

COMPETITIVE PRICE CHECKS

Being competitive on price is important for keeping customers, but staying informed on market changes takes time and effort.

Our Competitive Price Check service removes the hassle. We handle the full process—checking your local competitor's prices and providing clear, easy-to-use reports—so you can make smart pricing decisions that protect your margins and your store's image, while freeing you up to focus more on your customers.

SERVICE OVERVIEW

- UNFI coordinates the price check scope, location and timing with a leading national third-party price check service
- Price checks managed as a one-time check or on a scheduled basis
- Selected Items, Categories, Departments or Full Book checks based on retailer needs
- Ability to link store brands at selected competitors
- Base price only or current promotional prices also included
- Web scrape option is available at a lower rate for some competitors
- Price check delivered as a Retailer Competitive Price Analysis (RCPA) report, including retailer's current pricing
- Reporting options designed around your needs

RETAIL PRICING



WHY CHOOSE UNFI?

- No limits on stores or items checked
- Benefit from UNFI negotiated rates with leading national third-party price check services
- Industry expertise to ensure data accuracy
- Ongoing schedule and reporting management

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: ProServices@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

