

Pricing

One important area when using ezFramer, is learning how to setup your retail prices for the items you sell or which are used as part of the work order entry process.

1. Click the Price List icon along the top toolbar. (Express users must use the Setup Guide by clicking File – Preferences – Setup Guide and click the Pricing Tab.)



2. When the window opens, the item/category names on the left.

Sort by Category Name	United Inch								
	M	United In	W	H		Category Name	Multi or Retail Amt	Last Update	Min Amt to Charge
Anti-Reflection Glass					UI	Anti-Reflection Glass	18.5600	4/ 1/2008	0.000
Canvas Stretching		18.00	8.0000	10.0000	UI	Anti-Reflection Glass	29.7400	4/ 1/2008	0.000
Canvas Transfer		21.00	0.0000	0.0000	UI	Anti-Reflection Glass	31.0400	4/ 1/2008	0.000
Cash Back		25.00	0.0000	0.0000	UI	Anti-Reflection Glass	39.8600	4/ 1/2008	0.000
Category 1		32.00	0.0000	0.0000	UI	Anti-Reflection Glass	39.2100	4/ 1/2008	0.000
Category 2		36.00	0.0000	0.0000	UI	Anti-Reflection Glass	46.6500	4/ 1/2008	0.000
Category 3		42.00	0.0000	0.0000	UI	Anti-Reflection Glass	84.0400	4/ 1/2008	0.000
Category 4		44.00	0.0000	0.0000	UI	Anti-Reflection Glass	85.2400	4/ 1/2008	0.000
Category 5		50.00	0.0000	0.0000	UI	Anti-Reflection Glass	86.1900	4/ 1/2008	0.000
Category 6		54.00	0.0000	0.0000	UI	Anti-Reflection Glass	87.4900	4/ 1/2008	0.000
Category 7		60.00	0.0000	0.0000	UI	Anti-Reflection Glass	122.0100	4/ 1/2008	0.000
Clear Acrylic (FF)		72.00	0.0000	0.0000	UI	Anti-Reflection Glass	151.5700	4/ 1/2008	0.000
Clear Acrylic -.098"		84.00	0.0000	0.0000	UI	Anti-Reflection Glass	235.4800	4/ 1/2008	0.000
Conservation Clear		100.00	0.0000	0.0000	UI	Anti-Reflection Glass	0.0000	4/ 1/2008	0.000
Conservation Reflec		144.00	0.0000	0.0000	UI	Anti-Reflection Glass	0.0000	4/ 1/2008	0.000
Consv Reflection Ct		1.00	0.0000	0.0000	UI	Canvas Stretching	1.0000	4/ 1/2008	0.000
Deco		18.00	0.0000	0.0000	UI	Canvas Stretching	26.5300	4/ 1/2008	0.000
Diamond		21.00	0.0000	0.0000	UI	Canvas Stretching	28.9700	4/ 1/2008	0.000

3. Highlight an item and the list on the right will sort by that item. You will see all the ui break points for that item.

4. The columns are represented below:

M: This is the column to tag/mark an item

United Inch: This gives the u.i. breakpoint for each item. Each item has a multiple ui breakpoints, therefore each breakpoint is a separate item.

Width & Height: This represents the item's width and height. These are not required fields.

Method of Pricing: This lets you know which style of pricing is used. UI is the default method of pricing used. The symbol for Multiplier is the blue ruler, and for Styles and Designs it is an "SM" which is used for special mat designs such as v-groove, oval cuts, etc. (Keep in mind when using Multiplier method, there are specific steps which must be followed to properly set this up. Please refer to the section for Multiplier pricing).

Category Name: This is the name of the item. A category consists of multiple items, however the terms can be used interchangeably.

Multi/Retail Amt: This is the numerical value which is used to define the actual Price which you will charge your customers. "Multi" stands for multiplier should you want to use the multiplier method of pricing for example, 5. Retail stands for the regular retail price such as \$15.00. (See section on Multiplier Method Pricing)

Last Update: The last time you made a change to the price.

Minimum Amount to Charge: An option you can set for that item at that u.i. breakpoint. This means that the price will at least be what is entered here.

Edit or Change an Item's Price in the Price List

1. To change a price, open the Price List.



2. Locate the Category Name in the list on the left.



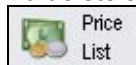
3. Highlight the item you want to work with on the right.
4. Double click in the Multi/Retail column and enter your new price.

Multi or Retail Amt
18,5600
29,7400
31,0400

5. Use the down arrow to move from row to row .
6. Click Close when finished.
7. Your new price will appear when you enter your next work order.

