


Getting Started Guide

Overview

AccuTrade is an end-to-end solution that helps dealers maximize profit on every vehicle. Get real-time market insights, depreciation analytics, and an actionable portfolio, unique to you, to manage risk and understand each vehicle's profit potential.

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Please Note– Product evolves frequently

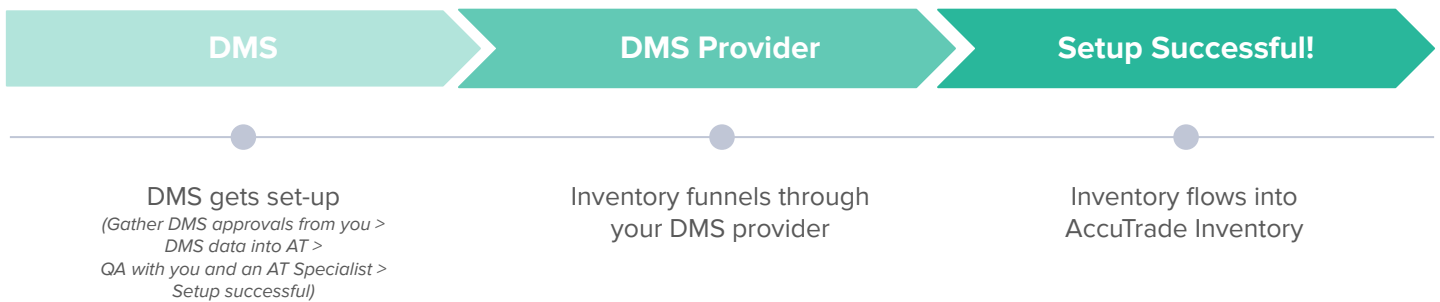
Images in the platform may appear differently than the version you see in this guide.

Adding Inventory

You can add vehicles to Inventory one of two ways:

- Upload automatically with our DMS integration
- Manually move an appraisal to inventory for a faster time-to-market.

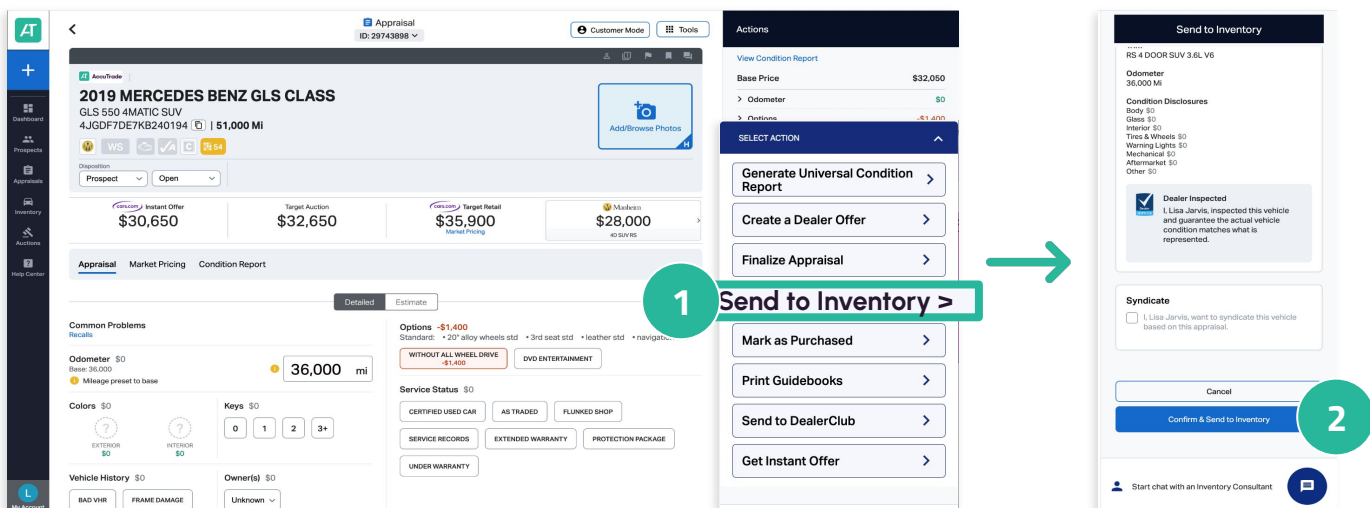
DMS Integration



Appraisal → Inventory

To manually move vehicles into Inventory, you'll start in the Appraisal of a vehicle. When you've finished appraising the vehicle:

1. Click **Send to Inventory** on the right-hand side of the Appraisal screen
2. Fill out the missing fields, and scroll to select **Confirm & Send to Inventory**



The screenshot shows the AccuTrade Appraisal screen for a 2019 Mercedes-Benz GLS Class SUV. The vehicle details include VIN 4JGDF7DE7KB240194, 51,000 miles, and a base price of \$32,050. The 'Actions' menu on the right includes 'Generate Universal Condition Report', 'Create a Dealer Offer', 'Finalize Appraisal', 'Mark as Purchased', 'Print Guidebooks', 'Send to DealerClub', and 'Get Instant Offer'. A green circle with the number '1' highlights the 'Send to Inventory >' button. An arrow points from this button to the 'Send to Inventory' modal form on the right. The modal form contains fields for 'Odometer' (36,000 MI), 'Condition Disclosures' (Body, Glass, Interior, Tires & Wheels, Warning Lights, Mechanical, Aftermarket, Other), 'Dealer Inspected' (checked), 'Syndicate' (unchecked), and 'Confirm & Send to Inventory' (highlighted with a green circle and the number '2').

