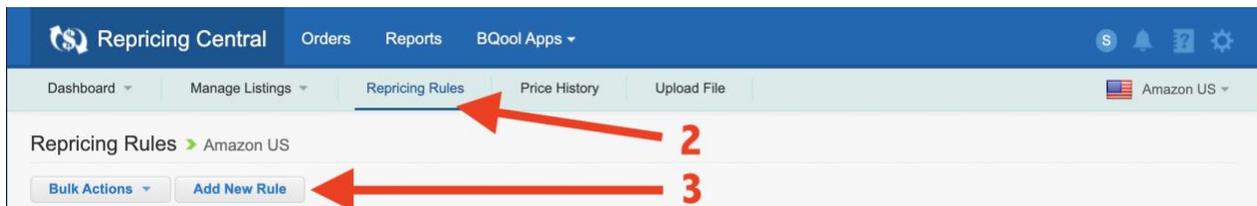
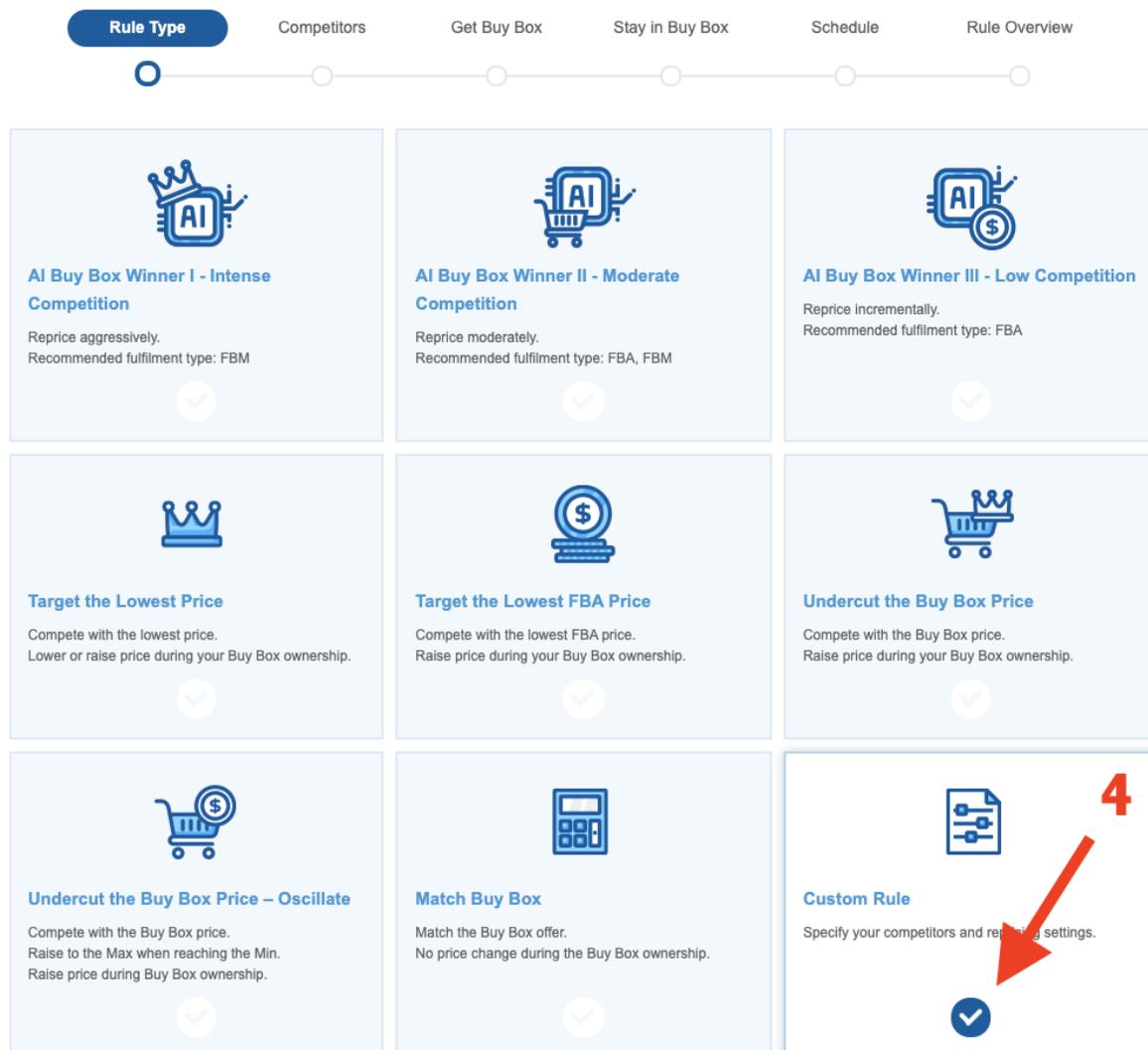


