

# Communications Guide

for Accu-Trade Dealers



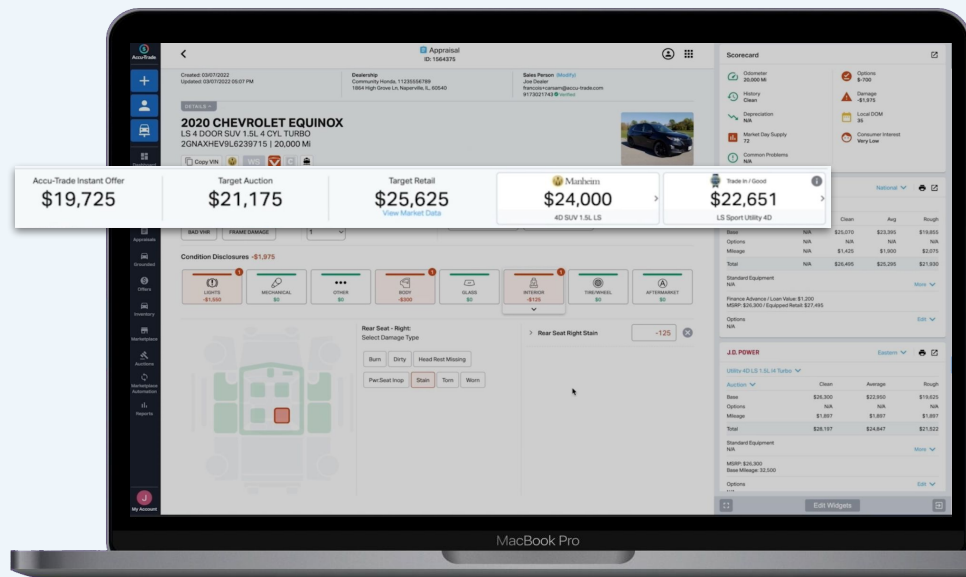
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# Right Cars at the Right Price.

Welcome to Accu-Trade Instant Offer (IO) – a program established to bring sellers directly into your dealership.

It promotes transparency between the dealer and the customer. Not only that, it allows the dealer to gain full control of the entire acquisition process and shopper experience from the time of inception to disposition. It's also the easiest to use vehicle appraisal app in the industry - allowing anyone at your dealership to appraise cars the same way, every time.

This booklet was designed to help guide you through the IO process, from guidance on how to interact with customers to how your dealership can take advantage of the IO and dispose of any vehicle. **Let's go!**




# Consumer Generates Instant Offer

At the core of Accu-Trade is our Appraisal Tool that ensures accurate pricing every time. This also applies to whoever is using our product too. So essentially a customer is generating an IO is using the same appraisal process a dealership would use; making the IO a seamless experience for both parties.

**Your Instant Offer is \$22,525**

Want to get the most for your car? We found these certified buyers ready to compete.

POWERED BY  Accu-Trade

**Your Instant Offer**

**\$22,525**

Expires 7/2/22

Subject to dealer verification

[Print Offer](#)

**2018 FORD EXPLORER**

XLT 4 DOOR SUV 3.5L V6

VIN: 1FMSK8D89JGA95519

**We've shared your contact info with Frontier Motors**

Frontier Motors


101 Dealer Way, Pasadena, CA (2.6 mi.)

[Contact](#)



**Next steps**

1




**Schedule an inspection**

A participating dealer will contact you to schedule an inspection of your car.

**Your preferred time:**  
Evening (4pm - 8pm)


2



**Gather important documents**

Bring your car's registration and outstanding loan details, if applicable. Remove personal items and don't forget the spare keys.

3





**Redeem offer**

Verify your car's features at the dealership, accept the final offer, and drop it off.



**Your car's value breakdown**

2018 FORD EXPLORER	\$20,975
 Options	-\$225
 Below average mileage	+\$1,775
<b>Your offer</b>	<b>\$22,525</b>

**Your car info & condition details**

Color	Burgundy
Options	None
Mileage	35,000
ZIP Code	90211
Are you still making payments on your vehicle?	No
Was your car ever in an accident?	No
Does your car have any mechanical issues?	No
Does your car have any illuminated warning lights?	No
Does your car have any modifications?	No
Does your car have other issues like salvage title?	No

Have a question? [Contact us](#)

## Email Offers Sent to Consumer

Depending on the dealership settings and where the consumer comes from, it may trigger different emails offers to the consumer.

