

- **BedBathAndBeyondPrice** – Set the product's price on Bed Bath & Beyond.
- **BedBathAndBeyondUseDefault** – Set to **TRUE** to default the Bed Bath & Beyond price to the **Site Price**.

Best Buy

- **BestBuyPrice** – Set the product's price on Best Buy.
- **BestBuyPriceUseDefault** – Set to **TRUE** to default the Best Buy price to the **Site Price**.

Bonanza

- **BonanzaBuyItNowPrice** – Set the product's **Buy It Now** price on Bonanza.
- **BonanzaBuyItNowPriceUseDefault** – Set to **TRUE** to default the Bonanza price to the **Site Price**.
- **BonanzaInstantOfferPriceNegotiable** – Set to **TRUE** to list a product as **OBO** (or best offer) where your listing price is considered negotiable and is based on the product's **BonanzaInstantOfferPrice**.
- **BonanzaInstantOfferPrice** – The **Instant Offer Price** is used as a floor level to auto-accept a higher or equal offer.

Buy.com

- **BuyDotComPrice** – Set the product's price on Buy.com.
- **BuyDotComPriceUseDefault** – Set to **TRUE** to default the Buy.com price to the **Site Price**.

eBay

- **BuyItNowPrice** – Set the **Buy It Now** price offered in both **Fixed Price** format and as an option in the **Auction** format.
- **eBayPriceUseDefault** – Set to **TRUE** to default the **Buy It Now** price to the **Site Price**.
- **StartPrice** – Sets the value used for eBay listings of the **Auction** format. It is actually needed even for **Fixed Price** listings to be considered [eBay-ready](#)
- **BestOfferAutoAcceptLimit** -Set the minimum offer price at which an eBay item sale will be automatically approved.
- **BestOfferAutoRejectLimit** – Set the maximum offer price at which eBay item sale will be automatically rejected.
- **SecondChanceMinPrice** – Set the minimum acceptable bid amount at which the [Second Chance Offer](#) will be sent.
- **ReservePrice** – Set the hidden price a bidder must meet to win the auction. If not met, the bidder will receive a message “reserve not met.”
- **eBayEnableStrikeThroughPrices** – Set to **TRUE** to enable STP.
- **MAPPricingTreatment** -Set to **MAP** to only show the **MAP Price**. Set to **STP** to show the **Standard/List Price** (MSRP, not your eBay price) with a strike-through in addition to the eBay Price. If the eBay price is lower than the

MAP Price, the eBay price will not display.

- **MAPPriceExposure** – Set to **0** to display the **MAP Price** pre-checkout or **1** to display it during checkout.

Etsy

- **EtsyPrice** – Set the product's price on Etsy.
- **EtsyPriceUseDefault** – Set to **TRUE** to default the Etsy price to the **Site Price**.

Google Shopping

- **GoogleExpressPrice** – Set the product's price on Google Shopping.
- **GoogleExpressUseDefault** – Set to **TRUE** to default the Google Shopping price to the **Site Price**.
- **GoogleExpressSalePrice** – Set the product's special **Sale Price** on Google Shopping.
- **GoogleExpressSalePriceStartDate** – Enter the beginning date for the **Sale Price**.
- **GoogleExpressSalePriceEndDate** – Enter the end date for the **Sale Price**.

Groupon

- **GroupOnGoodsPrice** – Set the product's price on Groupon.
- **GroupOnGoodsPriceUseDefault** – Set to **TRUE** to default the Groupon price to the **Site Price**.

Hayneedle

- **HayneedlePrice** – Set the product's price on Hayneedle.
- **HayneedleUseDefault** – Set to **TRUE** to default the Hayneedle price to the **Site Price**.

Houzz

- **HouzzPrice** – Set the product's price on Houzz.

Jet

- **JETPrice** – Set the product's price on Jet.
- **JETPriceUseDefault** – Set to **TRUE** to default the Jet price to the **Site Price**.

Magento

- **MagentoSpecialPrice** – Set the product's **Special Price** for a limited-time sale on Magento.
- **MagentoSpecialPriceFromDate** – Enter the beginning date for the **Special Price**
- **MagentoSpecialPriceToDate** – Enter the ending date for the **Special Price**.