Within the same view, you'll get confirmation that the vehicle was successfully received.

Appraisal finalized. [Reopen](#) in Inventory. [View](#)

3

3. Click **View** to go directly to the vehicle in Inventory

**Vehicle View in
Inventory**

Offsite

2019 MERCEDES BENZ GLS CLASS
GLS 550 4MATIC SUV
4JGDF7DE7KB240194 | 51,000 Mi

WS [Icons] 54

Disposition: Open
Syndication: OFFLINE
VDP Optimization: NEEDS REVIEW

Overview | Market Pricing | Photos | Equipment | Condition Report



Successfully Sent to Inventory

This vehicle was successfully sent to inventory.

Back

Note:

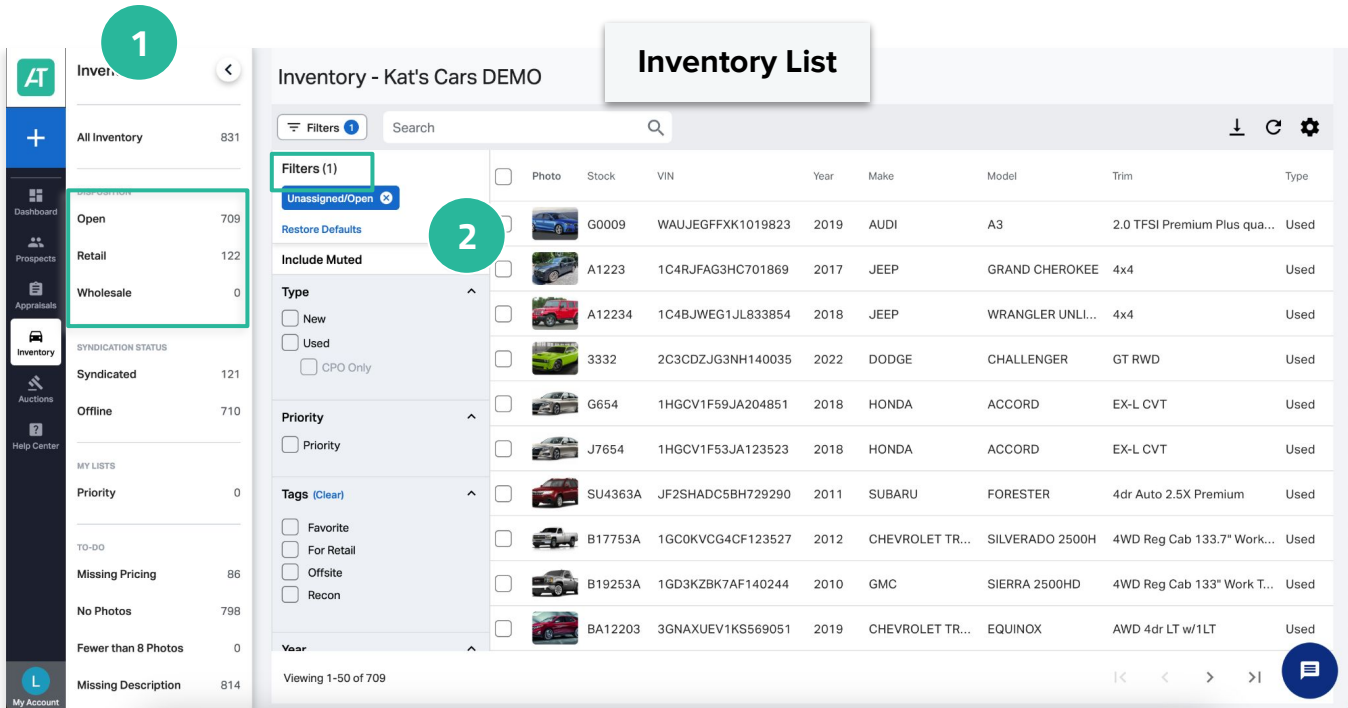
You can also go to the Inventory tab, and search for your vehicle using the filters or VIN.

[Next: Your Inventory List](#)

Your Inventory List

See your inventory in a comprehensive single view. Any inventory ingested from your DMS and appraisals you've moved to inventory will appear in your inventory list.

1. Upon clicking Inventory, the first panel will appear, giving you the option to filter your list.
 - a. We recommend using the primary navigation to filter your **Open** inventory. These are vehicles your store newly acquired and are ready to be decided how you'll exit them.
 - b. You can also prioritize the vehicles that need more attention by **selecting the other available options like: Missing photos, pricing, description, etc...**
 - c. Click the **Filter** button to narrow down your search to find the inventory you're looking for. Like, if the vehicle New or Used, Year, Make, Mileage and more.

