MSRP Pricing: Advanced Options

Pro Features · https://wpfactory.com/docs/advanced-options/

Advanced options

The Advanced Options group in MSRP (RRP) Pricing for WooCommerce fine-tunes how MSRP behaves for empty prices, sale products and variable products. Find it under **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**), on the **Admin & Advanced** section.

> **Free vs Pro:** most of these options are free. Only **Required user role(s)** is Pro. Earlier versions of this article marked several free options as "potentially Pro", which was incorrect.

1. Products with empty price (free)

Tick **Hide** to hide the MSRP for products that have no standard price. Option ID `alg_wc_msrp_advanced_hide_for_empty_price`, default No.

2. Products on sale (free)

Tick **Hide** to hide the regular price for products that are on sale and have an MSRP. This makes the MSRP the reference price and lets the sale price stand out. Option ID `alg_wc_msrp_hide_regular_price_for_sale_products`, default No.

3. Custom range format for variable products (free)

By default a variable product shows its MSRP as a low-to-high range. Enable **Custom range format** to control the wording with the `%from%` and `%to%` placeholders. For example, `From %from%` shows "From $29.99". Option IDs `alg_wc_msrp_custom_range_format_enabled` (default No) and `alg_wc_msrp_custom_range_format` (default `From %from%`).

4. Apply price filter (free)

Enable this to run the standard WooCommerce price filter over the MSRP value. This is useful when a currency switcher plugin recalculates prices by exchange rate, so the MSRP is converted the same way as the product price. Option ID `alg_wc_msrp_apply_price_filter`, default No.

5. Required user role(s) (Pro)

Restrict who sees MSRP on the frontend by selecting one or more roles. Leave it blank to show MSRP to everyone. The list includes a **Guest** entry for logged-out visitors. Option ID `alg_wc_msrp_required_user_roles`, default empty. This is a Pro feature; in the free version the option is disabled. See How to show MSRP to specific user roles.

6. Variable MSRP optimization (free)

Choose how the plugin caches the computed MSRP range for variable products:

- **None:** no caching (default).
- **Save in transients:** caches the result and keeps it between requests.
- **Save in array:** caches only within the current request.

Option ID `alg_wc_msrp_variable_optimization`, default None. Transients help most on large catalogs where the range is recalculated often.



MSRP (RRP) PRICING FOR WOOCOMMERCE

User-role targeting is Pro. MSRP (RRP) Pricing for WooCommerce Pro also adds cart total savings and MSRP by country and currency.

Get MSRP Pricing Pro →

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- How to Set MSRP on Variable Products and Format the Range