Philippe's Retail News: The Rebate You Didn't Know You Had

November 13, 2026 · Philippe Jeanneau

A reseller asked me how his competitor could afford those promo prices.

The answer was sitting in his own Randmar account.

From my desk today

I was talking with a reseller who was frustrated.

His competitor was advertising some of the same products he sells, at promo prices he couldn't make sense of.

"How can they afford to sell at that price?"

Fair question. So I asked him one back.

Had he looked at the opportunities and manufacturer rebates for those products in his Randmar account?

He blushed.

He admitted he hadn't. And he wasn't really sure what I meant.

So we opened his account together. I showed him the manufacturer rebates already running on products he sells: the extra margin he could be keeping, and the promotions he could build around them.

His competitor wasn't necessarily losing money on those prices. He was using money that was already on the table, for both of them.

The retailer reality

Most retailers I meet think of rebates as paperwork.

Forms. Claims. Waiting months for a cheque.

So they tune them out.

Meanwhile, manufacturers fund promotions to move product, launch new models or win a season. Those promotions come and go, each with its own window. And when you manage hundreds of products on a small team, nobody has time to check every one.

So here's what happens. You see a competitor's price, assume it's a price war, and either match it and lose

margin, or skip it and lose the sale.

Often, it wasn't a price war at all. It was a rebate you had access to as well.

Behind the scenes at Randmar

Here are 5 things nobody tells you about manufacturer rebates.

1. Your competitor's promo price may not be a price war.

Before you assume someone is selling at a loss, check whether a manufacturer is paying for part of that price. Very often, it is.

2. The most common rebate is the simplest one.

Instant rebates are the type we see most. At Randmar, they're applied automatically to your price. No form, no claim, no waiting for a cheque.

3. Automatic only works inside the window.

Every promotion has a start and an end date. The number one reason retailers miss a rebate is simple: they didn't order during the promotion period. Order the week after it ends, and you pay the regular price.

4. You can't use a rebate you don't know exists.

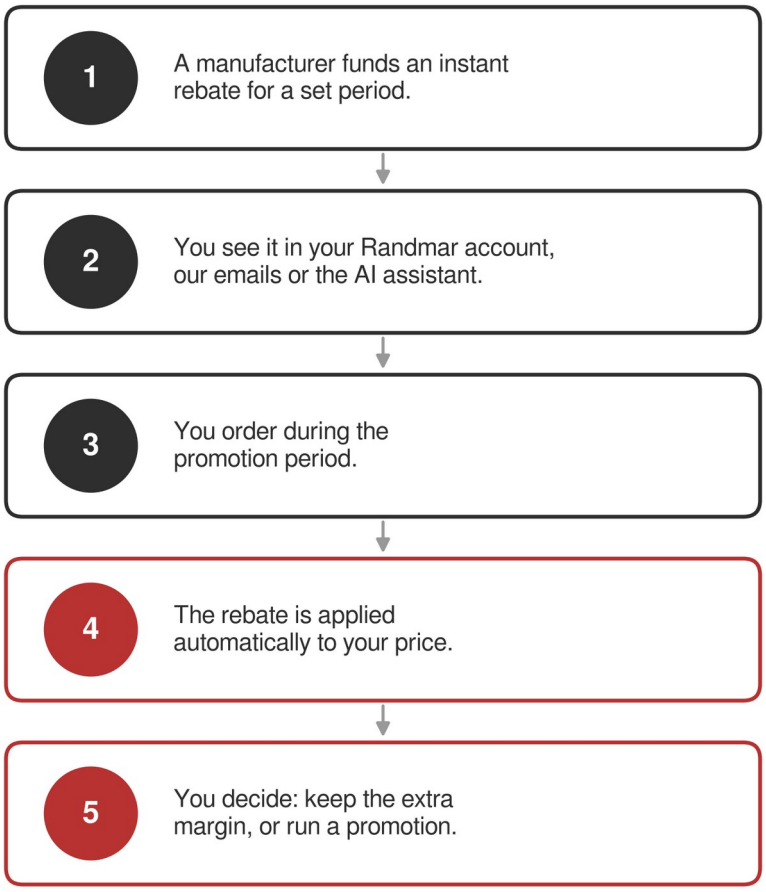
That's the other big reason rebates get missed. At Randmar, you can find current promotions in three places:

- The opportunities and manufacturer rebates in your Randmar account.
- Our emails.
- The AI assistant built into your Randmar account. Ask it what's on promotion for the brands you carry.

5. A rebate gives you a choice.

You can keep it as extra margin on your regular price. Or you can pass part of it on and run your own promotion, like the competitor who caught my reseller's attention. Both are good options. Not knowing is the only bad one.

How an instant rebate reaches your price



Source: Randmar, 2026.

Hundreds of rebates are running right now

392

active manufacturer rebates

25

manufacturers funding them

Source: Randmar, active manufacturer rebates as of November 13, 2026.

What it means for you: at any given time, hundreds of rebates are running on products you may already sell. If you're not checking them, your competitors probably are.

My real point

Before you match a competitor's price, check whether a manufacturer is already paying for part of it.

The margin you're looking for may already be in your account.

Your quick win this week

Log into your Randmar account and look at the opportunities and manufacturer rebates on your 10 best-selling products. Or simply ask the AI assistant what's on promotion for the brands you carry.

Your turn

When did you last check which rebates are running on the products you already sell?

Randmar. Your growth is our business.

Philippe Jeanneau, Business Development, Randmar
randmar.io

P.S. If a competitor's price ever makes you wonder, call us before you cut yours.