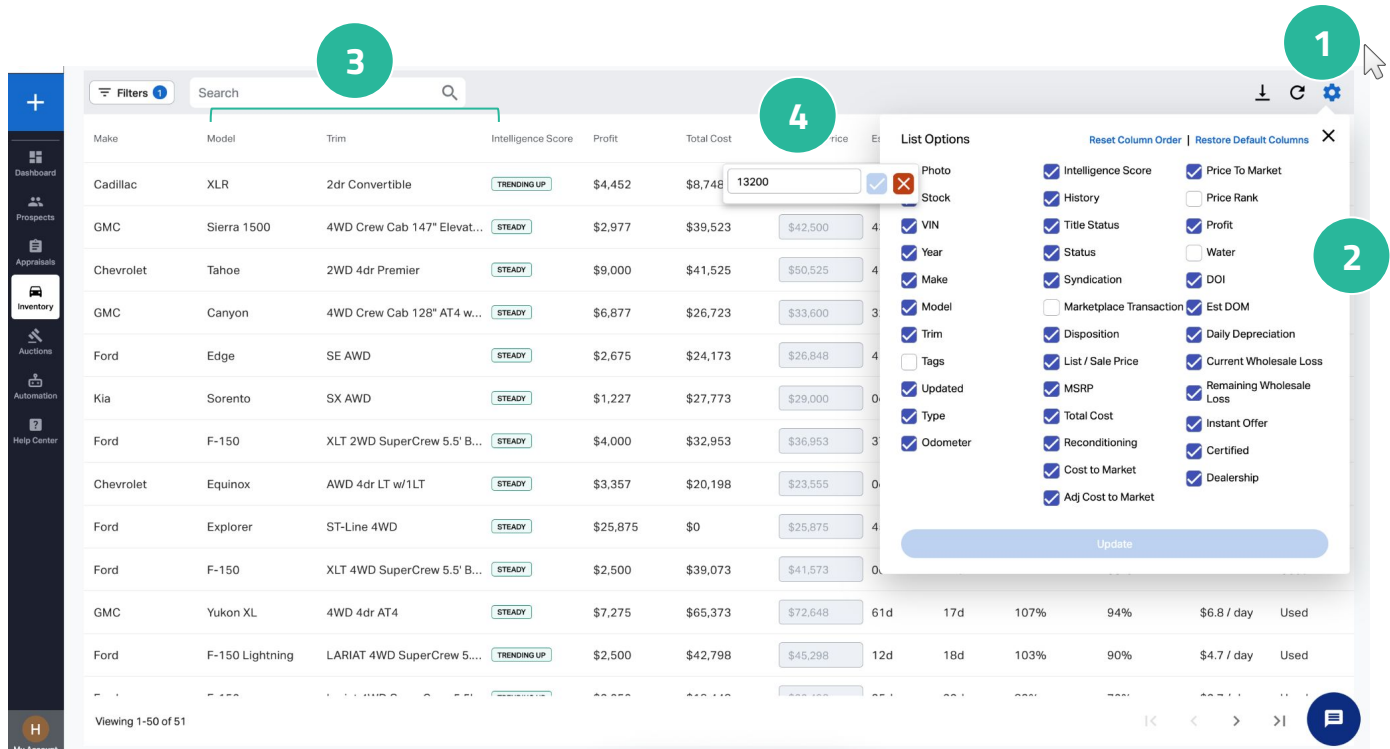


The screenshot displays the 'Inventory - Kat's Cars DEMO' interface. The sidebar on the left shows navigation options: Dashboard, Prospects, Appraisals, **Inventory** (highlighted with a green circle and the number 1), Auctions, and Help Center. The 'Inventory' section is expanded, showing 'All Inventory' (831), 'Open' (709), 'Retail' (122), and 'Wholesale' (0). The 'Open' option is highlighted with a green circle and the number 2. The main panel shows a table of vehicles with columns: Photo, Stock, VIN, Year, Make, Model, Trim, and Type. The table lists 10 vehicles, including Audi A3, Jeep Grand Cherokee, Jeep Wrangler, Dodge Challenger, Honda Accord, and Subaru Forester. The 'Filters (1)' panel is open, showing options for 'Unassigned/Open', 'Restore Defaults', 'Include Muted', 'Type' (New, Used, CPO Only), 'Priority', and 'Tags' (Favorite, For Retail, Offsite, Recon). The bottom of the main panel shows 'Viewing 1-50 of 709'.

Inventory List

Customize your inventory list and get important information straight from your view.

1. Click the **Gear Icon** to open a panel to customize the information in your list.
2. Check the applicable boxes to include or exclude certain columns.



The screenshot shows the AccuTrade Inventory List interface. A sidebar on the left contains navigation icons for Dashboard, Prospects, Appraisals, Inventory, Auctions, Automation, and Help Center. The main area displays a table of vehicle listings with columns: Make, Model, Trim, Intelligence Score, Profit, Total Cost, Price, and Estimated DOM. A search bar and filters are at the top. A 'List Options' panel is open on the right, showing checkboxes for various data points. Numbered callouts indicate: 1. Gear icon in the top right; 2. List Options panel; 3. Search bar; 4. Price input field.

