Here's is a pricing strategy where you match the lowest merchant fulfilled seller for your condition or better. Then, there is an extra 20% added since most Amazon Prime buyers will pay more for an FBA item. There is a minimum price of $7.95. Also, if Amazon has their own listing, the price will be 10% below Amazon.

Repricing Template Settings

Update your settings below to customize your repricing template. Need help? Click the Question Mark icon for more details.

These settings apply to your Repricing Template: Used

Compare your **New** items only against other New competing offers:	☑	?
Compare your **Used** items only against other Used competing offers:	☐	?
Exclude **'Acceptable'** competing offers:	☑	?
Exclude **'Just Launched'** competing offers:	☑	?
Exclude competing offers with a **Seller Rating** below:	95% ▼	?
Minimum allowable price:	7.95	?
Default price to 'Minimum allowable price' when price drops below minimum:	☑	?
Maximum allowable price:	1000.0	?
Default price to 'Maximum allowable price' when price rises above maximum:	☐	?
Maximum number of competing offers to compare against:	6 ▼	?

If the price of an item goes **down** more than this % then do not reprice: [▼] [?]

If the price of an item goes **up** more than this % then do not reprice: [▼] [?]

Repricing Modes:

Reprice my inventory at the **lowest possible** competing price: ( ) [?]

Reprice my items at the lowest price **by same condition or better:** (●) [?]

Reprice my items against the **Buy Box** owner: ( ) [?]

Reprice my items using **Intelligent Repricing:** ( ) [?]

Do **not** reprice items with a **Sales Rank** above: [▼] [?]

Only reprice an item when the price goes **up:** [ ] [?]

Pricing Against Amazon:

Never price above Amazon.com: [✔] [?]

Percentage amount to price below Amazon when competing directly against them: [10% ▼] [?]

How much do you want to price below (or above) the offer you are competing against (select only one option):

Fixed Price Adjustment: [0.0] [?]

Percentage Price Adjustment **Below** target competing offer: [0% ▼] [?]

Percentage Price Adjustment **Above** target competing offer: [20% ▼] [?]

The following settings apply only to FBA items:

Compare your FBA items against **both FBA** and **non-FBA** offers: (●) [?]

Compare your FBA items against **only** other **FBA** offers: ( ) [?]

Compare against **non-FBA** offers only if no other **FBA** offers found: ( ) [?]

The following setting applies only to your Merchant-Fulfilled items:

Deduct my shipping amount when competing against Amazon and FBA offers: [✔] [?]

Upload my price changes to Amazon.com after repricing: Warning! [✔] [?]

Upload my price changes to my FTP site after repricing: [ ] [?]

[Save Settings]