How to Show MSRP to Specific User Roles Only

Pro Features · https://wpfactory.com/docs/woocommerce-msrp-by-user-role/

To show MSRP to specific user roles only, go to WPFactory > MSRP in MSRP (RRP) Pricing for WooCommerce, open the Admin & Advanced section, select one or more roles in Required user role(s) under Advanced Options, and save. Leave the field blank to show MSRP to everyone. This is a Pro feature.

Before you start

- WooCommerce, active.
- MSRP (RRP) Pricing for WooCommerce Pro. In the free version this option is disabled.

Step-by-step

1. Go to **WPFactory > MSRP** (also reachable at **WooCommerce > Settings > MSRP**).
2. Open the **Admin & Advanced** section and find **Advanced Options**.
3. In **Required user role(s)**, select one or more roles that should see MSRP.
4. Click **Save changes**.

Leave the field blank to show MSRP to everyone, which is the default. The role list includes a **Guest** entry, so you can show or hide MSRP for logged-out visitors independently of any account role.

Options reference

Label	Option ID	Default	Free/Pro
Required user role(s)	`alg_wc_msrp_required_user_roles`	empty (show to all)	Pro

> **Note:** if you select **Administrator**, super admins on a multisite are included automatically.
>
> When a visitor's role is not on the list, MSRP is left off the price entirely for that visitor.

Use cases

- Reveal MSRP only to a *wholesale* role so retail shoppers see just your price.
- Hide MSRP from guests and show it after login to registered customers.
- Restrict MSRP to staff roles while you finish pricing, then open it to everyone.



MSRP (RRP) PRICING FOR WOOCOMMERCE

This is a Pro feature of MSRP Pricing. If you are still on the free version, upgrading takes a couple of minutes and unlocks this along with MSRP by country, by currency and cart total savings.

Get MSRP Pricing Pro →

Related articles

- How to Show MSRP (RRP) Prices in WooCommerce
- How to Show Total Savings in the WooCommerce Cart
- MSRP Pricing: Advanced Options
- How to Set MSRP on Variable Products and Format the Range
- How to Bulk Change Product Prices with the MSRP Price Converter