Make	Model	Trim	Intelligence Score	Profit	Total Cost	Price	Estimated DOM
Cadillac	XLR	2dr Convertible	TRENDING UP	\$4,452	\$8,748	13200	
GMC	Sierra 1500	4WD Crew Cab 147" Elevat...	STEADY	\$2,977	\$39,523	\$42,500	41d
Chevrolet	Tahoe	2WD 4dr Premier	STEADY	\$9,000	\$41,525	\$50,525	41d
GMC	Canyon	4WD Crew Cab 128" AT4 w...	STEADY	\$6,877	\$26,723	\$33,600	31d
Ford	Edge	SE AWD	STEADY	\$2,675	\$24,173	\$26,848	41d
Kia	Sorento	SX AWD	STEADY	\$1,227	\$27,773	\$29,000	01d
Ford	F-150	XLT 2WD SuperCrew 5.5' B...	STEADY	\$4,000	\$32,953	\$36,953	31d
Chevrolet	Equinox	AWD 4dr LT w/1LT	STEADY	\$3,357	\$20,198	\$23,555	01d
Ford	Explorer	ST-Line 4WD	STEADY	\$25,875	\$0	\$25,875	41d
Ford	F-150	XLT 4WD SuperCrew 5.5' B...	STEADY	\$2,500	\$39,073	\$41,573	01d
GMC	Yukon XL	4WD 4dr AT4	STEADY	\$7,275	\$65,373	\$72,648	61d
Ford	F-150 Lightning	LARIAT 4WD SuperCrew 5...	TRENDING UP	\$2,500	\$42,798	\$45,298	12d

Viewing 1-50 of 51

1. Take note of details like **Intelligence Score, Total Cost, Profit, List / Sale Price, Estimated DOM, DOI, & Daily Depreciation, Price to Market, Cost to Market & more** to help make data-driven decisions on your inventory.
2. This view also allows you to click into the **Retail List Price**, saving you time from having to manually click into each vehicle and reprice it.

When you're ready to take action on a vehicle, click into it. We'll jump into how to manage inventory individually next.

Market Pricing

Market Pricing consists of 3 components: **Pricing Strategy**, **Vehicle Analysis**, and **Similar Vehicles** (comp). These should all be used in conjunction with each other, as prices and insights adjust with your settings.

1. Click on the **Market Pricing** Tab

The screenshot shows the AccuTrade interface for a vehicle listing. The top navigation bar includes tabs: Overview, **Market Pricing** (selected), Photos, Equipment, and Condition Report. The vehicle details section shows: 2019 MERCEDES BENZ GLS CLASS, GLS 550 4MATIC SUV, VIN 4JGDF7DE7KB240194, and 51,000 MI. Below the vehicle details, there are buttons for Disposition (Retail), Syndication (ONLINE), and VDP Optimization (NEEDS REVIEW). A green circle with the number '1' highlights the 'Market Pricing' tab in the navigation bar.

2. Your pricing calculator should align to your strategy, which can be adjusted at any time by clicking **[Edit]**

The screenshot shows the 'Price Calculator' interface. It displays a table of costs: ACV (\$39,975), Reconditioning (\$800), Pack and Fees (\$750), and Total Cost (\$41,525). Below the table, the 'Profit' section shows a profit of 17.8% and \$9,000. The 'Retail List Price' section shows a price of \$50,525. A green circle with the number '2' highlights the 'Retail List Price' section.



The screenshot shows the 'Edit Default Pricing' window. It is divided into two main sections: 'Pack and Fees Defaults' and 'Planned Exit Strategy'. The 'Pack and Fees Defaults' section includes fields for Pack (\$750), LOF (\$498), CPO Inspect (\$), Used Car Safety Inspection (\$), State Emissions (\$), Transport (\$), and Additional Other (\$). The 'Total' is calculated as \$1,248. The 'Planned Exit Strategy' section includes options for Profit (10%), Price Rank (1%), and Price to Market (98%). A green arrow points from the 'Price Calculator' to this window.

Market Pricing

3. Understand your retail and wholesale exit strategies using the **Pricing Strategy** insights:

NOTE: When you adjust your comp list, insights and pricing adjusts in real time.

- a. **Pricing Guide** will show you how your vehicle is priced relative to vehicles you're comparing it to in the market, and adjust when you move the price along the graph
- b. **History** gives you insight into when your pricing strategy changed and any impact the change had on VDP views
- c. **Wholesale Outlook** predicts when you'll be underwater in the wholesale market, allowing you to exit the vehicle before you're completely underwater

3

Price Calculator

USED CAR

Costs

ACV

\$39,975

Reconditioning

\$0

Pack and Fees

\$750

Total Cost

\$40,725

Profit

18.2 %

\$ 9,050

Retail List Price

Set To Default | Edit

Default is 98% Price to Market

\$ 49,775

Price to Market

98 %

Price Rank

6 of 19

Estimated DOM

42

Cost vs Adj Cost to Market

79% 80%

☐ Not Priced

Pricing Strategy

Pricing Guide

History

Wholesale Outlook

The chart displays a range from Wholesale (\$38k) to Retail (\$57k). A bar chart shows various price points. A specific point is highlighted at \$49,775, labeled 'Recommended Exit Retail'.