The following slides are samples of templated emails for each situation.

### Here are the five types:

- **Instant Offer w/ Dealer Attached**

This is triggered when a consumer completes an Instant Offer on a on Cars.com/sell, VDP page or using the dealer website widget.

- **Instant Offer without Dealer Information**

This is triggered when a consumer completes a VDP Estimate on Cars.com and the corresponding dealership is not part of Accu-Trade.

- **Estimated Value**

This is triggered when a consumer completes a website Instant Offer and your dealer website widget, or if your dealership is in Hawaii or Alaska.

# Email: Instant Offer w/ Dealer Attached

## EMAIL CONTENT

[DEALER NAME] wants to buy your car!  
Claim your Instant Offer on your [VEHICLE] before it expires on [EXPIRATION DATE].

Instant Offer  
[OFFER PRICE]

Redeem your offer with  
[DEALER INFORMATION]


Schedule a car inspection. Call now to schedule an appointment.

Get prepped. Gather your car title, and outstanding loan details, if applicable. Remove your personal items and don't forget the spare keys.

Redeem offer. Verify your car's condition and features at the dealer. Accept the final offer and receive your cash payment or trade-in.

About your car  
[VEHICLE DETAILS]

## Sample



**Frontier Motors wants to buy your car!**

Claim your Instant Offer on your 2018 FORD EXPLORER before it expires on December 1, 2022.

**Instant Offer**  
**\$21,500**


[Review your offer](#)

**Redeem your offer with**

**Frontier Motors**  
2200 Airport Drive, Jacksonville, Florida, 37009  
555-348-2938



- Schedule a car inspection.** Call now to schedule an appointment.
- Get prepped.** Gather your car title, and outstanding loan details, if applicable. Remove your personal items and don't forget the spare keys.
- Redeem offer.** Verify your car's condition and features at the dealer. Accept the final offer and receive your cash payment or trade-in.

**About your car**








**2018 FORD EXPLORER**  
Trim & engine: XLT 4 DOOR SUV 3.5L V6  
Mileage: 39,400  
VIN: 1FMSK8D89JGA8519

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# Email: Instant Offer without Dealer Attached

## EMAIL CONTENT

Hi [FIRST NAME], we want to buy your vehicle!

Claim your Instant Offer before it expires on [EXPIRATION DATE].


Instant Offer

[OFFER PRICE]

About your car

[VEHICLE DETAILS]

## Sample




### Hi Sarah, we want to buy your vehicle!

Claim your Instant Offer before it expires on December 1, 2022.

**Instant Offer**  
**\$21,500**

[Review your offer](#)

#### About your car





**2018 FORD EXPLORER**  
Trim & engine: XLT 4 DOOR SUV 3.5L V6  
Mileage: 39,400  
License plate: YVB004  
VIN: 1FMSK8D88JGA96519

#### Need assistance?





To chat with our Customer Support team, visit our [contact center](#). We're online from 8:00am-7:00pm CT every weekday.  
Thanks again for using Cars.com!

Sincerely,  
Customer Support

Download our mobile app



Connect With Us



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# Email: Ranged Offer

## EMAIL CONTENT

Hi [FIRST NAME], we want to buy your vehicle!

Claim your offer before it expires on [EXPIRATION DATE].

Estimated offer


[OFFER RANGE]

\*The price quote represents a pre-inspection appraisal. After a physical inspection of your vehicle, the dealership might offer your more or less based on the actual condition of your vehicle and its desirability. A sales representative will contact you for further information. This estimate is based on the information provided and is not an offer to purchase your vehicle.

About your car

[VEHICLE DETAILS]

## Sample



### Hi Sarah, we want to buy your vehicle!


Claim your offer before it expires on December 1, 2022.

**Estimated offer**  
**\$20,350 - \$23,150\***

[Review your estimate](#)

\*The price quote represents a pre-inspection appraisal. After a physical inspection of your vehicle, the dealership might offer your more or less based on the actual condition of your vehicle and its desirability. A sales representative will contact you for further information. This estimate is based on the information provided and is not an offer to purchase your vehicle.

