

How to: Create a Dealer Offer from an Appraisal

Dealer Offers

What is it?

• Dealer Offers are a way to continue engagement with your customers. If you find that you really want this vehicle, need to re-engage, or notice the customer is dissatisfied with the offer, from the Customer Feedback section, you can leverage this tool.

How to use it:

- 1. Within any appraisal, you'll see a "Select Action" bar at the bottom, click this to expand your options
- 2. Find "Create a Dealer Offer" (Note: If you do not see a "Create a Dealer Offer" within your action bar, please reach out to support to get this added).

| < | | ppraisal 9130884 | ۵ 🖩 | Actions |
|---|---|---|-------------------------------------|--|
| Created : 09/19/2024 Updated : 09/19/2024 03:37 PM | Deslership CARS AccuTrade, 4078200500 300 Riverside Plaza, Chicago, IL, 60606 | Assigned To (Change) Kat Brewer Konwer@cars.com | | View Condition Report |
| Details ^ | | 1234567899 @ Weified | 🗴 History 🔃 🎘 🗮 | Base Price \$24,700 |
| AccuTrade | | | | > Odometer +\$2,175 |
| - | | | | > Options +\$2,800 |
| 2022 CHEVROLET COLC Z71 4 DOOR P/UP 3.6L V6 | RADO CREW CAB | | to | > Color +\$250 |
| 1GCGTDEN5N1248859 12,738 Mi | | | | > Keys \$0 |
| 🗍 Copy VIN 🛛 😕 🏑 C 🔡 38 | | | Add Photos | Bad VHR \$0 |
| (oncom) Dealer Offer | Target Auction | (can.com) Target Retail | - Manheim | Frame Damage \$0 |
| \$31,250 | \$31,425 | \$34,200 | \$34,700 > | > Original Owner \$0 |
| <i>Q</i> 11200 | <i>Q</i> U U U U U U U U U U | Market Pricing | CREW CAB 3.4L.Z71 | Service Status \$0 |
| → Offer Increased by \$1,325 Vaid unit 08/21/2024 | | | | > Condition Disclosures \$0 |
| Other increased by \$1,325 valuation | 92172024 | | | Inventory Consultant Adjustments \$0 |
| | Detailed | Estimate | | Instant Offer \$29,925 Dealer Adjustment +\$1,325 |
| Common Problems Recalls | | Options +\$2,800 Standard: •17* alloy wheels std • cloth/leatherette | e std • power seat std | CARCIA control data 20 |
| Odometer +\$2,175 Base: 35,000 / Set To Base | 12,738 mi | 4 WHEEL DRIVE +\$2,800 AFTERMARKET LIFT KIT F & R (NOT | T LEVELING KIT) | SELECT ACTION |
| | | AFTERMARKET WHEELS WITH OVERSIZED TIRES | LEATHER MIDNIGHT EDITION NAVIGATION | Get Instant Offer > |
| Colors +\$250 | Keys \$0 | PERFORMANCE INTAKE / EXHAUST SAFETY PKG (L | ANE&BLIND ZONE ALERT, PARK ASST) | Create a Dealer Offer |
| EXTERIOR INTERIOR Black Grey | | Service Status \$0 | | Send to vAuto |
| +\$250 \$0 Vehicle History \$0 | Owner(s) \$0 | CERTIFIED USED CAR AS TRADED FLUNKE | D SHOP SERVICE RECORDS | Generate Universal Condition |
| BAD VHR FRAME DAMAGE | 2+ ~ | EXTENDED WARRANTY PROTECTION PACKAGE | UNDER WARRANTY | Mark as Purchased |
| Condition Disclosures \$0 | | | | Finalize Appraisal |
| | | | | |
| LIGHTS MECHANICAL SO SO | ••• OTHER BODY \$0 \$0 | GLASS INTERIOR \$0 \$0 | TIRE/WHEEL AFTERMARKET \$0 \$0 | Start chat with an Inventory Consultant |
| · · | | | | E |

- 3. Fill out: The customer email, your new offer, and set an expiration date for when you want the offer to expire.
- 4. The customer will receive an email titled "We have increased the offer on your vehicle!!" encouraging them to take action and trade-in their vehicle