



PRICING TIERS & VOLUME DISCOUNTS



BRONZE

Sales Volume: Up to \$1,499 in Sales
Price Guideline: 10% over Keystone
Calculation: MSRP x .55
Attitude Jewelry Calculation ONLY:
MSRP x .44



SILVER

Sales Volume: \$1,500 to \$4,999 in Sales
Price Guideline: 50% over Keystone
Calculation: MSRP x .5
Attitude Jewelry Calculation ONLY:
MSRP x .4



GOLD

Sales Volume: \$5,000 to \$9,999 in Sales
Price Guideline: 25% below Keystone
Calculation: MSRP x .4875
Attitude Jewelry Calculation ONLY:
MSRP x .39



PLATINUM

Sales Volume: \$10,000 + in Sales
Price Guideline: 5% below Keystone
Calculation: MSRP x .475
Attitude Jewelry Calculation ONLY:
MSRP x .38

Montana Silversmiths basic pricing structure for our dealers is 1/2 of the listed MSRP (Keystone). This is known as SILVER pricing in our organization. Any accounts that surpasses \$5,000 per door in a calendar year is then eligible to be elevated to the GOLD pricing tier. Gold pricing earns the customer an additional 2.5% discount off the silver pricing tier. If a customer purchases more than \$10,000 in a calendar year, they will be elevated to PLATINUM pricing which earns them a 5% discount off the silver (Keystone) price. A BRONZE pricing tier is also listed. Bronze pricing is listed to support dealers who open below the \$1,500 level.

PRICE TIERS ARE REVIEWED AND UPDATED QUARTERLY