#### About your car





**2018 FORD EXPLORER**  
Trim & engine: XLT 4 DOOR SUV 3.5L V6  
Mileage: 39,400

#### Need assistance?






To chat with our Customer Support team, visit our [contact center](#). We're online from 8:00am-7:00pm CT every weekday. Thanks again for using Cars.com!

Sincerely,  
Customer Support

Download our mobile app



Connect With Us



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## Dealership Inspection

Dealerships receive leads in their Prospect List in Accu-Trade. It's very important to communicate with the customer as soon as you get the Lead and entice them to come in and complete vehicle inspection.

### These are the 3 steps to Dealership Inspection.

#### 1. Preview the Lead in your Prospect List

Here the dealer may preview the vehicle condition and if it's a desirable vehicle they can increase the offer amount to encourage the customer.

#### 2. Communicating with the Customer

In the following slides, Accu-Trade has created phone scripts and email follow-ups as guidelines to help you communicate with customers looking to take advantage of Instant Offer. Dealers may use them and edit them as needed.

#### 3. Appraising the vehicle together

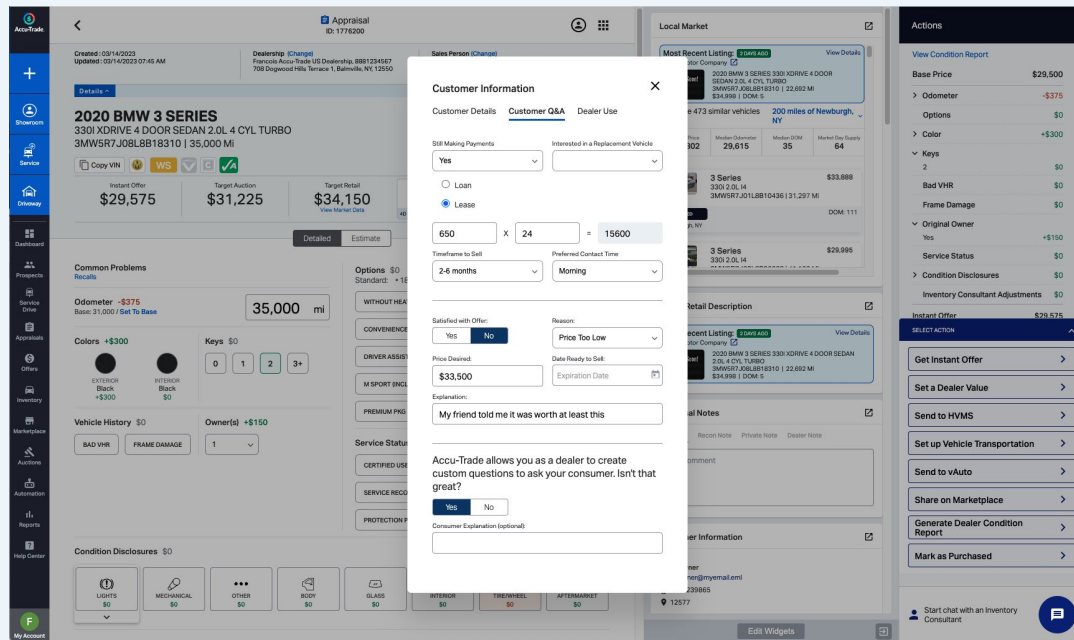
A major factor in achieving success is offering the customer the right experience when they arrive on the lot.

## Preview Prospect in Accu-Trade

It can be very helpful for dealers to preview the vehicle lead before communicating with the customer.

In the tool, the dealer will be able to see the following:

- Preview the vehicle condition and pictures if uploaded
- Useful information about the customer like preferred time to call
- If she/he is interested in a new or used vehicle
- If customer is still making payments and possibly even equity information if uploaded.