Delete a Single Item from the Price List

1. To delete a price, open the Price List.



2. Locate the Category Name in the list on the left.



3. Highlight the item you want to work with on the right.

M	United In	W	H		Category Name	Multi or Retail Amt
	18.00	8.0000	10.0000	UI	Anti-Reflection Glass	18,5600
	21.00	0.0000	0.0000	UI	Anti-Reflection Glass	29,7400
▶	25.00	0.0000	0.0000	UI	Anti-Reflection Glass	31,0400
	32.00	0.0000	0.0000	UI	Anti-Reflection Glass	39,8600

4. Click the Delete Price button on the bottom of the window.



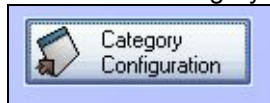
5. Click Close when finished.
6. Note: When deleting a price, it will no longer be possible to price an item at that deleted u.i. break point. Only delete a price if you are certain you do not want to use that u.i. break point for the item.

Delete a Category Name from the Price List

1. To delete an entire category name from your price list open your Setup Guide by clicking File – Preferences – Setup Guide.
2. Click the Pricing Tab.



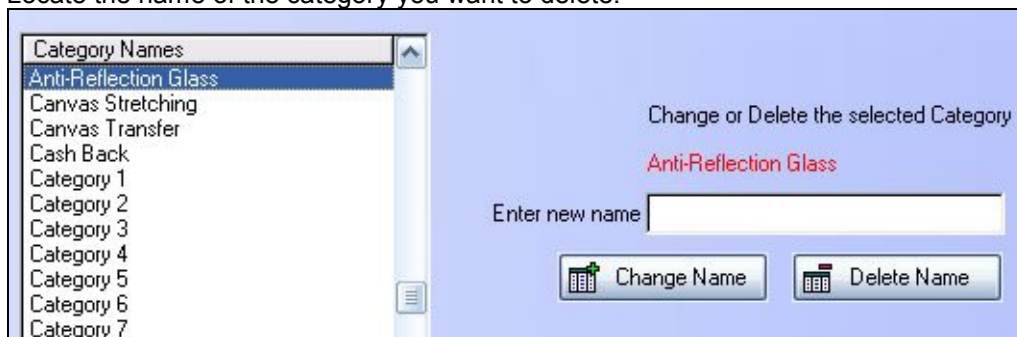
3. Click on the Category Configurations button at the top right.



4. In the window which appears, click the last tab labeled Change/Delete Category.



5. Locate the name of the category you want to delete.



6. Click the Delete Name button.
7. You will be prompted to confirm the deletion, click Yes.
8. The category will be removed from the price list and any drop downs.
9. When finished, close the window by clicking the x in the top right corner.



You do not have to click Save Changes, as that will rebuild your pricing, and is not necessary at this point.

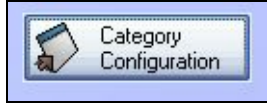
Add a Price in the Price List

To add a price open your price list involves 2 main steps, one, create the names of the new categories and then set the pricing.

1. Open the setup guide by going to File – Preferences – Setup Guide.
2. Click on the Pricing tab.



3. Click the Category Configuration button at the top right.



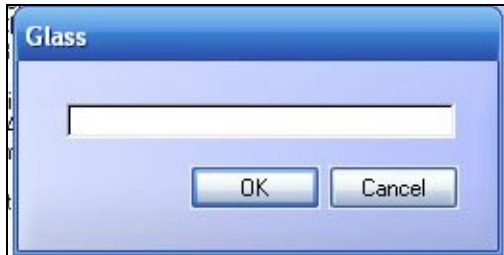
4. Click the tab which names the drop down you want to place your new item (i.e. Glass)



5. Click Insert to add the new name.



6. Enter the new name.



7. Click Ok when finished
8. You will be prompted to add a new name, click Yes or No
9. It is advised that if you have more than one name to add, to enter all your item names for each drop down at this time before Saving your changes. This will save you time.
10. If you have not set up your u.i. breakpoints do so by clicking the Custom Break Points tab.
11. When finished with all your new names, click Next until prompted to Save Changes at the last tab. Click Yes if you made changes or click No to cancel and not save the changes at that time.



12. If you click Yes, the software will configure your new settings, this may take a few minutes as it creates the items for each u.i breakpoint.
13. When finished, it will read "Build Complete" along the top of the window. You do not have to click Save Changes again; just click the x in the upper right corner to close the current window.



Now you must set your actual retail pricing.

14. Once back at the main Pricing tab window, locate your newly created category name on the left.
15. You will see the list on the left sort by that category name and each item will appear for each u.i. breakpoint.



16. Double click in the Multi/Retail column and enter the new retail price. You will notice the software by default enters “1” in this column. This is simply to alert you that a dollar amount must be set up. We have found if it is at \$0.00 and an order is taken, it is easier to overlook a \$0.00 price while a \$1.00 is more of a “red flag” that a price is not set up yet.

Multi or Retail Amt
18.5600
29.7400
31.0400

17. When finished move on for each u.i. break point for that Category Name.
18. Click Save and Exit to exit the Setup Guide when you are done.