NewEgg.com

- **NewEggDotComPrice** – Set the product's price on NewEgg.com.
- **NewEggDotComPriceUseDefault** – Set to **TRUE** to default the NewEgg.com price to the **Site Price**.
- **NewEggDotComSubsidyEnabled** – Set to **TRUE** to add a subsidy for the product.
- **NewEggDotComSubsidyAmount** – Set the amount credited to the profit and loss.
- **NewEggDotComSubsidyFromDate** – Set the date from which the subsidy starts.
- **NewEggDotComSubsidyToDate** – Set the date from which the subsidy ends.
- **NewEggDotComEnableVolumeDiscount** – Set to **TRUE** to enable discounts with optional free shipping based on specific ordered quantities.
- **NewEggDotcomVolumeDiscount1Qty** – Set the quantity that must be ordered to apply discount #1.
- **NewEggDotcomVolumeDiscount1Price** – Set the discounted price for the specific item quantity of discount #1.
- **NewEggDotcomVolumeDiscount1FreeShipping** – Set to **TRUE** to include free shipping for discount #1.
- **NewEggDotcomVolumeDiscount2Qty** – Set the quantity that must be ordered to apply discount #2.
- **NewEggDotcomVolumeDiscount2Price** – Set the discounted price for the specific item quantity of discount #2.
- **NewEggDotcomVolumeDiscount2FreeShipping** – Set to **TRUE** to include free shipping for discount #2.
- **NewEggDotcomVolumeDiscount3Qty** – Set the quantity that must be ordered to apply discount #3.
- **NewEggDotcomVolumeDiscount3Price** – Set the discounted price for the specific item quantity of discount #3.
- **NewEggDotcomVolumeDiscount3FreeShipping** – Set to **TRUE** to include free shipping for discount #3.

NewEgg Business

- **NewEggPrice** – Set the product's price on NewEgg Business.

- **NewEggPriceUseDefault** – Set to **TRUE** to default the NewEgg Business price to the **Site Price**.
- **NewEggBizVolumeDiscount1Qty** – Set the quantity that must be ordered to apply discount #1.
- **NewEggBizVolumeDiscount1Price** – Set the discounted price for the specific item quantity of discount #1.
- **NewEggBizVolumeDiscount1FreeShipping** – Set to **TRUE** to include free shipping for discount #1.
- **NewEggBizVolumeDiscount2Qty** – Set the quantity that must be ordered to apply discount #2.
- **NewEggBizVolumeDiscount2Price** – Set the discounted price for the specific item quantity of discount #2.
- **NewEggBizVolumeDiscount2FreeShipping** – Set to **TRUE** to include free shipping for discount #3.
- **NewEggBizVolumeDiscount3Qty** – Set the quantity that must be ordered to apply discount #3.
- **NewEggBizVolumeDiscount3Price** – Set the discounted price for the specific item quantity of discount #3.
- **NewEggBizVolumeDiscount3FreeShipping** – Set to **TRUE** to include free shipping for discount #3.

Overstock

- **OverStockPrice** – The price Overstock is paying you for the item. Overstock then resells items to customers at their own determined price. The price on the order will reflect the **OverStockPrice**.
- **OverStockUseDefaultPrice** – Set to **TRUE** to default the Overstock price to the **Site Price**.
- **OverStockSuggestedSellingPrice** – A **Suggested Price** for OverStock to resell to customers.
- **OverStockStreetPrice** – Sets the Overstock **Street Price**.

Reverb

- **ReverbPrice** – Set the product's price on Reverb.
- **ReverbPriceUseDefault** – Set to **TRUE** to default the Reverb price to the **Site Price**.

Sears

- **SearsPrice** – Set the product's price on Sears.
- **SearsUseDefaultPrice** – Set to **TRUE** to default the Sears price to the **Site Price**.
- **SearsSalePrice** – Set the product's special **Sale Price** on Sears.
- **SearsSaleStartDate** – Start date of the **Sale Price**.
- **SearsSaleEndDate** – End date of **Sale Price**.

ShopHQ

- **ShopHQPrice** – Set the product's price on ShopHQ.
- **ShopHQPriceUseDefault** – Set to **TRUE** to default the ShopHQ price to the **Site Price**.