Recommended Exit

Retail

Profit: \$9,050

Wholesale

Est. Profit: \$1,625

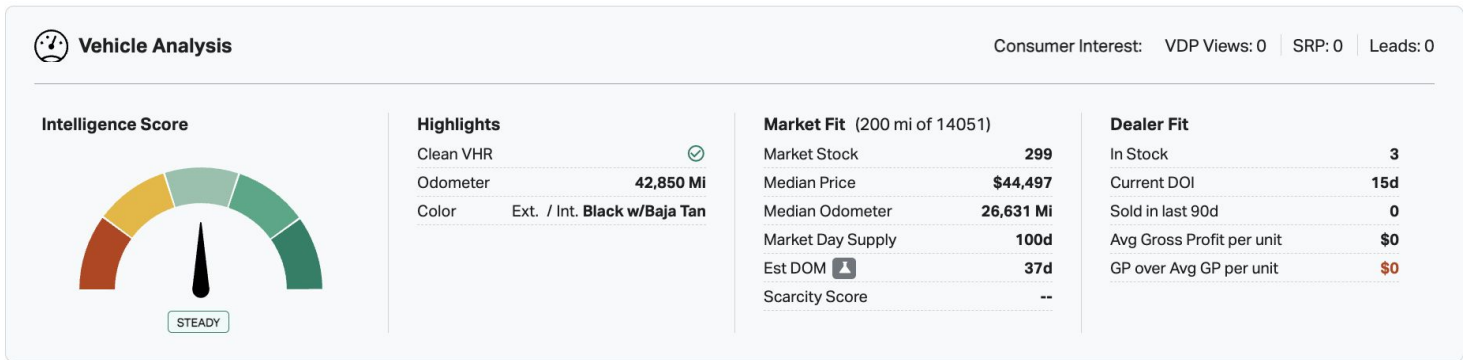
Instant Offer

Est. Profit: -\$675

Market Pricing

4. Use the **Vehicle Analysis** to understand the vehicle's "[Intelligence Score](#)" to determine how good or bad of a fit this vehicle is for your store.

NOTE: The score does not change as the competitive set does but some of the metrics within Market Fit adjust



- a. **Highlights:** Does the car have the right mileage, options and color?
- b. **Market Fit:** What is the local supply and demand for this vehicle in YOUR market?
- c. **Dealer Fit:** how well do you sell this type of vehicle?

5. And finally, **within Market Pricing** you can set 1:1 vehicle comparisons using the **Similar Vehicles** tab.

NOTE: As you change your comp list, the Market Pricing and Vehicle Analysis insights adjust in real time

- a. You can either view this in a list view or a graph



Market Pricing – Similar Vehicle Filters

A “**Set to More Like Mine**” CTA defaults the comp to include vehicles that match the VIN details of the vehicle you’re working

Filters

1

Filters (7)

Gray

Body Subtype: Crew

Body Type: Pickup

Doors: 4

Drivetrain: RWD

Engine: 3.5L V6

Show 1 more

Restore Defaults

Clear All

Set More Like Mine

Exclude

Photo	Year/Make/Model/Trim	Version
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box
	2023 Ford F-150 XLT	XLT 4x4 SuperCrew 5-1/2 Box
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box

Set your **Dealer Type, mileage, options, features & more** so you’re only pricing against vehicles that truly stack up against yours

Filters

8

Dealer Type

☐ Franchise
 ☐ Independent

XLT SuperCrew 5-1/2 Box (91)

XLT 4x4 SuperCrew 5-1/2 Box (1)

Color

Gray (93)

Mileage

0 mi → 70,000 mi

Photo	Year/Make/Model/Trim	Version	Color	Odometer	DOM	Dealership	Price	Distance	Sale Status	Sal
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Gray Metallic	55,739	23	Duval Ford	\$43,650	896	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Gray	41,724	7	Sanders Ford	\$39,865	576	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Stone Gray Met...	47,231	5	Allen Samuels D...	\$39,425	1,286	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT 4x4 SuperCrew 5-1/2 Box	Carbonized Gra...	24,613	84	Russell Barnett ...	\$38,995	669	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Carbonized Gray	9,944	67	Autonation Ford...	\$37,498	2,206	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Stone Gray Met...	55,332	10	Sanderson Ford	\$36,888	1,915	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Stone Gray Met...	54,758	21	Paul Thigpen Fo...	\$36,287	708	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Stone Gray Met...	55,047	22	Sam Galloway F...	\$35,990	1,150	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Avalanche Gray	30,854	9	Hacienda Ford ...	\$35,971	1,516	ACTIVE SALE	
	2023 Ford F-150 XLT	XLT SuperCrew 5-1/2 Box	Gray Metallic	50,739	27	Duval Ford	\$35,925	896	ACTIVE SALE	

