Add New Price Plan

You can create as many Price Plans as you want in the system. Price Plans will not take affect until you have assigned them to a User Group. Therefore, the Price Plans menu is really nothing more than a storage area for Price Plans. That is, until you begin creating User Groups that call out one or more of these Price Plans.

Price Plan Name and Description

Give your Price Plan a name to help distinguish it as well as attach a description to keep better track of your intentions for that Price Plan. The Price Plan name and description are not displayed on the client side so in effect the user does not necessarily know that they have been assigned to a specific Price Plan.

Applies to (ClassAuctions only)

Each time you set up a new Price Plan you must decide if it will be used for Classifieds or Auctions listings. It is necessary to distinguish between Classifieds or Auctions because each listing type offers different fees that you can assess. For example, Auctions listings allow you to assess a "final fee" based upon the final selling price (winning bid price) of the item. Final fees do not apply to Classified listings.

Price Plan Type

There are two Price Plan types that you have to choose from. The two types are:

Fee-Based Price Plans

Fee-Based Price Plans allow you to charge a listing fee on a "per listing" basis. You can then also charge for Listing Extras, such as Better Placement, Featured Listings, etc.

<tip c n> Category specific pricing is only available with Fee-Based Price Plans. Subscription-Based Price Plans do not offer the ability to edit pricing on a per category basis.</tip>

Subscription-Based Price Plans

Subscription-Based Price Plans allow you to charge a flat fee for a certain period of time. During that subscription period, the user can have as many active listings as you allow them to. You can still also charge for Listing Extras, such as Better Placement, Featured Listings, etc. With Subscription-Based Price Plans, the subscription period does not begin until they place their first listing. So, if they

register into a User Group that is Subscription-Based, their subscription period does not actually begin until they have placed a listing on your site.

For example if you have a subscription period of 6 months for $x with a maximum listing count of 30....Your client can register and place their first listings. Within the listing placement process this new client would pay the $x for the 6 month subscription. Once the subscription is paid for that first listing would go live. For the next 6 months of the subscription that client could have as many as 30 listings live (auctions, classified,...etc) at any one time on the site. If that client was at the their maximum listing count they would not be able to add another listing until they deleted a listing manually or any listing expired. You can also set the admin to have listing expire when the subscription expires.

The client would be notified of their subscription expiration if you have the admin tool setup to do so. To renew their subscription the client would need to return to your site and renew their subscription using the renew subscription feature that is linked within My Account pages. As long as they have a subscription they will not be asked to renew their subscription within the listing placement process.

You can also set the admin to have listing expire when the subscription expires. This could be an incentive for a client to renew their subscription before it expires. If you do not automatically expire listings at subscription expiration your clients still have the ability to login and edit their currently live listings but do not have the ability to renew or place a new listing without paying for a new subscription.

Note that subscription renewals are not automatically/billed to the customer currently. The client must return to the site to renew a subscription.

<tip c n>When adding a Subscription-Based Price Plan into the system, the name and description of the Price Plan on the Price Plans Home page will be displayed in bold and red. This is because you have not yet set up any subscription periods for the Price Plan. As soon as you do this, the Price Plan name and description will display normally.</tip>

Creating the Price Plan is only the first step. Once you have created your new Price Plan, you will then need to apply fees, expirations, and other details to it by clicking the "edit" button on the Price Plan Home page.

<tip c n>Choose carefully, as the Price Plan type cannot be edited at a later time. When a Price Plan is created as Fee-Based, it will always be Fee-Based. This same principle applies if you create your Price Plan as Subscription-Based.</tip>