Target

- **TargetPrice** – Set the product's price on Target.
- **TargetPriceUseDefault** – Set to **TRUE** to default the Target price to the **Site Price**.

TopHatter

- **TopHatterStartingBid** – Set the product's auction **Starting Bid** price on TopHatter.
- **TopHatterStartingBidUseDefault** – Set to **TRUE** to set the **Starting Bid** price to the default Starting Bid defined on the [TopHatter > General Settings](#) company settings page.
- **TopHatterBuyItNowPrice** – Set the product's auction **Buy Now** price on TopHatter.
- **TopHatterBuyItNowPriceUseDefault** – Set to **TRUE** to set the **Buy Now** price to the product's default **Site Price**.

Walmart Marketplace

- **WalmartAPIPrice** – Set the product's price on Walmart Marketplace.
- **WalmartAPIPriceUseDefault** – Set to **TRUE** to default the Walmart Marketplace price to the **Site Price**.

Wayfair

- **WayfairPrice** – Set the product's price on Wayfair.
- **WayfairPriceUseDefault** – Set to **TRUE** to default the Wayfair price to the **Site Price**.

Website

- **WebSitePrice** – Set the product's price on your [Integrated Website](#).

- **WebSitePriceUseDefault** – Set to **TRUE** to default the website price to the **Site Price**. Any prices lower than the **Map Price** will be adjusted to the **Map Price**.

Wish

- **WishPrice** – Set the product's **Wish Price**.
- **WishPriceUseDefault** – Set to **TRUE** to default the **Wish Price** to the **Site Price**.

Update Channels

Updating your product prices on channels works differently per channel:

- **Automatic combined Price and Quantity updates** (Such as Bonanza, Etsy, and NewEgg.com)
- **Automatic separate Price and Quantity updates** (Such as Amazon, Walmart Marketplace, Sears)
- **No automatic Price updates, but manual updates are allowed** – (Such as Google Shopping)
- **No price updates of any kind** (Such as Wayfair, Home Depot, Target)

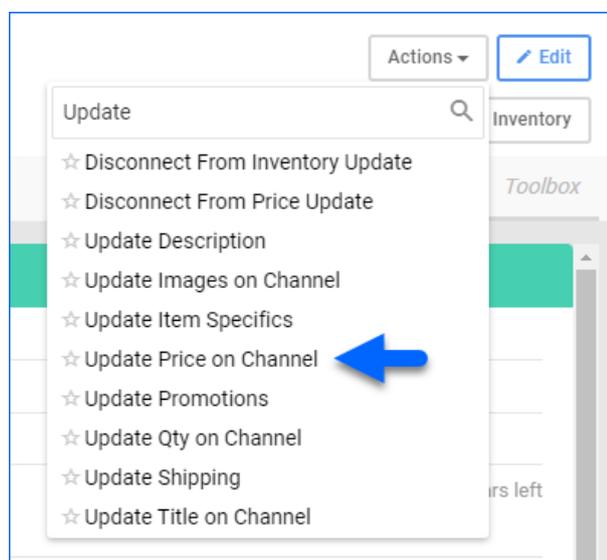
For [Bonanza](#), [Google Shopping](#), [NewEgg.com](#), and [Etsy](#) listings, the prices are included in the inventory feed and cannot be disconnected from it. Make sure you have the correct prices configured for these channels. You can use the [bulk-update](#) option for that.

Note that if you [disconnect](#) a listing for these channels from inventory updates, Sellercloud will stop sending both the inventory and the price.

For many channels, after you save price changes, you must push them manually.