## BQool Repricing Rule: Compete for the Buy Box & Maximize Profit

1. Log in to BQool Repricing Central. (<https://www.bqool.com/products/repricing-central/>)
2. Click on the Repricing Rules tab.
3. Click on the Add New Rule button.



4. Click on the Custom Rule box.



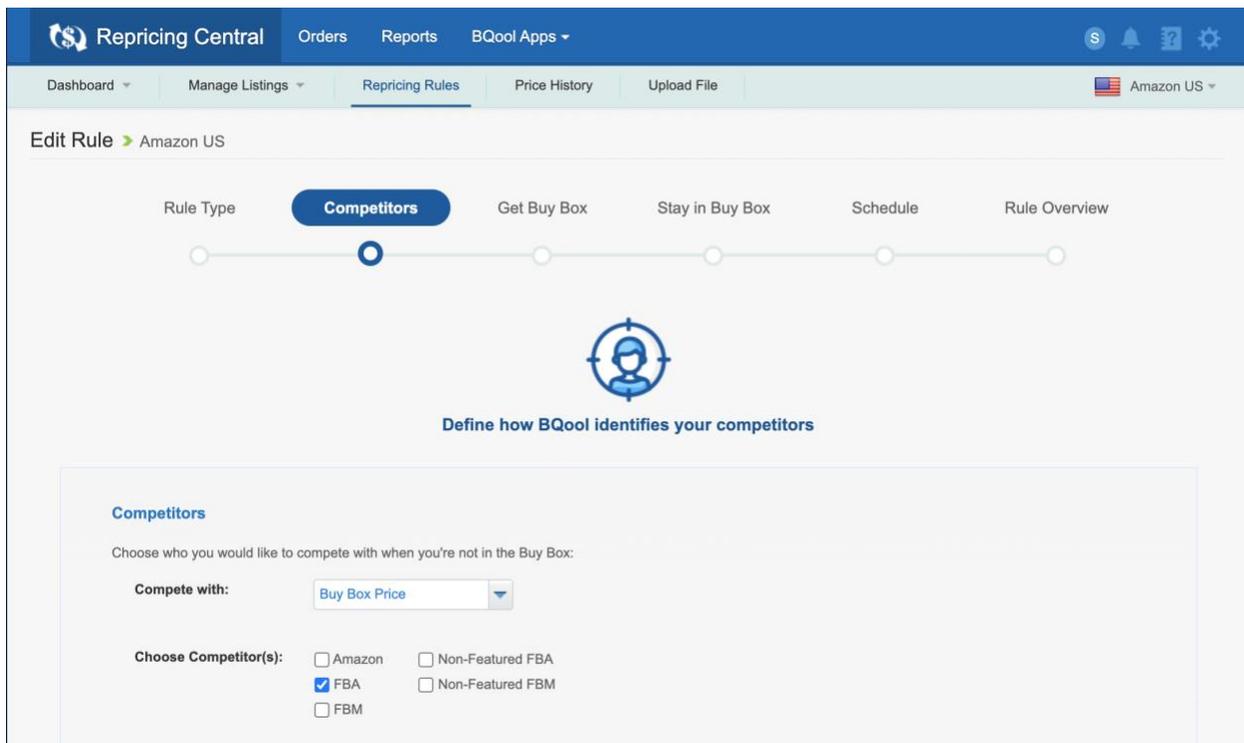
5. The text in the boxes below doesn't impact your repricing rules, but is just the name of the rule and a summary description. You can write whatever you want in these boxes. When you are done, click Next to continue entering your custom repricing rules.



