

## Customize Product Pricing On Your Website

DistributorCentral offers you, as a distributor, the capability to customize the base prices of any suppliers' products that you have on your website.

This will allow you to have control over the retail pricing on any of your DistributorCentral websites. In one place, you can set the retail pricing percentage for your whole website.

This is a great feature for those distributors who would like to customize their website to certain customers or themes. This is considered a Premium Feature and there is a charge to use it. You will be charged monthly per website that you modify pricing for.

### Follow these steps to get this setup in your account:

- 1 Once logged into your account, go to **Account tab > Preferences > Website Preferences**
- 2 Now choose which website that you would like to use this feature for (this is a per website charge)
- 3 From the left column, go to the **Customization** section
- 4 Here you will see all of the Premium features that we offer. Select **"Click to enable premium preferences"** below the section titled **"Adjust Retail Pricing On Your Website?"**  
Here you will add or select the credit card that you would like to use for this purchase.
- 5 Now You can select how you would like to calculate your pricing. See below to learn what each of these choices will do with the percentage you enter. (please note that this will change the base price for every product on this site)
- 6 Now enter the percentage in the field titled **"Percentage To Use For Retail Price Adjustment"**  
**Example:** to enter 20%, type 20.0 in the field.
- 7 Now when you are ready go to **Website Publisher** and **Publish New Changes**.  
This will make your pricing changes live on your site. This will also begin your billing cycle on your Credit Card.

General (3)  
Custom Info Blocks (10)  
Searching (4)  
Orders (11)  
Shipping (3) 4  
Proofs (0)  
Quotes (0)  
Taxes (1)  
Catalog (17)  
Premium (0)  
Customization (3)

**Adjust Retail Pricing On Your Website?**  
Use this preference to show retail pricing that differs from your company's published pricing. NOTE: Your credit card must be published.  
[Click to enable premium preferences.](#)

**Percentage To Use For Retail Price Adjustment**  
The Adjust Retail Pricing On Your Website? preference must be enabled to use this feature.  
[Click to enable premium preferences.](#)

**Upload and Display Your Own Product Images**  
Use this feature to add customer logos to product images.  
**\$20.00/month**  
[Click to enable premium preferences.](#)

**Adjust Retail Pricing On Your Website?**  
Use this preference to show retail pricing that differs from your company's published pricing. NOTE: Your credit card must be published.

Do Not Use  
Mark Up From Net  
Mark Down From Retail  
Use Margin Percentage 5

**Percentage To Use For Retail Price Adjustment**  
The Adjust Retail Pricing On Your Website? preference must be enabled to use this feature.  
 6

### Options to calculate the percentage - Explanation

**Mark up from Net-** The percentage that you enter in the field will calculate a percentage of the net price that is specified by the supplier.  
Example: if the net price is \$1.00 and you set a percentage of 20% then the retail price will be \$1.20

**Mark Down From Retail-** The percentage that you enter in the field will calculate a percentage reduction of the retail price of all products.  
Example: if the retail price is \$1.00 and you set a percentage of 20% then the retail price will be \$.80 on your site.

**Use Margin Percentage-** The percentage that you enter in the field will calculate the way that a margin code would.  
Example: if the Net is \$1.00 and you set a percentage of 20% then the retail price will be \$1.25.  
This is the formula used-  $\$1.00 / (1 - (20 * .01))$ .