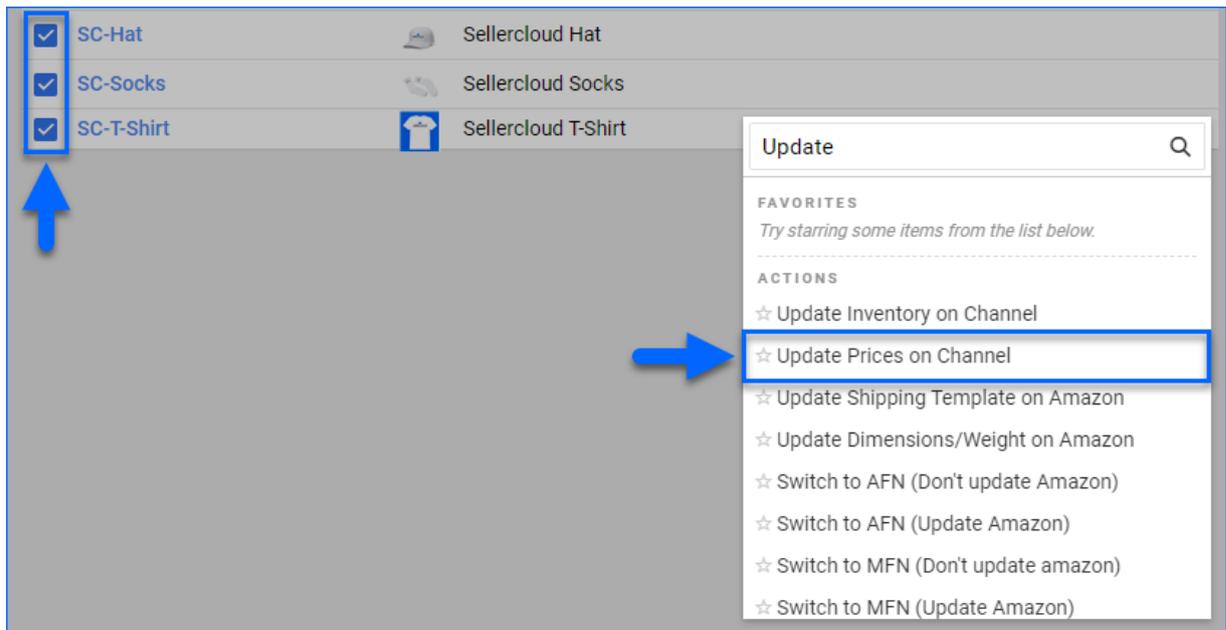
To push a specific product's price changes to a specific channel:

1. On the [Product Details Page](#), click **Toolbox** and select a **Channel Properties** page.
2. Click **Actions** and select **Update Price on Channel**.



To push multiple products' price changes to one or more channels:

1. Go to [Manage Catalog](#).
2. Find and select the products you want to update.
3. Click the **Actions** icon and select **Update Prices on Channel**.



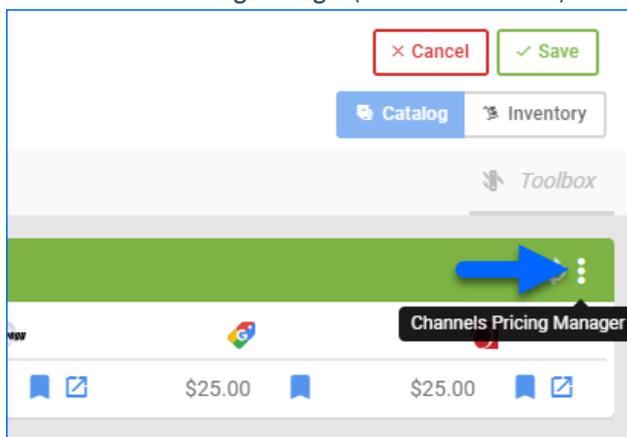
4. Select the channel(s) and click **Update**.
5. This action will schedule a [Queued Job](#). Once processed, the prices will be updated.

Price Manager

With Sellercloud's **Price Manager**, you can manage a product's **Site Cost**, **Site Price**, and prices for multiple channels at once.

To select channels to display in the Price Manager:

1. On the [Product Details Page](#), click **Toolbox** and select **Prices**.
2. Click **Edit**.
3. Click **Channels Pricing Manager** (the three dots icon).



4. Select up to 8 channels on the left:
 - a. Amazon, Walmart Marketplace, Website, Wholesale, eBay, NewEgg, Wayfair, Overstock, Magento, Rakuten, NewEgg Business, Sears, Price Falls, Full Beauty, UnbeatableSale, JET, Bonanza, Houzz, Reverb, Google Shopping, Local Store, and Etsy.

