



THG Suggested OTD Email Template for NEW Cars:

NOTE: Contact the Dealers Internet Sales Manager and ask for their Email. Create an Email address you can use for Car Shopping (to avoid dealers spamming your inbox later) Do NOT send your contact number! Only communicate via Email. Now, Email the Internet Manager with the Following:

Hello "Insert Dealer contact name",

I am emailing you today to request a price on a (year, make, model, trim).
I'm looking for a bid from you as outlined below. I look forward to your prompt response as I want to get this deal done ASAP.

1. Is the Price above or below the dealer invoice? Or at MSRP?
2. List any additional fees I will have to pay that are not detailed on the vehicle invoice.
3. Are there any dealer add-ons or products I will be required to pay for?
4. List any rebates or incentives currently offered on this vehicle including loyalty and conquest bonuses (I want this separately noted from the price you are quoting on the bid)
5. Finally, List a OTD (Out the Door) Price including taxes, incentives, and all fees.

I will need the above information to make a good decision:

Thank You!

Insert your name here