

The Geographic *Pricing* Kit

Four documents on what the Buy Box actually does across the country, what the difference was worth on six units of a toy car, and the pricing method we run because of it.

About 43% of Amazon products carry a different Buy Box price depending on where the customer lives. If that is true, then the single number your repricer chases is real in one place and misleading almost everywhere else. We spent four months measuring whether it is true. This kit is everything we found and everything we do about it.

What is in the kit

1 Geographic Pricing Variance

THE RESEARCH · 9 PAGES

54,779 price scans across 18 US metropolitan markets over 117 days, all captured inside the same scan so geography is the only variable. How often price varies by region, how many different sellers hold the Buy Box at the same moment, and how wide the spread runs.

Start here if you want to know whether this is real.

2 Round Robin Pricing Use Case

THE PROOF · 6 PAGES

One ASIN, six units, every figure checkable. Exact Amazon fees at each price point, the ladder we walked down, and what the spread was worth against selling the same six units at the national Buy Box.

Start here if you want to know whether it is worth money.

3 Round Robin Pricing Protocol

THE METHOD · 10 PAGES

Two pricing ladders and the rules for both. Which products qualify, how to read the ceiling, when to step down, how often to look, where the floor sits, and what to do when a product does not sell. Includes the fallback ladder for products that show no regional variation at all.

Start here if you already believe the first two and want to run it.

4 Pricing Ladder Worksheet

THE WORKING FILE · EXCEL, TWO TABS

One tab per ladder, formulas already built. Log each price step, what cleared at it, and what the step earned against the national number. The last column is the one that turns this from a theory into your own evidence.

Open this once you have read paper 3.

How to use it

- **If you can see regional prices**, read 1, 2 and 3 in order and set up the worksheet. The whole method is available to you.
- **If you cannot**, go straight to paper 3 and read the second ladder. The 4-Week Price Discovery Ladder needs no spread data at all, works on any product, and predates the map entirely. It is a complete protocol on its own.
- **If you have twenty minutes**, read paper 2. It is the shortest, it is one product, and it will tell you faster than anything else here whether this belongs in your business.

THE POSTURE

This is a recipe, not a rulebook. It is what we do with our own inventory, written down so you can look at it. Your cost basis, your cash position and your minimum profit target are yours to set, and every number in here moves when yours do. Take the parts that fit how you operate, and where our answer does not suit you, the reasoning should still hold well enough for you to reach your own.

Why we give the method away

Paper 3 gives away the entire method, including the arithmetic and the thresholds we use. We are comfortable doing that because the hard part was never the method. The hard part is seeing the spread in the first place, which takes sampling many markets at the same instant, and our own testing found that fewer than ten markets systematically understates it. That is what the Buy

Box Spread view in **PATH Profit Zones Premium** was built to do, and as far as we know it is the only place you can currently see it.

You can run the second ladder forever without us. We would rather you had the whole thing and decided for yourself.

The Geographic Pricing Kit. Scans captured between 9 April and 4 August 2026 across 18 US metropolitan markets. Figures throughout are aggregate counts of products and prices, reproducible from the underlying scan record. No account, seller or customer information is attached to any of it. OfficialOlsons.com