5. Click the **Plus** icon in the middle.

6. Click **Apply**.

CUSTOMIZE COLUMNS

Search to add

- Sears
- Price Falls
- Full Beauty
- Unbeatable Sale
- JET
- Bonanza
- Reverb
- Wayfair
- Houzz
- NewEgg
- Overstock

*You can have a maximum of 8 columns

- Website
- Wholesale
- Amazon
- eBay
- Walmart Marketplace
- Google Shopping

CANCEL **RESET** **APPLY**

To use the Price Manager:

1. The Price Manager grid shows the SKU under the **Product ID** column and its price on the previously selected channels. If there are shadow SKUs, you'll see them below the parent SKU.

2. Click **Edit**.

Product Sellercloud T-Shirt

SKU SC-Tees | Thirsty Tea | AVAILABLE: 941 | Active

Prices x

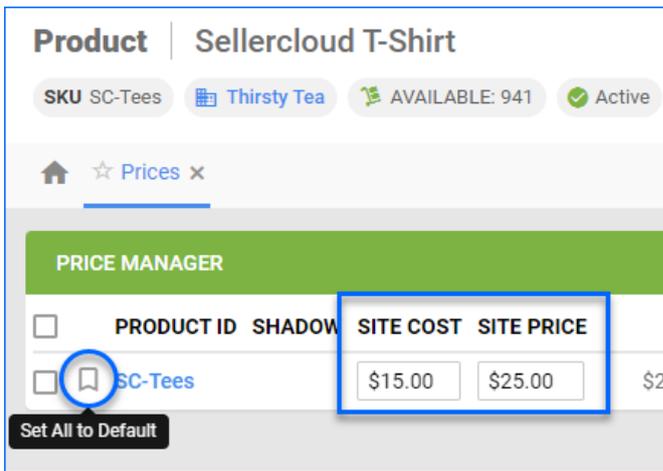
PRICE MANAGER

PRODUCT ID	SHADOW	SITE COST	SITE PRICE	yW	a	ebay				
SC-Tees		\$15.00	\$25.00	\$25.00	\$7.50	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00
SC-Tees										

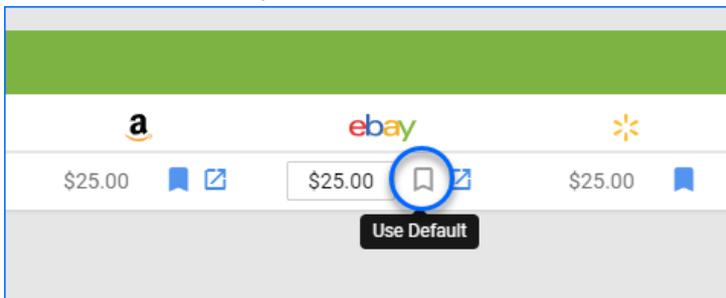
Cancel **Save**

3. First, you may want to update the **Site Cost** and **Site Price** fields.

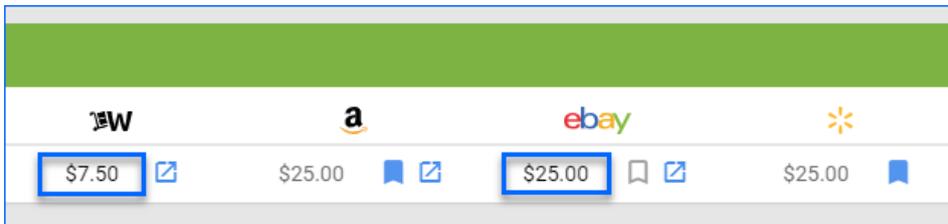
4. The **Set All to Default** option on the left will set the **Site Price** as the selling price for all channels.



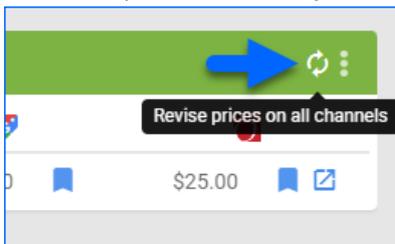
5. To use the Site Price only for selected channels, click the **Use Default** icon below the channel.



