

## 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		<b>to</b>	> Color +\$250
1GCGTDEN5N1248859   <b>12,738 Mi</b>				> 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><b>Q</b></i> <b>11200</b>	<i><b>Q</b></i> <b>U U U U U U U U U U</b>	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
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- 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