ToolGPA

NOVEMBER 2026

RepriceIt

The Insider's Guide

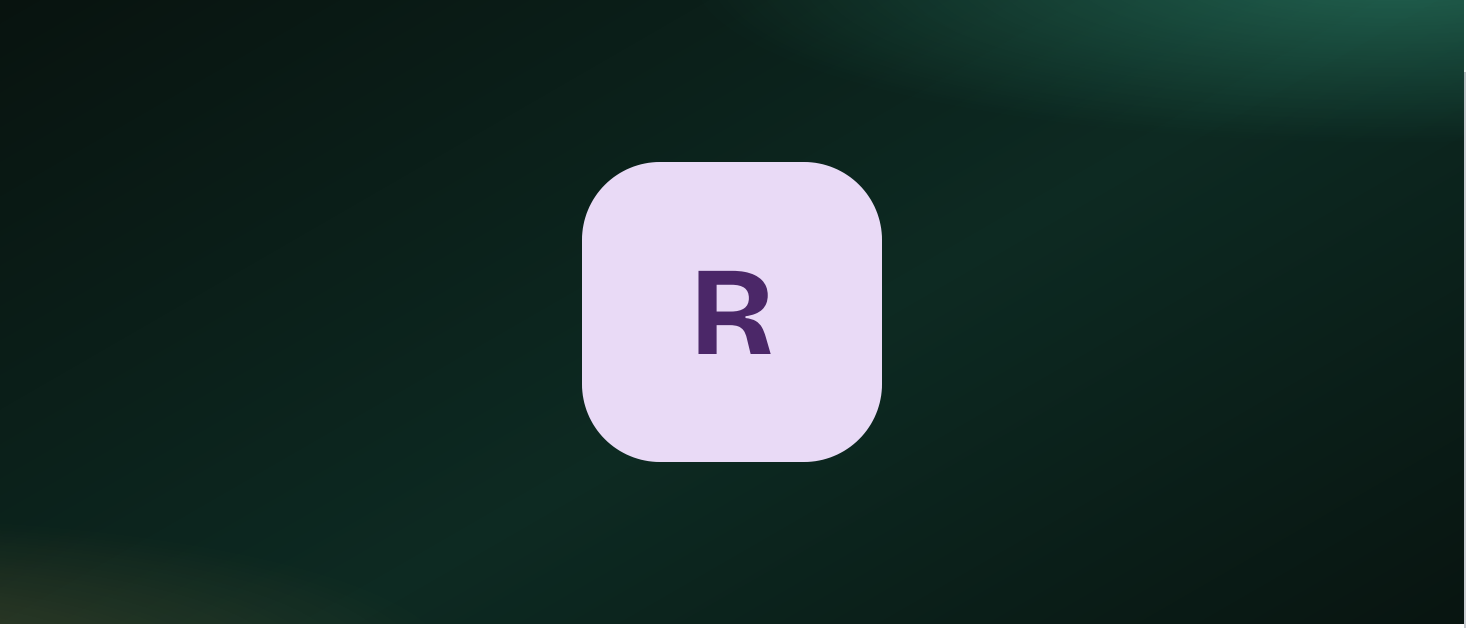
Low-cost Amazon repricing priced by inventory count



Every plan, grade, refund rule and rival among Amazon seller tools, read from RepriceIt's own pages.

Made by RepriceIt.com · checked Nov 13, 2026 · toolgpa.com

2.4
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from RepriceIt's own pages, its app-store listings and our grades. Every fact in it is on RepriceIt's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 36 of the 46 other Amazon seller tools we grade

RepriceIt is a repricing service for Amazon.com sellers. Its engine sets prices from competing offers, item condition and seller ratings under rules the seller defines, and it handles FBA inventory and total price including shipping. Subscription tiers are set by the number of items in the account.

To get you started, here are **9 things to know about RepriceIt**, taken from its own pages and our grades.

> "
>
> **You set the repricing rules yourself and can test with the upload switched off.**
>
> From our grade for ease of use

1 **Best for cheap repricing for Amazon.com sellers**

RepriceIt reprices Amazon.com listings by rules you set, from $9.95 a month for up to 500 items, rising to $79.95 for 100,000.

2 **Paid plans start at $9.95 a month**

As its pricing page puts it: $9.95 per month for up to 500 inventory items.

3 **You can try it first**

30-day free trial

4 **It runs on Web**

Web.

5 **Configurable repricing rules**

The seller sets how the engine behaves, and can leave the upload to Amazon switched off while testing settings.

6 **Buy Box pricing options**

Repricing options aimed at winning the Buy Box, applied on total cost, meaning listing price plus shipping.