6. Alternatively, enter a channel-specific price into each channel's price field.



7. When ready, click the **Revise prices on all channels** icon on the top right.



Pricing-Related Client Settings

You can configure the following pricing-related [Client Settings](#):

Site Cost

- **Put Order On Hold If Selling Price Is Less Than % of SiteCost** – Compares the channel's selling price to the product's [Site Cost](#) based on a percentage you specify. If an order comes in with a selling price lower than the percentage of the [Site Cost](#), the order will be put on hold.
- **Validate Selling Price is greater than % of SiteCost** – Requires products' selling price to be at least a set percentage above the [Site Cost](#). For example, to require the selling price to be at least 10% above the [Site Cost](#), set this to 110%. If this is enabled, you can use the [Sell Below Cost](#) field on the [Product Details](#) page of a SKU to exclude it

from this validation.

Site Price

- **Require To Set Default Price When Creating Product** – Makes the **Default Price** a required field when creating a new product. This field sets the product's **Site/Retail Price**.
- **Put Order On Hold If Selling Price Is Less Than % of SitePrice** – Compare the channel's selling price to the product's **Site Price** based on a percentage you specify. If an order comes in with a selling price lower than the percentage of the **Site Price**, the order will be put on hold.
 - **Set Customer Status 'Require Attention' instead of updating OrderStatus to OnHold** – This is a subsetting of the setting above. The same rules apply; however, instead of putting the order **On Hold**, it will be marked as **Requires Attention**.
- **Use Site Price When Splitting Orders** – Whenever an order is **Split**, the child order will use the **Site Price** of a product SKU if it has its **Site Price** displayed.
- **Add Flag to Inventory Arrivals Page** – Shows a flag on the **Inventory Arrivals** page after the product's **Average Cost** changes. Hovering over the flag shows the original and new values, which reminds you to adjust the **Site Price** accordingly.

eBay

- **Enable Default Price for eBay** – Enables the **Display Use default Site Price as eBay BIN price** setting to appear within the **Company Settings > eBay > General Settings**. After enabling the company setting, you will see a checkbox on the **eBay Product Properties** page that allows you to default the **Buy It Now Price** to the **Site Price**.
- **Force Buy it now price to SitePrice when using Default Price for EBay** – Enabled to force the **Site Price** to be the **Buy It Now Price** for all eBay products.

Amazon

- **Automated Product Publishing Auto Update Site Price From Amazon Price** – Automatically updates products' **Site Price** based on their **Amazon Price**.
- **Restrict Enabling Stop Loss Price** – Only allows Sellercloud users with the **Client Admin Role** to enable the **Min Selling Price** for Amazon.
- **Do Not Allow Stop Loss Price Below** – Prevents products' **Min Selling Price** for Amazon, which is the narrowest margin of profit you are willing to accept, from being set below a specific percentage of their **Site Cost**.

Wholesale

- **Auto Save Wholesale Prices When Order Is Created** – Enable to automatically save the **Wholesale Prices** on orders and apply them to future wholesale orders from the same customer. This setting doesn't change any previously existing wholesale orders.
- **Enable Cost Plus Based Wholesale Prices** – Shows the **Enable Cost-Based Pricing** checkbox on the **Customer** page > **Order Options** panel > **Discounted Price Options**. When you check this box and enter a **Percent To Add**, Sellercloud uses the **Site Cost**, **Last Cost**, or **Average Cost** and generates the price accordingly. For example, if you set it to 10% and use an **Average Cost** that is 150, the price will be $150 + 15$ (10% of 150) = 165.
- **Enable SitePrice Based Wholesale Discount** – Enable to show the **Enable SitePrice-Based Discount** checkbox on the **Wholesale Customer** > **Order Options** panel > **Discounted Price Options**. This will discount all products for the customer. The discount will be applied to the **Site Price**.

Custom

- **Enable Custom Price Calculation for [Channel Name]** – Enables a **Custom Price Calculation** for a specific channel.

Check out this short video tutorial about managing product prices!

Sellercloud has multiple tools to help you manage pricing across multiple channels. Pricing is managed from within Sellercloud, so you do not need to directly access the marketplace portal. Prices can be adjusted based on fixed rules, or they can be repriced based on competitors' prices using integrated third-party software.

You can also take measures to prevent selling the item at a price that's too low.