Photos

Manage and enhance inventory photos to make your listings more attractive in the same solution to enhance operational efficiency. *We can also ingest photos from your 3rd party image provider [appear within 24-hours]*

Overview Market Pricing **Photos** Equipment Condition Report

1

Drop photos here or


 Add Photos

2

[Request Reshoot](#)



Drop photos here or

 Add Photos

[Add Image Overlay](#)

3

VDP

Retail Photos (3)

OTHER LIBRARIES

Stock Photos (1)

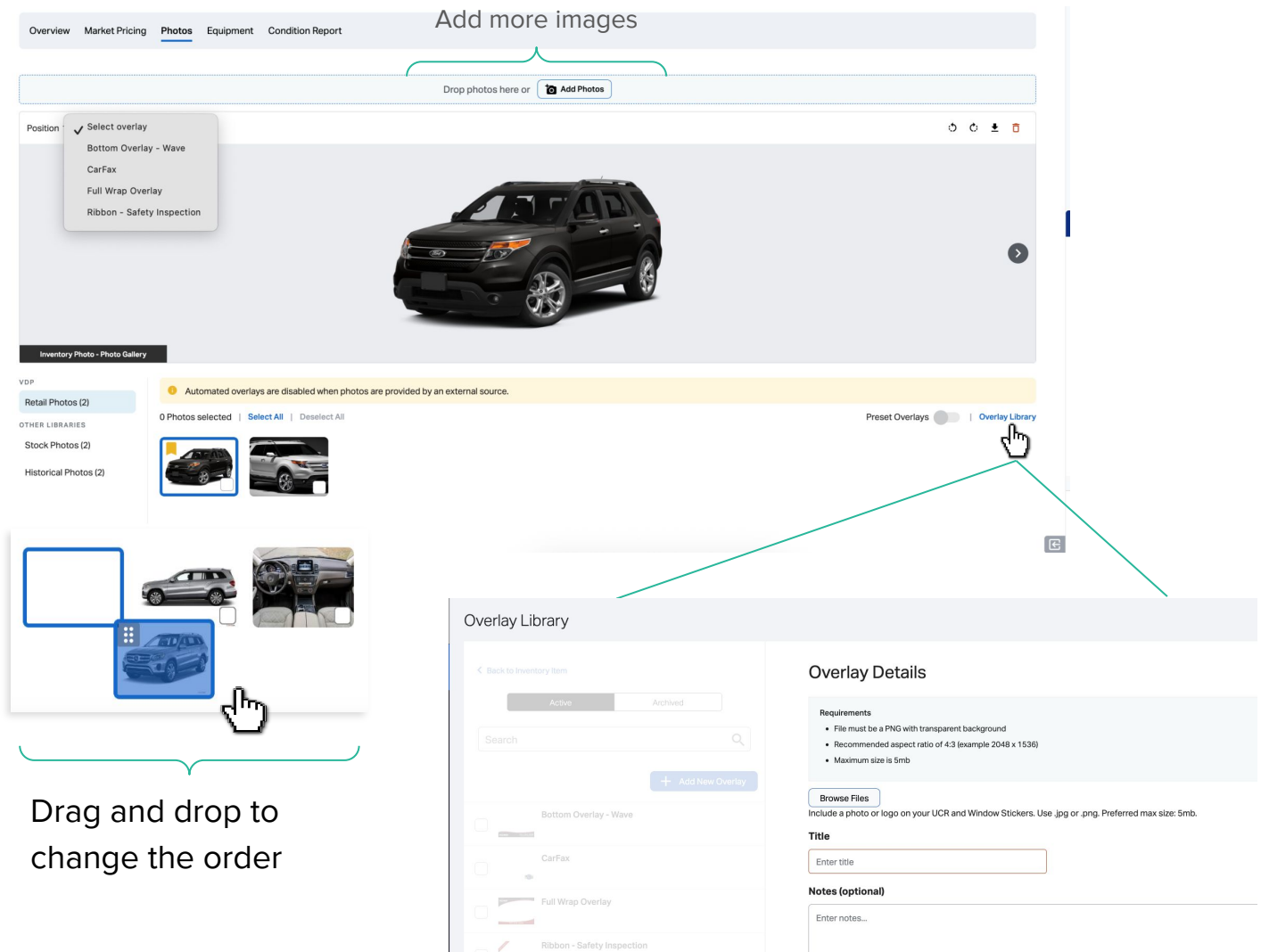
Historical Photos (38)



1. Drag-and-Drop or **Add Photos** from your desktop
2. Access **Historical Photos (view only)** to provide more information about a vehicle's condition within merchandising
3. Easily **Request Reshoot** to streamline the process of managing inventory photos

Photos

Apply global overlays to highlight key features or incorporate your brand.



