

Use a single tool to price both dealer and company owned stores.

Setting the right price for both company owned and dealer stores is becoming incredibly challenging. Compiling all of the critical competitive prices, replacement costs, and margin goals—including cash, credit, and reward pricing—is time consuming and cumbersome.



The PriceAdvantage Dealer component expands your pricing capabilities by providing a single, comprehensive view of all of the critical data required to effectively manage your pricing strategy for both company and dealer owned stores. You can easily view wholesale, dealer, and competitor fuel prices alongside current and historical volumes and margins to help establish new prices and post them to pumps and digital fuel signs in as few as five minutes.

Manage fuel pricing for dealer stores by viewing side-by-side comparisons of wholesale, dealer retail, and competitor prices and margins, revealing a complete picture of the overall market. Quickly and accurately price fuel to ensure you are hitting your margins at all locations.

Executing pricing based on those strategies (in minutes rather than hours or days) results in both the right price at every store

**to optimize
profits.**

*"The software gives us
instant insight
into each market, and
updates store
prices in just
seconds
so we can quickly
capitalize on every
market change."*

Jeff Bush

DIRECTOR, FUEL MANAGEMENT
THE PARKER COMPANIES



**WITH
PRICEADVANTAGE
DEALER YOU CAN:**

- › Quickly view and change wholesale prices.
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- › Hand-enter dealer retail prices or import from OPIS Radius Reports.
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- › View current and historical wholesale margin.
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- › Compare actual volumes to goals and contracted amounts.