You can set and manage pricing in several ways:

- **Default Product Price** – Inventory > Product Home page > find the **Site Price** field (this is the product's default price). Enter the price and save. You can track price changes by clicking the + sign next to the **Site Price** field. The price history log will show the change's timestamp and also log the user who changed it.
- **Channel Specific Pricing** – On each of the product's channel properties pages, such as the Amazon Properties page, you can set a different price specific for that channel, or you can use the default Site Price by checking the **Use Default** box. After saving the change, the default price will appear in the **Amazon Price** field. By default, the **Use Default** option is enabled.
- **eBay BuyItNow Pricing** – To allow the default Site Price as the eBay BIN price, save the Client Setting **Enable Default Price for eBay**.
- After enabled, there will be an option on the eBay General Settings page called **Display Use default Site Price as eBay BIN price**. Enabling that option will place a **Use Default** checkbox next to BIN Price on the product eBay Properties page. This checkbox is enabled by default, but it can be turned on and off.
- **Manage Channel Pricing from single page** – Click Inventory > Product Home > Toolbox > **Prices**. You can also find the "Prices page" by clicking the **Manage Prices** link next to the Site Price. In the grid, the product displays at the beginning of the row, with columns for pricing on all enabled marketplaces. If there are shadow SKUs, they will be displayed in rows beneath the Parent SKU. You can now easily set pricing for each marketplace individually, or you can check the **Use Default** box to use the Site Price as that marketplace's price. The **Check All** button will set the default price as the selling price for all channels. The default price will display after saving the edit.
- **SellerCloud can reprice your products based on fixed rules**, such as estimated shipping costs or profit margins. Listings can also be repriced based on competitor pricing by integrating with third-party repricing platforms. See the [Managing Repricing page](#) for more information. **Note:** Creating a repricing procedure is subject to customization fees.
- **Custom Price Calculation for Channels** – Send a customized price to a specific marketplace using a custom price calculation. The custom calculation can be based on any variable or logic, including sending a price with a set percentage greater than the site cost. When using a custom price calculation, the system will ignore the channel price and send a calculated price based on your parameters. Custom calculations can be created by [SellerCloud Support](#). **Note:** Creating a custom calculation is subject to customization fees. A Client Setting enables a custom calculation for each channel. When enabled, the following icon will appear next to the price on the channel setting

page:



To revise product prices on all channels: Open the product's homepage and click **Manage Prices** near the **Site Price**, then select **Revise Prices on All Channels** from the Action Menu.

Sellercloud also has safeguards to help prevent selling an item at a value that is too low. This may happen through human error, for example, when a wrong price was entered, or it may occur when the cost of the item adjusts significantly.

Settings > Client Settings.

- **Put Order on Hold if Selling Price is less than ___% of SiteCost** – You can configure this Client Setting to put an order on hold if the selling price is less than 110% percentage, for example, of the Site Cost.
- **Set Customer Status 'Requires Attention'** instead of updating OrderStatus to OnHold – Instead of putting the order "On Hold," the order will be sent to the "Requires Attention" tab.
- **Validate Selling Price is greater than % of SiteCost** – For example, if you want the price to always be at least 10% more than the Site Cost, enter 110%. If the price entered is less than that amount, an error message will display when saving the product after the edit.

While this will ensure that the site price was entered correctly the first time, you may want to change the site cost dynamically to make sure that the Site Price is always 110% more than the

site cost. Locate the following Client Settings (Cost Related section):

- **Update Product SiteCost based on PO LastCost** – Automatically updates Site Cost based on the cost of the item as it was received in the last Purchase order. As the cost of the item changes, the site price will adjust accordingly.
- **Update SiteCost when updating AverageCost** – Automatically updates Site Cost based on the item's average cost. As the cost of the item changes, the site price will adjust accordingly.
- **Protect Site Cost** – Prevents any user without a Client Admin role from editing the site cost.
- **Add Flag to Inventory Arrivals Page** – The inventory arrivals page is located on the Inventory menu. All items received in purchase orders are displayed in the grid on this page. When the Client Setting **Add a Flag to Inventory Arrivals Page** is enabled, an icon will flag items whose average cost has changed. Hovering on the icon will show the original and new values. You can now adjust the site price accordingly to ensure that the selling price is what you want it to be.

After updating prices within SellerCloud, the price will update automatically on the channel if the scheduled repricing is configured. To manually push a price update to the channel, use the Action Menu's **Update prices on channel** option on the Properties page for that channel.
