

## **PriceAdvantage Named by Maverik Convenience Stores as Key Partner in Fuel Sales Expansion**

*Case Study Highlights How PriceAdvantage Fuel Pricing Software Enables Maverik to Easily Expand Without Adding Additional Staff to Their Pricing Team*

Colorado Springs, Colo. ([PRWEB](#)) May 24, 2017 -- PriceAdvantage, a fuel price management software company and division of Skyline Products, released a case study today that highlights Maverik's use of PriceAdvantage to support the company's rapid expansion efforts. Early in 2017, Maverik Inc. announced their plans to open 26 new convenience stores around the Intermountain West – including expansion into the Las Vegas, Denver, and Spokane markets.

Maverik began using PriceAdvantage software in early 2016, replacing their internal, proprietary system which was struggling to keep up with their growing company. Carter Shaw, Maverik's lead pricing analyst, spearheaded the software selection process. After reviewing the available software options, he found a unique differentiator with PriceAdvantage. "The PriceAdvantage team expressed a genuine desire to be a partner with our fuel marketing efforts. I cannot emphasize the importance of our business relationship enough – we feel deeply valued as a customer and the PriceAdvantage team shows genuine concern on how the product performs for our company."

One of Maverik's primary goals was to be able to quickly bring on new stores, build their strategies and establish competitors. Not only did they accomplish this, but they can now price all of their stores more quickly – allowing them to easily expand without adding additional staff to their pricing team.

"A huge benefit of using PriceAdvantage is my ability to price fuel from anywhere using my phone," explained Carter. "Before, I had to be at my desktop to make price changes. Now, I can just simply pull out my phone and push new prices in just seconds." This give Maverik the ability to respond to the volatile market at any time of day and on the weekends – protecting margins and gross profit.

[Read the case study in its entirety.](#)

### About PriceAdvantage

PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable, patented solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made electronic price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

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