The screenshot shows the 'Photos' tab in the AccuTrade interface. At the top, there's a navigation bar with 'Overview', 'Market Pricing', 'Photos', 'Equipment', and 'Condition Report'. Below this is a section titled 'Add more images' with a 'Drop photos here or Add Photos' button. A dropdown menu is open, showing options: 'Select overlay', 'Bottom Overlay - Wave', 'CarFax', 'Full Wrap Overlay', and 'Ribbon - Safety Inspection'. A callout box with a hand icon and the text 'Drag and drop to change the order' points to a photo gallery on the left. The gallery shows several car images, with one selected. A green line connects the 'Overlay Library' link in the top right to a detailed view of the 'Overlay Library' panel. This panel has a search bar, a list of overlays (Bottom Overlay - Wave, CarFax, Full Wrap Overlay, Ribbon - Safety Inspection), and a 'Browse Files' button. To the right of the list is the 'Overlay Details' section, which includes requirements (File must be a PNG with transparent background, Recommended aspect ratio of 4:3, Maximum size is 5mb), a title field, and a notes field.

1. Click **Overlay Library**
2. + Add New Overlay
3. Upload your Photo, enter a Title, and any Notes
4. When you've added your overlay it'll appear at the top of the image so you can apply it to your desired vehicles

File must be a PNG with transparent background. Recommended aspect ratio of 4:3 (example 2048 x 1536). Maximum size is 5mb

Merchandising

Within the Equipment (or Merchandising) section, highlight vehicle features and use AI merchandising descriptions. *Your dealership tagline will also appear here.*

The screenshot shows the 'Add a Dealer Description' interface with a 3,000 character limit. It features a 'Select Template' dropdown menu and a 'Manage Templates' link. Numbered callouts indicate the following steps:

- 1**: Type in your description. Leverage the power of AI to set different tones for vehicle descriptions and tailor to the right audience the first time
- 2**: Or, choose a template from the **Select Templates** dropdown
- 3**: To upload new templates, select **Manage Templates**
- 4**: Include your dealership tagline (more on next page)

Use Templates to pre-populate Notes.

Click **Manage Templates** to manually add new.

1. Type in your description. Leverage the power of AI to set different tones for vehicle descriptions and tailor to the right audience the first time
2. Or, choose a template from the **Select Templates** dropdown
3. To upload new templates, select **Manage Templates**

The first screenshot shows the 'Vehicle Description Templates' interface with a list of templates. A hand icon points to the '+ Add Template' button. The second screenshot shows the 'Template Details' form, which includes fields for 'Title', 'Vehicle Description', and 'Add Dynamic Tag'. A green arrow points from the '+ Add Template' button in the first screenshot to the 'Add Dynamic Tag' field in the second screenshot.

Click + **Add Template** to create a new template for your dealership. Ensure you add a title, type in the description box, and even add a dynamic tag!

4. Include your dealership tagline (more on next page)

Merchandising

Edit your dealership tagline for consistent messaging across your inventory

We are simple, fast and easy	
Dealership tagline	

1. My Account > Account Settings
2. Dealership Profile & Settings
3. Dealership Settings
4. Manage Dealer Description

The screenshot displays the 'Dealership Settings' page for 'Katie Unger' (Katie's Cars DEMO, Acquisition Manager). The left sidebar contains a menu with 'My Account' highlighted by a green arrow and a green circle with the number 1. The main content area has a top navigation bar with 'Account Details', 'Dealership Settings' (highlighted with a green circle with the number 3), 'Lead Funnel', and 'Account Activity'. Below this, the 'Dealership Profile & Settings' tab is selected, indicated by a green circle with the number 2. The 'Dealership Settings' sub-tab is also highlighted with a green circle with the number 4. The 'Dealer Description' section is visible, showing a text area for the dealer description and a 'Manage Dealer Description' button. A modal titled 'Manage Dealer Description' is open on the right, showing a text area for the dealer description and 'Cancel' and 'Save' buttons.

Once you have your merchandising description and dealership tagline set, scroll down to adjust the pre-selected key Equipment features to highlight.

Select Equipment

(Starred items will be shown as featured)

Add a Custom Option...

Select All

☒ ☐ 1 LCD Monitor In The Front

☒ ☐ 14 harman/kardon Speakers

☒ ☐ 14-Way Power Passenger Seat -inc: Power Recline, Height Adjustment, Seatback Side Bolster Support, Fore/Aft Movement, Cushion Extension, Cushion Tilt, Articulating Upper Backrest and Massaging Lumbar Support

☒ ☐ 180 Amp Alternator

☒ ☐ Digital Signal Processor

☒ ☐ Door Auto-Latch

☒ ☐ Double Wishbone Front Suspension w/Air Springs

☒ ☒ Driver And Passenger Heated-Cushion, Driver And Passenger Heated-Seatback and Ventilated Front Seats

☒ ☐ Driver And Passenger Visor Vanity Mirrors w/Driver And Passenger Illumination, Driver And Passenger

☒ ☐ Multi-Link Rear Suspension w/Air Springs

☐ ☐ NATURAL GRAIN BROWN ASH WOOD TRIM

☐ ☐ NIGHT PACKAGE

☒ ☐ Navigation Map Updates Included For 3 Years

☐ ☐ OBSIDIAN BLACK METALLIC

☐ ☐ OFF-ROAD PACKAGE

☒ ☐ Outboard Front Lap And Shoulder Safety Belts -inc:

Update

★ Key features are mentioned within AI generated merchandising text.

