How to Bulk Change Product Prices with the MSRP Price Converter

How to · https://wpfactory.com/docs/woocommerce-bulk-msrp-price-converter/

To bulk change product prices, open the Bulk MSRP Price Converter in MSRP (RRP) Pricing for WooCommerce from WPFactory > MSRP > Admin & Advanced > Tools, or at WooCommerce > MSRP Bulk Price Converter. Set the Multiply and Add values, choose the Base Price, click Preview prices, then Change prices. Category, tag, and rounding controls are Pro.

> **Note:** this tool rewrites your product **regular or sale prices**, not the MSRP meta. There is no undo. Always run a **Preview** first, and back up your database before a real change.

Where to find it

1. Go to **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**).
2. Open the **Admin & Advanced** section.
3. In the **Tools** group, click the green **Bulk MSRP price converter tool** button.

You can also reach it directly at **WooCommerce > MSRP Bulk Price Converter** in the admin menu.

General options (free)

Field	What it does	Free/Pro
Multiply all product prices by	Multiplies each price by this factor. For example, 1.1 raises every price by 10 percent.	Free
Add to all product prices	Adds (or, with a negative number, subtracts) a fixed amount after the multiplication.	Free
Base Price	Whether to change **Regular prices only** or **Sale prices only**.	Free

Products and price correction (Pro)

Field	What it does	Free/Pro
Products category	Limit the change to one product category (or to products with none).	Pro
Products tag	Limit the change to one product tag (or to products with none).	Pro
Rounding function	None, Round, Floor or Ceil, applied to the corrected price.	Pro
Rounding coefficient	Rounds to the nearest multiple of this value (for example 0.05). Ignored when the rounding function is None.	Pro
"Pretty prices" threshold	Nudges prices to charm endings (for example .99). Ignored when set to 0.	Pro

Run it safely

1. Set your **Multiply** and **Add** values, then choose the **Base Price** to modify.
2. Click **Preview prices**. A results table lists each product, its category and tag, the original price, and the new price (changed values are highlighted). Nothing is saved yet.
3. When the preview looks right, click **Change prices** and confirm. This writes the new prices and clears WooCommerce product transients.

Variable products are handled automatically: the tool applies the same math to each variation.

Use cases

- You used **Copy all products prices to MSRP**, then want to drop selling prices 10 percent below MSRP: multiply by 0.9.
- Apply a flat currency surcharge to every sale price: use the Add field.
- Round a whole category to clean .95 endings after a conversion (Pro).



MSRP (RRP) PRICING FOR WOOCOMMERCE

Category and tag targeting plus rounding are Pro features of MSRP Pricing. If you are still on the free version, upgrading takes a couple of minutes and unlocks these along with the rest of the Pro toolkit.

Get MSRP Pricing Pro →

Related articles

- MSRP (RRP) Price not Appearing on WooCommerce Product Page
- How to Set MSRP on Variable Products and Format the Range
- How to Show MSRP (RRP) Prices in WooCommerce
- MSRP Comparison Looks Wrong – Prices not Displayed as Expected
- Theme or Plugin Conflict Prevents MSRP Price from Displaying