

The lower the cost of a part, the higher the multiplier based on a margin calculation. As the cost of the parts rise, the markup drops.

Aftermarket Parts Matrix Pricing		
Aftermarket Parts	Multiplier	Profit*
\$.01-\$11.00	3.33	70%
\$11.01-\$30.00	2.94	66%
\$30.01-\$130.00	2.5	55%
\$130.01-\$200.00	2	50%
\$200.01+	1.81	44%

Dealer OEM Parts Matrix Pricing		
Dealer OEM Parts	Multiplier	Profit*
\$.01-\$1.00	3.5	71%
\$1.01-\$5.00	3.25	69%
\$5.01-\$50.00	2.25	55%
\$50.01-\$100.00	1.82	45%
\$100.01-\$175.00	1.62	40%
\$175.01+	1.54	35%

*Please note: matrix pricing is a gradual method for growing profits over time. It may take up to a year to see a boost to your bottom line.