19. Note: Each time you Rebuild your price list by clicking the Save Changes button (as mentioned above), the software automatically creates a 1 u.i. breakpoint for each category name. This is to allow you the option in the future to enter a multiplier price for that category name should you want to change your pricing method. It is recommended to leave the 1 u.i in the price list, it does not affect your retail pricing in the least.

Increase/Decrease Multiple Prices by Percentage

(Basic & Full Versions Only)

1. Go to the Price List by clicking the Price List icon along the top use the Setup Guide by clicking on File – Preferences – Setup Guide and click the Pricing tab.
2. Locate the items you want to adjust pricing for by clicking on the Category Name on the list on the left.



3. Then mark the items on the right you want to adjust. A red mark will appear to the left of each item.

M	United In	W	H		Ca
▶	18.00	8.0000	10.0000	UI	Anti-Re
▶	21.00	0.0000	0.0000	UI	Anti-Re
▶	25.00	0.0000	0.0000	UI	Anti-Re
▶	32.00	0.0000	0.0000	UI	Anti-Re
▶	36.00	0.0000	0.0000	UI	Anti-Re
▶	42.00	0.0000	0.0000	UI	Anti-Re
▶	44.00	0.0000	0.0000	UI	Anti-Re
▶	50.00	0.0000	0.0000	UI	Anti-Re
▶	54.00	0.0000	0.0000	UI	Anti-Re
▶	60.00	0.0000	0.0000	UI	Anti-Re
▶	72.00	0.0000	0.0000	UI	Anti-Re
▶	84.00	0.0000	0.0000	UI	Anti-Re
▶	100.00	0.0000	0.0000	UI	Anti-Re
▶	144.00	0.0000	0.0000	UI	Anti-Re

- When ready, click the Increase or Decrease Pricing by Percentage button at the bottom of the window.



- In the window which appears, Enter the percentage amount in the percentage field either directly or by using the up and down arrows. Move the arrows up to increase and move the arrows down to decrease.



- When ready click the Update Multiplier or Retail Pricing button on the right.
- The software will now calculate the new prices and will be reflected immediately.
- When finished, click Close.

Pricing Matboards

Pricing out matboards are different than other items because they are based on a range of wholesale costs which are divided into category. Our default prices are based on industry averages.

- Open your Setup Guide by clicking on File – Preferences – Setup Guide and click on the Vendors tab.



- In the window which opens click on the Mat Categories tab.



- Here you will see each category is based off a range of wholesale costs.

Name	Starting Price	Ending Price	Last Update	Description
Category 1	0.0100	4.4900	3/28/08	Cost (.01 - 4.49)
Category 2	4.5000	9.9900	2/07/07	Cost(4.50 - 9.99)
Category 3	10.0000	15.9900	7/21/05	Cost (10.00 - 15.99)
Category 4	16.0000	24.9900	8/30/06	Cost (16.00 - 24.99)
Category 5	25.0000	34.9900	7/21/05	Cost (25.00 - 34.99)
Category 6	35.0000	45.0000	3/28/08	Cost (35.00 - 0ver)

4. Make any changes using the Insert, Change or Delete buttons.

Category window

Select the category name from the list or enter a new name. Assign a starting and ending price for your selected matboard category. If you do not wish to restore defaults to this category click Lock Record.

Category Name: Created 4/01/08

Description:

Category Type:

Starting Price:

Ending Price:

Lock Record:

5. If inserting, enter the appropriate information as follows:
 - Category Name:** Select from the drop down list or type a new Category Name.
 - Description:** Enter a description for reference.
 - Category Type:** Select from the drop down list, in this case only Mat will be listed.
 - Starting Price:** Enter the starting wholesale price for this matboard category.
 - Ending Price:** Enter the ending wholesale price for this matboard category. Make sure not to overlap prices.
 - Check the Lock Record checkbox.
6. When finished click OK to close the window.
7. Open your Price List (either through the Price List icon in the toolbar or using the Price List in the Setup Guide by clicking the Pricing tab.)
8. Locate the first category (i.e. Category 7) in the list on the left.
9. You will see the u.i. break points for the Category 7 category. Edit the pricing for each ui by entering in your new retail price in the Multi/Retail Amt. column.

United Inch	Category[+]	Retail	Last Update	Min Amt to Charge(Opt)
18	Category 7	87.5000	3/22/08	0.00
21	Category 7	92.0000	3/22/08	0.00
25	Category 7	0.0000	3/22/08	0.00
32	Category 7	1.0000	3/22/08	0.00

10. Repeat the process for each matboard category.
11. When finished close the Price List window or Setup Guide.
12. Note: If you find the pricing for mats do not appear, use the Add, Edit or Rebuild button in the matboard database window (this feature is not in ezFramer Express). Then click the Rebuild Categories from Existing Category Names button in the window which opens. Once finished rebuilding, your new mat prices will appear when you enter your next work order.