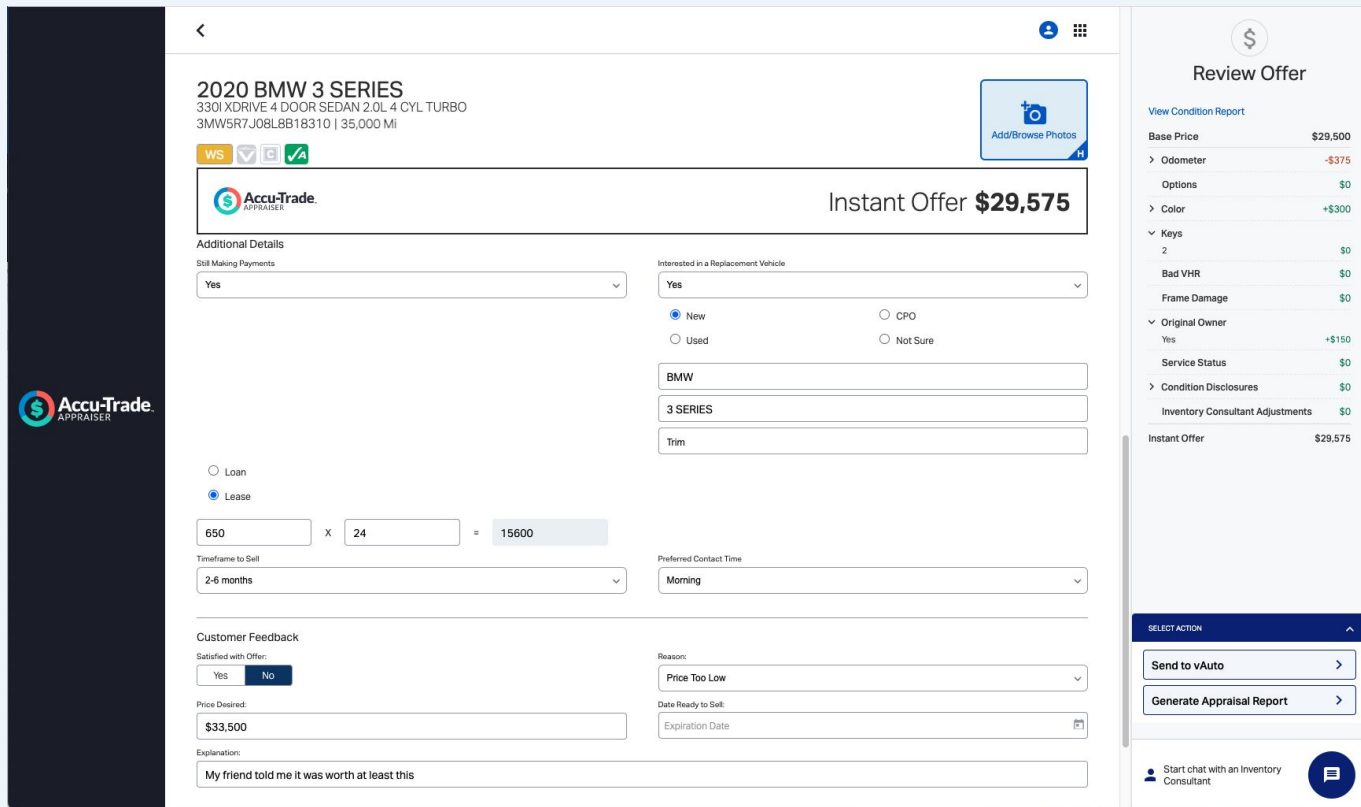


The screenshot displays the Accu-Trade interface. The main section shows a vehicle listing for a 2020 BMW 3 Series (330i XDRIVE 4 DOOR SEDAN 2.0L 4 CYL TURBO, 3MW5R7J08L818310 | 35,000 MI). The listing includes a base price of \$29,575, a target auction price of \$31,225, and a target retail price of \$34,150. The vehicle is shown with a black exterior and interior, and a black keychain. The listing also includes a 'Common Problems' section with a note about the odometer being \$375 below base. The vehicle is currently in the 'Inventory' section.

A pop-up window titled 'Customer Information' is overlaid on the main listing. It contains the following information:

- Customer Details:** Still Making Payments (Yes), Interested in a Replacement Vehicle (Yes).
- Customer Q&A:** Loan (No), Lease (Yes).
- Customer Information:** 650 x 24 = 15600. Timeframe to Sell: 2-4 months. Preferred Contact Time: Morning.
- Reason:** Price Too Low.
- Price Desired:** \$33,500. Expiration Date: 7/1/21.
- Explanation:** My friend told me it was worth at least this.
- Accu-Trade allows you as a dealer to create custom questions to ask your consumer. Isn't that great?** (Yes/No).
- Consumer Explanation (optional):**

The background interface also shows a 'Local Market' section with a table of recent listings and an 'Actions' section with various options like 'View Condition Report', 'Get Instant Offer', 'Set a Dealer Value', 'Send to HVMS', 'Set up Vehicle Transportation', 'Send to vAuto', 'Share on Marketplace', 'Generate Dealer Condition Report', and 'Mark as Purchased'.



