

How to: Create a Dealer Offer from an Appraisal

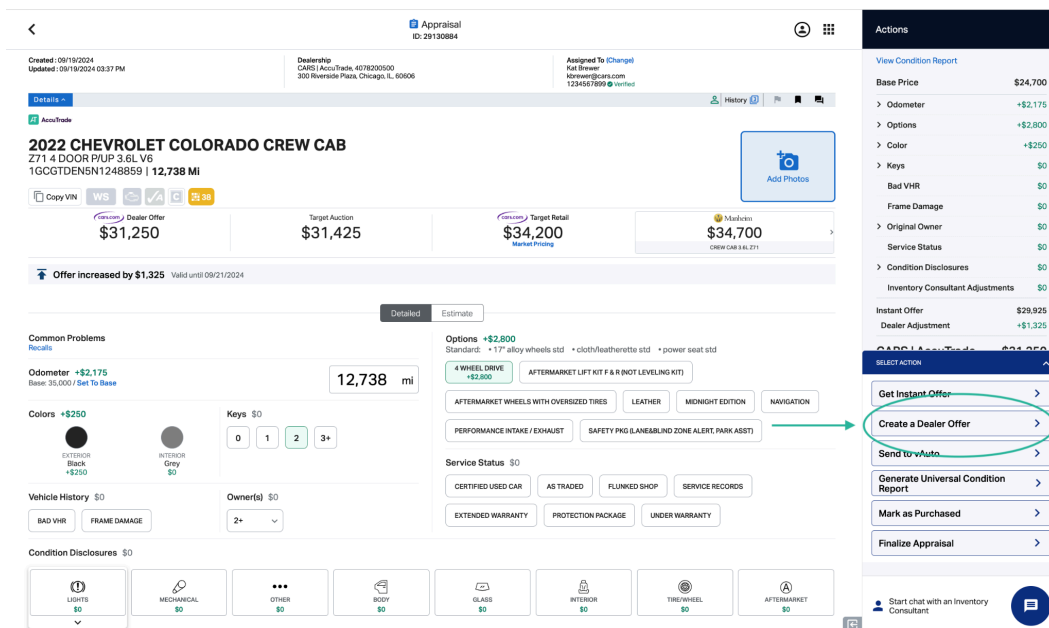
Dealer Offers

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*).



The screenshot displays the AccuTrade app interface for a vehicle appraisal. The vehicle is a 2022 Chevrolet Colorado Crew Cab with a VIN of 1GCGTDEN5N1248659 and 12,738 miles. The current dealer offer is \$31,250, while the target auction is \$31,425 and the target retail is \$34,200. The market price is \$34,700. The 'Select Action' bar on the right includes options like 'Get Instant Offer', 'Create a Dealer Offer' (highlighted), 'Send to vAuto', 'Generate Universal Condition Report', 'Mark as Purchased', and 'Finalize Appraisal'.

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