Pricing your Do it Best store on purpose

Margin Master for Do it Best and True Value stores · a one-page look at what it does for your pricing · October 2026

The short version. Do it Best provides one suggested retail for each item. No single suggested price can be right for every store or every market, and one number cannot give you choices. Margin Master gives you more levels to start from, including the True Value variable pricing program recreated on the Do it Best catalog, then turns them into your own pricing strategy: built rule by rule, rounded where your customers expect it, and measured by your sitting margin, so the prices on your shelf are there on purpose.

1 No single suggested price fits every store

Any price suggestion should be considered in light of local, market-driven conditions: rural or urban, large or small, high or limited competition, primary or less dominant departments. Each store caters to its customers differently. Margin Master puts the suggested retail beside your current price, item by item, so you see where you stand before you decide.

Do it Best	Margin Master	Your market
Suggested Retail	Level 1 and Level 2, built around it	The price you decide, by department, class or item

2 Build your own pricing strategy

A Margin Master pricing strategy is a list of rules and business conditions. Selecting one of the provided suggested retails makes a great first rule; a second might move a department to another level or change its rounding scheme; a third drills down further.

- Beyond that, **SKU exceptions**, **custom groups**, **cost breaks** and more handle every item in the system.
- Items with **no suggested retail**, a lost profit opportunity in most stores, are priced on margin or a cost break.
- Change a rule once and every item it covers follows, at every Do it Best update.

3 Rounding: often overlooked

Rounding is one of the most powerful opportunities to improve margins. A simple change in rounding scheme can pick up **between 1 and 3 points** of sitting margin. Margin Master allows full customization of rounding schemes, and each strategy step can apply a different one.

$4.49 → **$4.59**	$6.29 → **$6.39**	Paint **.79**	Plumbing **.59**	Tools **.69**

4 Sitting margin: the most important number

Sitting margin prices the last 12 months of sales at today's retail and today's replacement cost: the margin your shelf is built to earn right now, on the mix you actually sell. It is forward-looking and moves the moment a price does, which makes it the number to manage. Margin Master shows current and future sitting margin side by side, so every rule and rounding scheme is measured by what it does to that number before a price reaches the shelf.

Current **Sitting margin** → Future **Sitting margin**

Run it after every update and watch the trend, instead of waiting for the year-end numbers.

5 More levels to start from, only in Margin Master

One suggested retail cannot give you choices, so Margin Master builds them. Using Do it Best's own price-level rounding table, it adds **Level 1** and **Level 2** around the suggested retail, so a Do it Best store has levels to choose from. For stores that priced through the True Value variable pricing program, Margin Master has recreated it on the Do it Best catalog:

DO IT BEST	TRUE VALUE VARIABLE PRICING, RECREATED
Suggested Retail · Level 1 · Level 2	**Level 1 · Level 1.5 · Level 2**

Level 1	Level 1.5	Level 2
Markup over suggested retail by department and subclass, through a rounding table	Level 1 adjusted by price: under $5 at Level 2; $5–$25 at Level 1; over $25 at suggested retail	A higher markup over suggested retail

Pick the level that fits your store. That is your starting point; your strategy takes it from there.

Watch the video. This page goes with the Margin Master video "Pricing your Do it Best store on purpose": marginmaster.com/training.

We're always happy to show you Margin Master on your own live point-of-sale data. Support: unlimited · free · U.S. based · support@retailersoft.com · marginmaster.com

Examples and ranges on this page are illustrations from typical stores, not a promise for any one store.