## Email #1 Script

**Use When:** After first phone call resulted in no answer / voicemail.

Dear \_\_\_\_\_,

Congratulations on your Instant Offer -- the most convenient way to sell your car!

I am the Instant Offer Specialist here at (Dealership Name). We received your IC request and would love to talk with you about next steps. We are sure you have some questions about the process, so please feel free to reach out to me at any time.

Better still, if you are in the area simply bring your car directly to our dealership and ask for me or xxxx. We could have you walking out with a check for your vehicle this evening! Don't forget to bring your spare keys, registration and all your other relevant paperwork with you (e.g. service records, wheel locks, warranty information, etc).

**Meanwhile, here are a few things that might be helpful to know:**

- Your Instant Offer appraisal was based on actual live local market data, but remember, it is time sensitive. You only have 72-hours from the time you received the offer to redeem it for the guaranteed price.
- Sometimes, we can increase the offer once we see your vehicle based on condition, upgrades, and other relevant information.
- We will honor your Instant Offer (unless the information entered during submission doesn't reflect the condition of the vehicle) even if you don't buy a new vehicle from us!

If you do end up selling us your car, we will provide a safe ride home for you. We look forward to hearing from you soon.

## Email #2 Script

**Use When:** After first phone call #1, #2, and #3 / email #1 resulted in no contact.

Dear \_\_\_\_\_,

How are you? This is \_\_\_\_\_ again from \_\_\_\_\_ dealership. just a reminder that you only have about 48 hours left to claim your Instant Offer and we still haven't heard from you.

I'd love to help you finish the sales process and we are ready to write you a check today for your car!

Give us a call at any time to book an appointment, or just swing by our dealership and say hello. We can take a quick look over your car and make sure everything checks in no time at all.

I look forward to hearing from you,

Thanks,

P.S. Don't forget to bring your registration with you. And don't worry about a ride home – we have you covered!

## Email #3 Script

**Use When:** After multiple phone call/email attempts

Dear \_\_\_\_\_,

We have tried to contact you several times after receiving your Instant Offer on xxx day and just wanted to remind you that we still haven't heard from you and your offer expires tomorrow.

We wanted to follow up again to see if we can help with any questions and get you one step closer to selling your car, as we are still very interested in purchasing your vehicle. If you can make it in before the offer expires, we will be able to offer you the guaranteed offer amount, provided the information you entered is reflected accurately in a physical inspection of the vehicle.... sometimes, we can offer an even better price when we use some of our other evaluation tools! The great news for you is that you are guaranteed to be able to accept the highest of the two offers!

Please contact me back by phone at xxx-xxx-xxxx ext xxx or by email to advise what time would work best for you today to come by for a vehicle validation inspection. Thank you for your time and I look forward to speaking with you soon!

Thanks,

P.S. Don't forget to bring your registration with you. And don't worry about a ride home – we have you covered!

## Email #4 Script

**Use When:** Final Instant Offer reference

Dear \_\_\_\_\_,

We know -- life gets busy! We promise we won't keep emailing you, but we just wanted to check in one last time to see whether you are still interested in moving forward with your Instant Offer as we are still very much interested in purchasing your vehicle. In fact, we would be happy to purchase your vehicle even if you don't buy a new car from us!

Since your offer has expired, please come by our dealership at \_\_\_\_\_ and we will help you generate a new offer, answer any questions you may have, and confirm the condition of your vehicle.

If you would like to call us to discuss how it all works, or with any other questions, please respond to this email or give me a call at \_\_\_\_\_

Thanks,

\_\_\_\_\_

## Objection Handling

**Customer:** “The offer I received is too low. I’m not going to bother coming in.”

Dealer: We understand your hesitation if you feel the offer is too low. While the offer is based on third-party market data, if you wanted to drop in quickly, we can appraise your vehicle in person for the most accurate and fair price that takes into account any unique features that will positively impact resale. If that is the case, we will increase the current IO offer. "

**Customer:** “I feel like the IO price I received didn’t reflect the upgrades I have on my car and I don’t want those to be overlooked.”

