



FanLyst
a better way to
sell season tickets

Auto-Pricing with FanLyst

A Quick How-To

Price Changes

Price changes consist of a pricing **strategy (type of price change)** and **schedule (frequency)**.

Pricing Strategies

2 strategies: **Market** and **Custom**

- **Market Strategy**
 - Set to market minimum or median for your seats' zone.
 - Adjust accordingly (e.g. \$5.00 above market min, or 15% below market median.)
- **Custom Strategy**
 - Set to any price you choose, independent of market.
 - Adjust accordingly (e.g. 10% reduction, or \$5.00 increase.)

Pricing Schedules

Pricing schedules determines when a price change should be automatically applied. All adjustments occur on one of two types of schedules: **one-time** or **recurring**.

- **One-Time:**
 - Occurs once
- **Recurring:**
 - Change occurs multiple times on a repeating schedule, updating once daily.
 - Determine when to start and end recurring schedule.

For more information, visit www.FanLyst.com

or e-mail support@FanLyst.com

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