7 **FBA compatible**

Works for Fulfillment by Amazon inventory, and for media and non-media products.

8 **A 2.4 GPA, above 36 of 46**

That is against the other Amazon seller tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace RepriceIt you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

RepriceIt at a glance

PRICING
Free trial, from $9.95 per month for up to 500 inventory items

FREE PLAN
No

FREE TRIAL
30-day free trial

RUNS ON
Web

MADE BY
RepriceIt.com

CATEGORY
Amazon Seller Tools

OUR GRADE
2.4 GPA, fair

The report card

Best for cheap repricing for Amazon.com sellers

RepriceIt reprices Amazon.com listings by rules you set, from $9.95 a month for up to 500 items, rising to $79.95 for 100,000. It is Amazon.com only, the site dates from 2006 and lists no integrations, mobile apps or AI features.

TOOLGPA REPORT CARD	RepriceIt	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	A	$9.95 a month for up to 500 items, under 60% of the $22.50 that starts the cheaper quarter. The price rises with item count to $79.95.
Free plan and trial	C	A 30-day free trial, then billing every 30 days. The page doesn't say whether the trial asks for a card, and there is no free plan.
Features	C	Rules for competing offers, condition and seller ratings, Buy Box options, FBA support and schedules. It covers Amazon.com only and the site lists no analytics or extras.
Ease of use	C	No store rating on record. You set the repricing rules yourself and can test with the upload switched off.
Platforms and integrations	C	Web only and Amazon.com only. No API, apps or integrations are listed.
Grade point average		Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who RepriceIt is for

- ✓ Fits if you sell on Amazon.com only and want a low monthly price
- ✓ Makes sense if you want to write your own repricing rules and test them first

Who it is not for

- ✗ Not for you if you sell on other marketplaces or Amazon sites outside the US
- ✗ Skip it if you want AI features, integrations or a mobile app, because none are listed
- ✗ Tight if your catalogue grows: the price climbs from $9.95 to $79.95 with item count
- ✗ Watch out: the pages carry a 2006 copyright and may not be kept up to date
- ✗ Watch out: billing starts every 30 days after the trial

Good to know

Good for

- ✓ Small Amazon.com sellers who want the cheapest repricer tier
- ✓ Sellers who prefer to hand-tune rules rather than rely on AI

Worth knowing

- ⓘ Amazon.com only; the site describes no other marketplaces.
- ⓘ The price rises with the item count, from $9.95 up to $79.95 a month.
- ⓘ Pages date from 2006 and list no AI features, integrations or mobile apps.
- ⓘ Billing happens every 30 days after the free 30-day trial.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$9.95

A month to start

RepriceIt is a paid product with a free trial, starting at $9.95 per month for up to 500 inventory items.

> **"The page doesn't say whether the trial asks for a card, and there is no free plan.**

From our grade for free plan and trial

BASIC

$9.95

per month for 1 to 500 inventory items

Entry tier. The price rises with the item count: Basic+ is $16.95 for 501 to 2,000 items.

MERCHANT

$24.95

per month for 2,001 to 5,000 inventory items

Merchant+ is $29.95 for 5,001 to 10,000 items.

PRO

$39.95

per month for 10,001 to 20,000 inventory items

Pro+ is $59.95 for 20,001 to 50,000 items.

PREMIER

$79.95

per month for 50,001 to 100,000 inventory items

Top published tier.

Trying it first

30-day free trial

Read from repriceit.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Low-cost Amazon repricing priced by inventory count. Here is what it does, as its own site describes it, and what it covers: workflow automation, amazon selling.

> **Rules for competing offers, condition and seller ratings, Buy Box options, FBA support and schedules.**
>
> From our grade for features

Configurable repricing rules

The seller sets how the engine behaves, and can leave the upload to Amazon switched off while testing settings.

Buy Box pricing options

Repricing options aimed at winning the Buy Box, applied on total cost, meaning listing price plus shipping.

FBA compatible

Works for Fulfillment by Amazon inventory, and for media and non-media products.

Repricing schedules

Repricing can be run on automated schedules, with bulk loading of price changes to Amazon.

Where it runs

Web

What it works with

Amazon

RepriceIt is made by RepriceIt.com.

Where it stands

Its grades against its category, and whether to keep it or make your own

36/46

Other Amazon seller tools it is graded above

RepriceIt's GPA of 2.4 is higher than 36 of the 46 other Amazon seller tools we grade, and level with 5.

