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## Tooley Oil Selects PriceAdvantage to Automate Fuel Pricing

*-- PriceAdvantage will Provide Price Change Confirmation, Greater Insight into Accurate Margins and Costs --*

**Colorado Springs, Colo., May 17, 2018** — PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that [Tooley Oil](#) has selected [PriceAdvantage](#) fuel pricing software to provide greater fuel pricing insight and accuracy among their convenience stores located throughout the Sacramento, CA area and Reno, NV.

“The leadership at Tooley clearly understands the value that today’s technology can bring to the fuel retailing industry,” shared Chip Stadjuhar, President and CEO of Skyline Products. “Specifically, our retail fuel pricing software aggregates critical pricing data – such as replacement costs, margins, and competitor prices – so that Tooley Oil can make rapid, accurate price changes.”

PriceAdvantage easily integrated with Tooley Oil’s instances of Verifone, Gilbarco, and SCS which allowed the retailer to be up-and-running within three weeks of signing. Tooley Oil can now get quick, accurate pricing surveys from their store managers, set pricing strategies for each location and commodity, review proposed prices against margin goals, push new prices directly to the store POS, pumps, and price signs – then receive and automated confirmation that the prices were changed.

“PriceAdvantage is very intuitive and we felt comfortable using it from the start,” shared David Tooley, VP Tooley Oil. “Our goal was to really get on top of our fuel pricing – making sure we were not giving away profit or volume. I now have everything I need right in front of me to help maximize our margins and I know it is accurate, up-to-date information.”

Tooley Oil selected the PriceAdvantage subscription SaaS package to leverage the benefits of a cloud service model including the low upfront cost, ease of implementation, and lower maintenance and infrastructure costs. To learn how incredibly powerful and remarkably affordable PriceAdvantage is, request a [FREE TRIAL](#).

### **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).