For us to craft the best solution for your needs, we ask that you answer a few questions to allow us to tailor a program that satisfies your objectives and produces the results you expect.

Please consult all stakeholders before completing this questionnaire so their goals will be addressed as well.

Your name: Click or tap here to enter text. Company Name: Click or tap here to enter text.

Phone number: Click or tap here to enter text. Email: Click or tap here to enter text.

# Program Details

Objective of pricing program. Click or tap here to enter text.

Policy type you feel fits your need. [ ]  MAP (Minimum Advertise Price) [ ]  MRP (Minimum Retail Price also known as UPP). See below for an overview of the different policy types.

How aggressively do you want to enforce violations? [ ]  Very Aggressive [ ] Moderately Aggressive [ ]  Just want to get compliance.

Do you require violation screenshots in addition to listing links? [ ] Yes [ ] No

Do you need a competitive analysis performed? [ ] Yes [ ] No

Are there any private (non marketplace) websites you would like daily monitoring of? Note, some sites are only able to be scrapped weekly. Click or tap here to enter text.

Objectives/Pain Points not covered above. Click or tap here to enter text.

# Policy Type Overview

**MAP Policy**. **M**inimum **A**dvertised **P**rice (MAP) Policy covers only the advertised or offer price and never the actual selling price. MAP policies are often used when the policy goal is to control advertised, or consumer visible pricing only.

**MRP Policy**. **M**inimum **R**etail **P**rice. Also known as UPP or Unilateral Price Policy. Establishes a minimum price that applies to all advertising or other offers, as well as the actual selling price. MRP or UPP policies are typically used when tighter control is desired and applies to all parts of a website referring to price including the checkout price.

In either case, policies should be written and enforced unilaterally. Remember these are policies, not agreements. For help with your policy, please contact your legal team or you may reach out to Eugene Zelek at Taft Law for a free consultation.

\*\*\*\*\*\*\*When you’ve completed the questionnaire email it to MAP Services Corp and we will reach out to begin your journey to pricing compliance. \*\*\*\*\*\*\*