



## DeMars Guitars Retail Price List

*Prices effective January 1, 2022*

<b>Acoustic-Electrics</b>	<b>MSRP</b>	<b>Street</b>	<b>Dealer Cost</b>	<b>Margin</b>
Viridis Guitar	\$4,600	\$3,680	\$2,300	\$1,380
Long Trail Bass 4	\$4,500	\$3,600	\$2,250	\$1,350
Long Trail Bass 5	\$4,900	\$3,920	\$2,450	\$1,470
<b>Electrics</b>				
<b>Electrics</b>	<b>MSRP</b>	<b>Street</b>	<b>Dealer Cost</b>	<b>Margin</b>
Equinox Guitar	\$4,400	\$3,520	\$2,200	\$1,320
Woodstock Guitar	\$3,700	\$2,960	\$1,850	\$1,110
Long Trail Mag Bass 4	\$4,400	\$3,520	\$2,200	\$1,320
Long Trail Mag Bass 5	\$4,600	\$3,680	\$2,300	\$1,380
Jay Bass 4	\$3,600	\$2,880	\$1,800	\$1,080
<b>Outboard Preamp</b>				
<b>Outboard Preamp</b>	<b>MSRP</b>	<b>Street</b>	<b>Dealer Cost</b>	<b>Margin</b>
XLQ	\$250	\$200	\$125	\$75

