



PRICE MATCH POLICY

■ ELIGIBILITY REQUIREMENTS

To qualify for a price match, the following conditions must be met:

- The item must be identical in brand, model, caliber, and condition (new).
- The competitor must be an authorized U.S. retailer with a physical storefront or a recognized online store.
- The item must be in stock and available for immediate purchase at the competitor's store.
- The price must be publicly advertised and verifiable (e.g., website link, printed ad).
- Price match requests must be made at the time of purchase.

■ EXCLUSIONS

We do not match prices from:

- Auction sites (e.g., GunBroker, eBay)
- Private sellers or classified ads
- Clearance, liquidation, or going-out-of-business sales
- Rebates, coupons, or bundled offers
- Prices that violate manufacturer MAP (Minimum Advertised Price) policies

■ HOW TO REQUEST A PRICE MATCH

To request a price match, please provide:

- A copy or screenshot of the competitor's advertised price
- The name of the retailer and product details
- Proof of availability (e.g., product page showing "in stock")

All price match decisions are subject to verification and approval by management. We reserve the right to limit quantities and decline requests that do not meet our policy criteria.