Vehicle details are pre-selected using build data to reduce time spent on merchandising, freeing up time for you to increase operational efficiency

Syndication

Instantly list inventory to Cars.com and Dealer Inspire (Q4 2025) websites with AccuTrade Syndication. Syndication can push to anywhere you request: 3rd party marketplaces, your dealer website, other inventory listing sites, but timing will **vary**.

1. Click **Syndicate Online** to syndicate your listing and push to your platforms

The screenshot shows the AccuTrade interface for a vehicle with Inventory ID 7017897. The vehicle is a 2019 Mercedes-Benz GLS Class. The 'Syndication' status is 'OFFLINE'. A green circle with the number '1' highlights the 'Syndicate Online' button in the 'SELECT ACTION' sidebar on the right.

ONLINE

When it's been successfully syndicated, it will signify **Online**

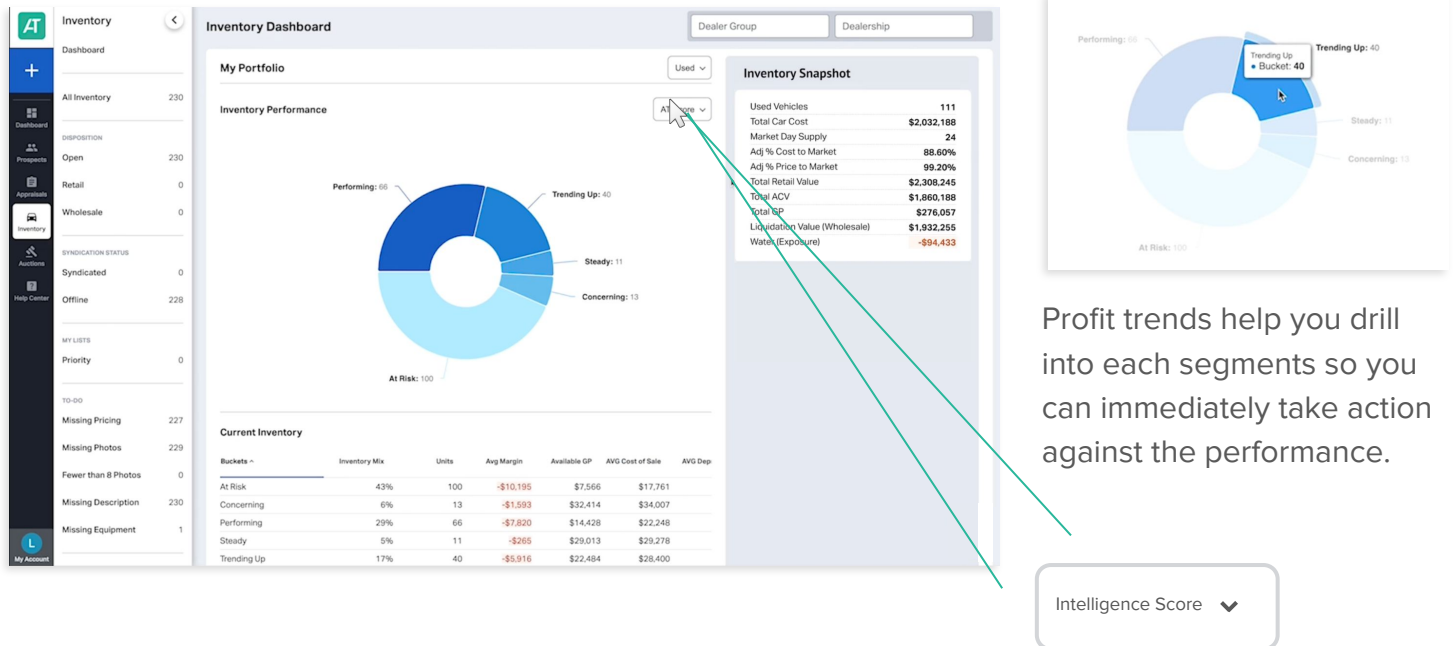
2. Confirm or update the **Retail Listing Price**
3. Click **Confirm Condition**

The first screenshot shows the 'Syndicate Online' screen. It includes a text box for 'Confirm Retail Listing Price' with the value '\$ 30,650' and a 'Confirm Condition' button. The second screenshot shows a 'Successfully Syndicated' confirmation message with a green checkmark and a 'Back' button.

Clicking **Syndicate Online** will publish your vehicle listings.

Inventory Reports

The inventory portfolio highlights scores of all your cars, flagging high-risk vehicles losing wholesale value the fastest, identifying which are **performing** best, **trending** up, **holding steady** and shifting toward **concern** and **at-risk** vehicles.



Profit trends help you drill into each segments so you can immediately take action against the performance.

Intelligence Score

Use the AccuTrade score to understand which vehicles you're losing money on the fastest to strategically plan your exit strategy.

DOI

The inventory reporting you're used to. Leverage DOI to understand which vehicles have been on your lot the longest.

Support

Have any questions? Hitting a bug or have a technical error?
Reach out to accutradesupport@carscommerce.inc for help.

Or, reach out to your DRM directly!