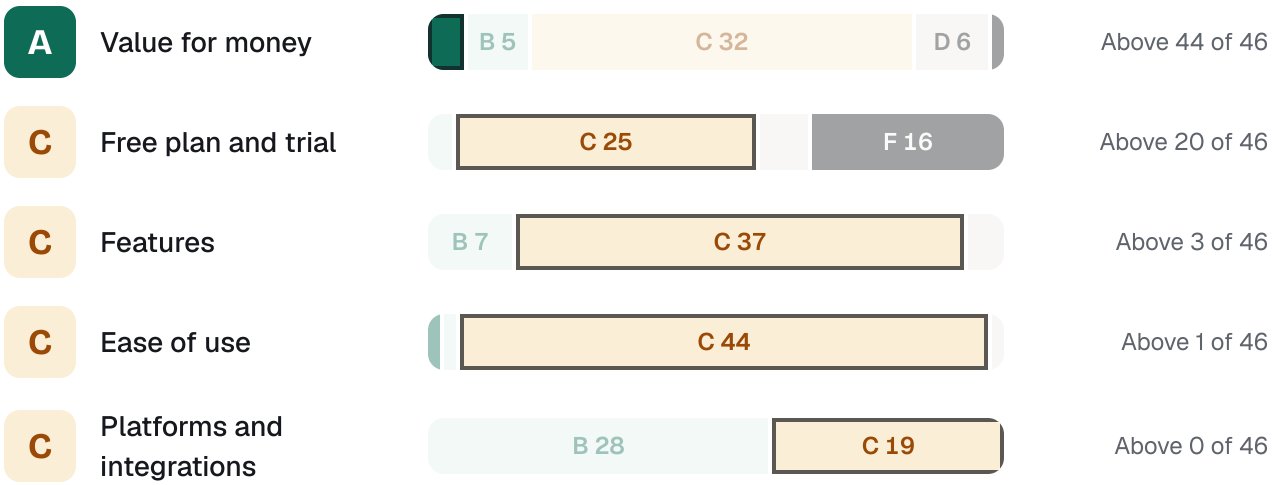
It stands best on value for money (A, above 44 of 46) and worst on platforms and integrations (C, above 0).

Its paid plans start at $9.95 a month, against a middle price of $39 for the category: 2 of the 32 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 2 tools score higher and cost less.

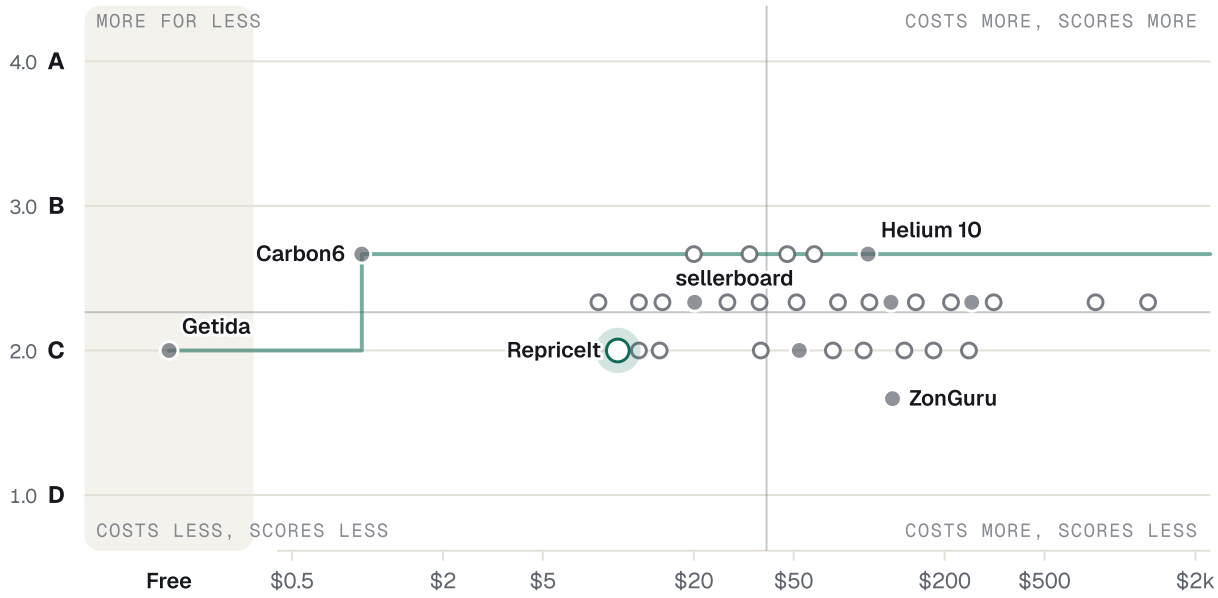
Each grade against the category

Every bar is all 47 Amazon seller tools we grade, cut by the letter each got. RepriceIt's own letter is outlined.