Rule Name:

Rule Description:

6. Follow the images in the rest of the document to fill out the repricing rules.



Repricing Central | Orders | Reports | BQool Apps

Dashboard | Manage Listings | Repricing Rules | Price History | Upload File | Amazon US

Edit Rule > Amazon US

Rule Type: Competitors | Get Buy Box | Stay in Buy Box | Schedule | Rule Overview

Define how BQool identifies your competitors

**Competitors**

Choose who you would like to compete with when you're not in the Buy Box:

Compete with:

Choose Competitor(s):

- Amazon
- FBA
- FBM
- Non-Featured FBA
- Non-Featured FBM

**Custom Settings**

Filter the competitors by the settings below:

Set my SFP offers as  ⓘ

Set competitor's SFP offers as  ⓘ

off  Sellers by ID

off  Sellers with free shipping

off  Sellers with expedited shipping

on Exclude Sellers Positive Feedback Rating lower than  %

on Exclude Sellers Total Feedback Count lower than

on Exclude Sellers with Backordered product ⓘ

on Exclude Sellers with handling time more than  ⓘ

on Set the item condition you would like to compete against  ⓘ

Back

Cancel

Save and Finish

Next



Edit Rule > Amazon US



Define how BQool reprices when you're not in the Buy Box

**Get Buy Box**

When you're not in the Buy Box or "Stay in Buy Box" Setting has been disabled, these are the settings that will be used:

**Buy Box Winner found between Min & Max**

If there are two Buy Box Winners, the system will target the lowest-priced Buy Box Winner by default. By using Auto Compete\*, you can target the higher-priced Buy Box Winner. i

When Buy Box Winner is above Min Price: Buy Box Price - 0.00 \$ i

When Buy Box Winner is below Min Price: Use Auto Compete i \*(Double Buy Box Only)

When Buy Box Winner equals Min Price: Use Min Price i

**Buy Box Winners found outside Min & Max**

When Buy Box Winners found above Max Price: Do Not Reprice i

When Buy Box Winners found below Min Price: Do Not Reprice i

When Buy Box Winners found below Min Price & above Max Price: Do Not Reprice i

**Buy Box Winner not found**

When no one owns the Buy Box: Do Not Reprice i

**Competition not found**

When you are the only seller: Do Not Reprice i

When Buy Box Winners excluded by your settings: Do Not Reprice i

**Price Change Safety Net**

Set the maximum amount your price can decrease for one price change. i

When adjusted price is lower than Your Price by 25.00 %

Then limit the adjusted price to = Your Price - 10.00 %

[-] **Min Price Protection Settings**

If the rules in [Buy Box Winner found between Min & Max] including the Safety Net would adjust Your Price to equal or be lower than Min Price, Your Price will instead automatically readjust according to the following setting. For all other scenarios under Get Buy Box, the system will readjust the price to Min Price when adjusted price is lower than Min Price.

When Adjusted Price equals or is below Min Price:

[-] **Advanced Settings**

Define further how you want to compete against specific competitors. Note: When [Advanced Settings] are turned on, [Get Buy Box] will be overridden.

[-] **FBA vs Amazon**

(when my listing is FBA and competitor is Amazon)



When Buy Box Winner is above Min Price:  -  \$

When Buy Box Winner is below Min Price:

When Buy Box Winner equals Min Price:

When Adjusted Price equals or is below Min Price:

[-] **FBA vs FBA**

(when my listing is FBA and competitor is FBA)



When Buy Box Winner is above Min Price:  -  \$

When Buy Box Winner is below Min Price:

When Buy Box Winner equals Min Price:

When Adjusted Price equals or is below Min Price:

[-] **FBA vs FBM**

(when my listing is FBA and competitor is FBM)



When Buy Box Winner is above Min Price:  -  \$

When Buy Box Winner is below Min Price:

When Buy Box Winner equals Min Price:

When Adjusted Price equals or is below Min Price:

[-] **FBM vs Amazon**

(when my listing is FBM and competitor is Amazon)



When Buy Box Winner is above Min Price:  -  \$

When Buy Box Winner is below Min Price:

When Buy Box Winner equals Min Price:

When Adjusted Price equals or is below Min Price:

[-] **FBM vs FBA**

(when my listing is FBM and competitor is FBA)



When Buy Box Winner is above Min Price:  -  \$

When Buy Box Winner is below Min Price:

When Buy Box Winner equals Min Price:

When Adjusted Price equals or is below Min Price:

**FBM vs FBM**  
(when my listing is FBM and competitor is FBM) off

**When Buy Box Winner is above Min Price:** Buy Box Price - 0.01 \$

**When Buy Box Winner is below Min Price:** Use Auto Compete

**When Buy Box Winner equals Min Price:** Use Min Price

**When Adjusted Price equals or is below Min Price:** Use Min Price

**Repricing Central** | Orders | Reports | BQool Apps

Dashboard | Manage Listings | **Repricing Rules** | Price History | Upload File | Amazon US

Edit Rule > Amazon US

Rule Type | Competitors | Get Buy Box | **Stay in Buy Box** | Schedule | Rule Overview

  
**Design your strategy to maximize your time in the Buy Box**

**Stay in Buy Box**

When you're in the Buy Box, this is the ONLY setting that will be used.

**Buy Box Settings:** Lower or Raise my Buy Box price | Lower to within 0.01 \$ / Raise to within 0.01 \$

**When Adjusted Price is above Max Price:** Use Max Price

**Choose Competitor(s):**

- Amazon
- FBA
- FBM
- Non-Featured FBA
- Non-Featured FBM

**Price Change Safety Net**

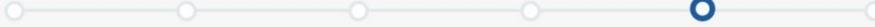
Set the maximum amount your price can decrease for one price change. i

When adjusted price is lower than Your Price by 25.00 %

Then limit the adjusted price to = Your Price - 10.00 %

Edit Rule > Amazon US

Rule Type Competitors Get Buy Box Stay in Buy Box **Schedule** Rule Overview



Adjust Your Price based on a set schedule (Optional)

off Set Repeated Schedule ⓘ

off Set Fixed Date Schedule ⓘ

Back

Cancel

Save and Finish

Next



This final page is an overview with all your rules on one page so you can double check your rules to make sure they are set up correctly.

You can click the (+) button to expand each section. If you see something you want to update, you can click the pencil button to edit each section.

The screenshot displays the 'Rule Overview' page in the Repricing Central interface. The top navigation bar includes 'Repricing Central', 'Orders', 'Reports', and 'BQool Apps'. The main navigation bar shows 'Dashboard', 'Manage Listings', 'Repricing Rules' (selected), 'Price History', and 'Upload File'. The page title is 'Edit Rule > Amazon US'. A progress bar at the top indicates the current step is 'Rule Overview'. The rule details are as follows:

- Rule Name:** Compete for the Buy Box - Maximize Profit
- Rule Description:** This rule uses the current Buy Box price to adjust your position. Once you are in the Buy Box, the Buy Box Settings will raise your price to maximize profit by looking for the competitor priced above you. Only when a competitor has taken the Buy Box away, the Repricing Settings will be able to lower and raise your price according to the new Buy Box price.
- Rule Type:** Custom Rule

Below the details are expandable sections for 'Competitors', 'Get Buy Box', 'Stay in Buy Box', and 'Schedule'. At the bottom, there are three buttons: 'Back', 'Cancel', and 'Save and Finish'. A red arrow points to the 'Save and Finish' button.

Click the Save and Finish button to complete the setup of your custom repricing rules.

BQool updates their repricing features from time to time, so if you ever see any different rule setting options than what are pictured in this document, then send me a message ([www.fulltimefba.com/contact](http://www.fulltimefba.com/contact)) and let me know. Then I'll update the PDF with the latest settings.