

Pricing Broadloom The Simple Way

One of the most daunting chores that carpet retailers face is updating price lists and price tags to keep selling prices in line with changing costs. For some dealers this can be a weekly nuisance, as new cost pricing arrives from their suppliers. Having no better tools than the software that came with their computers, some dealers expend untold hours juggling

square feet and square yards. With intuitive ease the program allows grouping items by any criteria — say, all carpet from a particular mill such as Mohawk — and applying a different markup percentage. Extras such as freight and installation are easy to build into the selling price, too — applying them to all items or some, as the retailer sees fit.



PriceUpdater's opening screen lets the retailer set his markup percentage, extras, and printing preferences. The buttons at the top take the user to the separate departments for broadloom and non-square yard merchandise.

numbers on a spreadsheet and struggling with the word processor to produce printed price tags. Doing it the hard way — week to week, month to month — can take a tremendous toll on morale. But to avoid the chore spells lost profits.

Four years in development, PriceUpdater is the brainchild of Alex Standefer, of MacMerlin Computer Services, and Lowell Pearlman — the Carpet One dealer in Asheville, N.C., who said "there's got to be an easier way!" PriceUpdater runs on Windows and Macintosh computers alike. It can be found on <http://www.macmerlin.com>.

PriceUpdater™, an inexpensive software program that can be downloaded from the internet, makes light work of this onerous task. The program saves hundreds of hours by allowing users to import, rather than type, their cost pricing. The user supplies his desired markup percentage in one place, on the main screen, and instantly the program recalculates the selling prices of all items, in both

Dozens of items or several thousands — the program responds to a retailer's changing specifications without complaint. It puts all broadloom pricing into one easily searchable product base, and in a separate department all items not sold by the square yard, such as flooring and rugs. PriceUpdater's tier pricing calculator, for averaging broadloom pricing by groups, makes a surprisingly complex process appear simple.

With a click of the mouse on the Print List button, PriceUpdater prints a price list for the sales persons' price book. With a click of the mouse on the Price Tags button, the program prints price tags — business card size, with ten tags on a sheet, or display size, one tag per half sheet. Price lists and price tags come off the printer looking the same every time, no fussing with margins and font sizes. This is a simple calculator for pricing broadloom.



The broadloom retail screen displays the retail pricing and offers buttons for finding items, creating new entries and printing lists and price tags.