Dealer: “We totally understand, and part of the IO process is to reevaluate the car once it arrives at the dealership for any upgrades that will positively impact resale. If that is the case, we will increase the current IO offer!

**Customer:** “What happens if I go to the trouble of bringing my car into your dealership and you decide you don’t want it?”

Dealer: “We will honour the Instant Offer and take your car whether we choose to resell it or move it to another sales outlet. Unless there is a discrepancy between what you stated on your IO form and what we see on the vehicle, you will receive a cheque from our dealership.”

**Customer:** “I’m having second thoughts about selling my vehicle right now as I’m unsure of what I’m going to purchase for a new vehicle? Should I wait until I decide?”

Dealer: “No problem! Since you’ve used our IO process, we can provide you up to three days to make a selection on a new vehicle and still maintain the price that was offered on your vehicle. This way you don’t need to rush your buying decision.”

**Customer:** “I like that this is an easy process, but I feel like I could be losing out on extra money by not selling privately”

Dealer: “The IO offer is based on thousands of actual market transactions to identify a true and fair price for your vehicle. If you feel the sale price is below what you might get by selling privately, you will avoid the expense of time and money needed to sell a car privately. That includes private advertisements, time spent answering calls, and time spent scheduling test drives for your car with strangers.”



# Appraising the Vehicle with Your Customer

*A major factor in achieving success is offering your customer the right experience when they arrive on the lot.*

**Review IO certificate:** Use the Accu-Trade tool to pull up the offer. Confirm if customer is intending to sell or trade-in

**Vehicle inspection:** Appraise the vehicle to ensure details submitted by the customer are reflective of the vehicle's actual condition. Utilize the OBD scanner to view any mechanical issues with the car.

**Present the offer:** Customer may sit with the GM at the desk and use the Accu-Trade tool to present the offer. Adjust or accept IO value based on inspection and current market conditions.

Print the Universal Condition Report in color to provide complete transparency to the customer so the customer may see how everything is calculated.


The UCR includes our proprietary Common Problems a vehicle may have, price adjustments based on options, tires, warning lights, and other mechanical issues that may arise in that specific make and model.

## When talking to the offer on the UCR:

- Highlight the green positive impacts to the valuation
- Highlight deductions based on what the consumer disclosed as well the OBD scanner's findings


## Not a fit for your inventory?


If the condition of the vehicle matches the IO as offered, you must accept the vehicle. However, Accu-Trade offers a buyback guarantee.




**Appraisal ID:** 200542861  
**Created:** 03/06/2023  
**Updated:** 03/06/2023 12:06 PM  
**Location:** Rochester Hills, MI


**Dealer:** Fox Toyota Volkswagen, 248-656-0400  
 773 S. Rochester Rd., Rochester Hills, MI, 48307


**Sales Person:** Douglas Felsner  
 dfeisner@foxtoy.com  
 5864130213 



**2015 CHEVROLET EQUINOX**  
 2LT 4 DOOR SUV 2.4L 4 CYL  
 2GNALCEK5F1157969 | 76,762 Miles | 

**Instant Offer**  
**\$8,775**

 Good for 5 days

 VINTEL adjustments were applied to match scan error codes. Proceed with caution, there was a ECU Reset.

**Standard Equipment:** • 17" ALLOY WHEELS STD • HEATED SEATS STD • POWER SEAT STD  
**Missing Options:** • 18" CHROME WHEELS • 3.6L V6 • LEATHER • MOON ROOF POWER • NAVIGATION • REAR DVD ENTERTAINMENT SYSTEM  
**Common Problems:** • Transmission Noise/Dig/Groin/Mod/Mod/Hug/Engagement under Shift/Differential Noise/4x4/Transfer Case Mod/Mod/Trem Component Failure/Noise/Chain/Stretch/Cable Failure/Rust: Rocker Panel/Bed Sides/Body Panels/Undercarriage/Dashboard/Cables

