# Transitioning from True Value to Do it Best: what to expect

For True Value stores transitioning to the Do it Best catalog · a preview for the True Value and Do it Best regional sales teams · October 2026

**The short version.** When a True Value store moves onto the Do it Best catalog, its pricing moves with it. While many of the suggested retails have been aligned, there are still items where the suggested retails will be different. Margin Master, and the process we walk each store through, is designed to minimize the impact, particularly on the store's bottom-line profitability. This page is a preview; it will be updated as the first stores transition.

## 1 Where things stand (as of October 1, 2026)

- Do it Best has provided the full **item cross-reference** that ties each True Value SKU to its Do it Best SKU; we are loading it now.
- When a store's POS is transitioned, the go-forward Do it Best SKU will have the **legacy True Value SKU attached**, so sales history and pricing follow the item instead of starting over.
- After the switch, Margin Master drives the store's pricing model from the **Do it Best suggested retails**, together with the True Value Variable Pricing program models already created within Margin Master.

## 2 The variable pricing program, recreated

Many True Value stores priced through the variable pricing program. Margin Master has recreated it, rule for rule, on the Do it Best catalog; as the data takes shape it will match the legacy program as closely as the data allows.

| 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 |

## 3 Carry it forward, then improve on it

A store's existing True Value configuration is its starting point. It chooses the base pricing level that fits:

| DO IT BEST | RETIRED TRUE VALUE MODELS |
|---|---|
| **Suggested Retail · Level 1 · Level 2** | **Level 1 · Level 1.5 · Level 2** |

From there Margin Master gives the store the tools to build, measure and manage a complete pricing strategy: margin targets by department, rounding schemes, SKU exceptions, custom groups, and the sitting-margin view that shows the impact before prices reach the shelf. The program is the starting point; Margin Master takes the strategy much further.

## 4 What to expect at the switch

Margin Master works before the point of sale moves to Do it Best SKUs and after it: before the transition, True Value item numbers are matched to the Do it Best catalog through Do it Best's cross-reference; after it, the Do it Best SKUs are read directly, and the switch is one setting. The first run previews the **total price change count** and the **calculated impact on bottom-line profitability** at the chosen level. Three things land at once, and that is normal:

| A new catalog | Item numbers | A rounding table |
|---|---|---|
| with its own suggested retails | that have changed | that may not match today's shelf endings |

Margin Master shows the number of increases and decreases and the dollars of impact **before anything moves to implementation**.

## 5 Managing the volume

Simply implementing one of the True Value levels without planning could mean a sizable number of changes. Margin Master won't eliminate them all, but reviewing them in advance lets the store adjust its strategy to align with its profit goals. What remains is managed in batches, not in one night: the **implementation plan** organizes the changes by dollar impact, department, class or fine line and exports them on the store's schedule, tracking what has shipped and what is still waiting.

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |
|---|---|---|---|---|---|
| 500 · **SENT** | 500 · **SENT** | 500 | 500 | 500 | 500 |

Example: 3,000 changes as 500 a week over six weeks instead of all at once.

## 6 Every market is different

The program is built for every store, and nobody knows a market like the owner does. Where a department or class prices differently in that town, or the variable pricing model no longer fits it, Margin Master makes it easy to add strategy rules that match the desired outcome. The adjusted plan becomes tailored to the store and its market: the store's own pricing strategy, built on the True Value variable pricing plan as a base.

**Margin Master support is ready to help every store as it transitions. Unlimited · free · U.S. based · support@retailersoft.com · marginmaster.com**

Figures on this page are illustrations. Prepared at the very early stages of the transition, with the first stores getting ready to move in the coming weeks; best practices will continue to be put in place as we work with more True Value retailers.