Price against what you get

Each dot is one of 34 Amazon seller tools. Further left costs less; higher up scores better on features, ease of use and platforms. RepriceIt is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace RepriceIt you would be making data from Amazon's seller tools and years of sales estimates. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.4 is higher than 36 of the 46 other Amazon seller tools we grade. It costs $119.40 a year.

What you could not

- ✕ Data from Amazon's seller tools and years of sales estimates.
- ✕ Connections to other products, each kept working as those products change.

What this rests on. RepriceIt's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Repricer.com, RepricerExpress, BQool, Aura and SellerEngine

The 5 tools RepriceIt is most often weighed against, with where each one differs from it.

2.0 GPA

Repricer.com

Free trial · from $99/mo

Automated repricing for Amazon, eBay and other marketplaces.

- Repricer.com also covers reports.

RepriceIt and Repricer.com compared in full

2.0 GPA

RepricerExpress

Free trial

Real-time Amazon repricing software.

- RepriceIt also covers workflow automation.

RepriceIt and RepricerExpress compared in full

2.4
GPA

BQool

Free trial · from $22.50/mo

AI and rule-based Amazon repricer, with PPC and review tools.

- Only BQool lists a browser extension.
- RepriceIt also covers workflow automation.
- BQool also covers dashboards and review collection.

RepriceIt and BQool compared in full

2.0
GPA

Aura

Free trial · from $37/mo

AI repricer that changes Amazon and Walmart prices to win the Buy Box.

- RepriceIt also covers workflow automation.

RepriceIt and Aura compared in full

2.2
GPA

SellerEngine

Free trial · from $9.99/mo

Amazon repricers and a product-scouting app.

- Only SellerEngine lists iOS and Android apps.
- RepriceIt also covers workflow automation.
- SellerEngine also covers barcode scanning.

RepriceIt and SellerEngine compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is RepriceIt free?

No, RepriceIt is a paid product, but you can try it first. 30-day free trial.

How much does RepriceIt cost?

RepriceIt lists 4 plans. Basic: $9.95 per month for 1 to 500 inventory items.

What platforms does RepriceIt work on?

RepriceIt is available on Web.

Does RepriceIt have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. RepriceIt is listed for Web.

Does RepriceIt have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. RepriceIt is listed for Web.

Is RepriceIt open source?

RepriceIt is not described as open source on its own site, as read on Nov 13, 2026.

What does RepriceIt integrate with?

RepriceIt's listing names Amazon. A listing names up to eight integrations, so it may connect to more.

Who makes RepriceIt?

RepriceIt is made by RepriceIt.com.

What are the alternatives to RepriceIt?

The closest alternatives to RepriceIt in our directory are Repricer.com, RepricerExpress, BQool, Aura and SellerEngine.

How does RepriceIt compare with other Amazon seller tools?

RepriceIt's GPA of 2.4 is higher than 36 of the 46 other Amazon seller tools we grade, and level with 5.

Is RepriceIt good value for money?

ToolGPA grades RepriceIt A for value for money. Its paid plans start at $9.95 a month, against a middle price of $39 for the category: 2 of the 32 others that charge start lower.

Could I make my own version of RepriceIt?

To replace RepriceIt you would be making data from Amazon's seller tools and years of sales estimates.

Where this guide comes from

The prices, plans, platforms and features were read from RepriceIt's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from RepriceIt's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by RepriceIt.com. Prices change, so check repriceit.com before you buy.

repriceit.com/pricing.do
repriceit.com/faq.do
repriceit.com/welcome.do

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

RepriceIt, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/repriceit

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "RepriceIt: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/repriceit
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Know someone choosing between Amazon seller tools?

Send them this guide:
toolgpa.com/tools/repriceit/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded Amazon seller tools after RepriceIt, each with an Insider's Guide of its own.

Amazon Seller Tools Insider's Guide

Every one of the 47 Amazon seller tools we grade, compared

Keepa Insider's Guide

Amazon price history charts, price-drop alerts and market data

2.8 GPA

Carbon6 Insider's Guide

Family of Amazon seller tools for profit, reimbursements and ads

2.6 GPA

RevSeller Insider's Guide

Chrome extension and mobile app for Amazon product sourcing

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what RepriceIt's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. RepriceIt is a trademark of its owner, and this guide is not made, paid for or approved by RepriceIt.com. Prices and plans change: check repriceit.com before you buy.