<b>Odometer</b> Base Odometer 67,000 • 76,762 Miles <b>+\$525</b> • \$525	<b>Tire/Wheel</b> TREAD FL FR RL RR B/32 + 4/32 - 7/32 0 - 3/32 WHEEL ISSUES No Damage Not Selected: curb rash, non-standard wheel, replace wheel, localized, mismatched, hubcap missing, replace tire	<b>Disclosures</b> Not Selected: Previous Canadian, Smoke/Odor, Airbag Previously Deployed, Open Recall, Previous Rental/Fleet, Previous Levy/Udon, Registered at auction in the past 45 days, Previously Allocated, Salvage, Lemon Laws, Water Damage, Fire Damage, Stolen/Recovered, Half Damage, Airbag Currently Deployed, TMI, Light Rust, Medium Rust, Heavy Rust
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<b>Options</b> • WITHOUT ALL WHEEL DRIVE Not Selected: 18" CHROME WHEELS, 3.6L V6, LEATHER, MOONROOF POWER, NAVIGATION, REAR DVD ENTERTAINMENT SYSTEM <b>-\$700</b> • \$700	<b>Vehicle History</b> Not Selected: Bad VINs <b>\$0</b>	<b>Warning Lights</b> Not Selected: ABS, Battery, Brake, Engine, Airbag/SRS, Suspension Fault, TPMS, Traction, Driver Assistance Fault, Coolant, 4x4/Transfer Case, Hybrid Battery, Parking Sensor/Warning Inop <b>\$0</b>
---	--	--

<b>Original Owner</b> • Unknown <b>\$0</b>	<b>Interior Damage</b> No Damage <b>\$0</b>	<b>Mechanical</b> Not Selected: Roof Inop, Steering, Suspension, Brakes, Engine, Exhaust, Electrical, Transmission, AC, Oil Leak, Head Gasket, Catalytic Converter, Timing Chain, Top End Noise, Turbos, Superchargers, Differential, Coolant Leak, 4x4/Transfer Case, Convertible Top Inop, Engine Mis/Stop, Hybrid Battery Bad, Electric Drive Motors, O2 Sensor <b>\$0</b>
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<b>Color</b> • Exterior - Gold • Interior - Black <b>-\$100</b> • \$100	<b>Service Status</b> Not Selected: Certified Used Car, As Traded, Flunked Shop, Service Records, Extended Warranty Protection Package <b>\$0</b>	<b>Aftermarket Modifications</b> Not Selected: Stereo, Performance, Wheel/Tire, Suspension, Lowered, Sunroof/Moonroof, Aftermarket Tire, Exhaust, Spoiler <b>\$0</b>
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<b>Keys</b> • N/A <b>\$0</b>	<b>Body Damage</b> • Hood scratch - paint <b>-\$350</b> • \$350	<b>Glass Damage</b> No Damage <b>\$0</b>
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**Other**

- 81395-03
- 81516-08
- 81517-03
- 81518-03
- 82746-02
- 82956
- 83006-03
- 83600-03
- 83875-02
- 83875-04
- 02077-06
- 02700-03
- 02705-03
- 02706-03
- 02708-03
- 02880-03

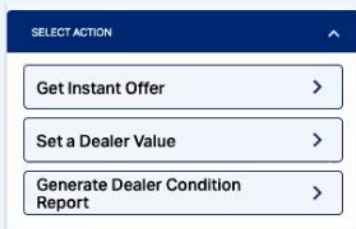
## Dealer's Choice

Accu-Trade offers a number of tools to help the dealer select the right exit strategy for a vehicle, but also provides integrations with other systems. If dealers have a preference on existing systems they can export Accu-Trade's appraisal into their current workflow. If the vehicle does not meet your requirements to retail or wholesale you may initiate the liquidation for the Instant Offer.

### How to Liquidate vehicle for Instant Offer

#### 1. Get Instant Offer

- Click "Get Instant Offer" and follow the two step flow that includes verifying the vehicle condition and selecting vehicle transport.



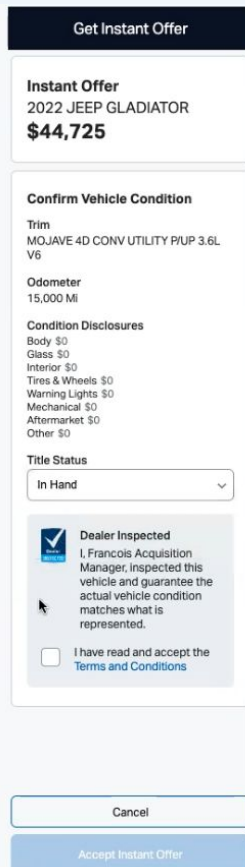
A screenshot of a web interface titled "SELECT ACTION" with a dropdown arrow. It contains three buttons: "Get Instant Offer", "Set a Dealer Value", and "Generate Dealer Condition Report". Each button has a right-pointing chevron icon.

#### 2. Send Documents and Title Status

- First email [bos@accu-trade.com](mailto:bos@accu-trade.com) within 24 hours indicating in subject line if title is "in hand" or a "payoff".
- If title is "in hand", send a picture of front and back. If "payoff", dealer is responsible for producing title within 21 days.
- Once title is in hand, mail physical title in.

#### 3. Vehicle Confirmation and Payment

- Upon arrival vehicle, the will be verified against the Condition Report. Any discrepancies will be noted and offer adjusted.
- Once finalized, an Inventory Consultant will sign off and complete sale.
- Check will be mailed overnight

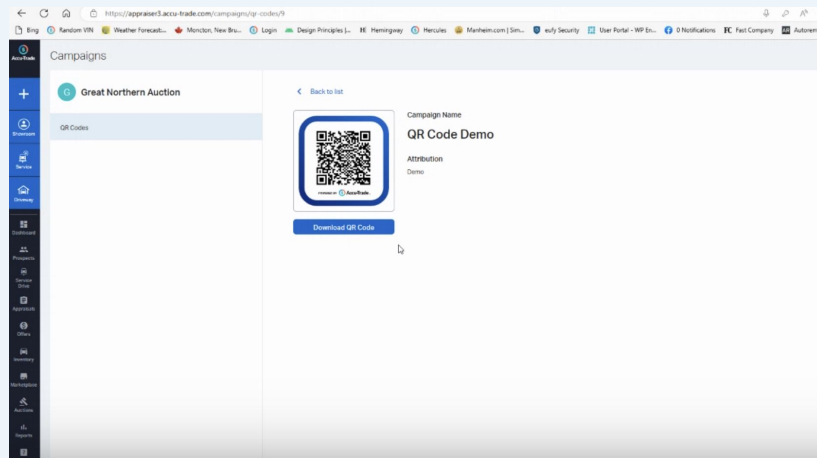


A screenshot of a web interface showing the "Instant Offer" process. It includes sections for "Get Instant Offer", "Instant Offer" (2022 JEEP GLADIATOR, \$44,725), "Confirm Vehicle Condition" (Trim, Odometer, Condition Disclosures), "Title Status" (In Hand), and a "Dealer Inspected" section with a checkbox for "I have read and accept the Terms and Conditions". At the bottom are "Cancel" and "Accept Instant Offer" buttons.

## QR Codes for Service & Driveway Appraisals

Accu-Trade now generates QR Codes for Service Drive & Driveway Appraisals!

**DETAILS:** When the QR code is scanned by a camera phone, it directs the user to the associated campaign URL. That URL may be copied, and pasted for a dealer to use in their email follow up templates, text messaging (SMS) templates, chat templates, etc.



[Watch Demo Here >](#)

## **QR Codes for Service & Driveaway Appraisals (continued)**

The QR codes may also be used for direct mail campaigns, as a QR code to hold direct mail companies accountable for results.

Additionally, you may use these codes in a variety of various marketing methods, such as television, OTT and desktop streaming commercials.

## Managing Performance

**We're here to help!**

Our goal is to create a simple and positive experience from the start of the customer's IO journey at Cars.com all the way to the final deal closure at your dealership.

### **Dedicated Performance Manager**

Dealers will have a dedicated performance manager who will provide mystery shops reports and will work one-on-one with you to ensure that dealerships have all the tools and best practice processes needed for success.



## Contact Us

*For any additional support, we are just a quick phone call away!*

**Accu-Trade Support**

**E-mail:** [support@accu-trade.com](mailto:support@accu-trade.com)

**Phone:** (888) 853-9458

**Support Hours of Operation (EST)**

**Monday to Friday:**

**9:00AM to 9:00PM EST**

# Thank You!



**CARS**

Accu-Trade, a Cars.com, Inc. Company

300 S Riverside, Chicago, IL 60606