HOW TO BUILD NEW-VEHICLE PRICING FROM VAUTO

DealerInspire Price Stack Process Guide

Anderson Auto Group — Website & Feed Build Standard

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All new-vehicle pricing originates in **vAuto**. vAuto is our source of truth for pricing. This guide is the companion to our internal Anderson Auto Group vAuto Pricing Guide (which tells our stores how to enter pricing). This document tells **DealerInspire** how to read that vAuto feed and build the price stack on our websites so it matches every time.

> **The governing principle:** For the most part, everything comes straight from vAuto. DealerInspire pulls the fields, displays them, and does not re-derive the advertised price. If a stack ever looks wrong, the fix is to bring the build back to these rules — not to recalculate anything by hand.

WHAT DEALERINSPIRE PULLS FROM VAUTO

These values are pulled directly from the vAuto feed for the most part. Pull them as delivered.

#	Field	Source	Rule
A	**MSRP**	vAuto	Pull directly. Never change. Factory price.
B	**Manufacturer Rebates / Incentives**	vAuto	Pull directly. Only non-conditional incentives are in the feed; display them as delivered. (See exceptions note below.)
C	**Dealer Discount**	vAuto	The vAuto field holds the **net discounted price**, not the discount amount. DI displays the **difference** (MSRP − field). See Rule 1A below.
D	**Accessories**	vAuto	Display only the portion **in excess of that store's base amount** (see Rule 4 for each store's base).
E	**Advertised Price**	vAuto	Pull directly. **This is always correct.** Never calculated, never overridden.

RULE 1 — ADVERTISED PRICE: ALWAYS PULL, NEVER CALCULATE

The **Advertised Price** field in vAuto is the final, customer-facing number after all discounts, packages, fees, and non-conditional incentives have already been applied inside vAuto. Whatever that field says **is** the advertised price — no matter what the individual line items appear to add up to.

The stack lines below (doc fee, protection package, accessories, incentives) are **display line items** that itemize what is already inside that Advertised Price. They are shown for transparency. They are **not** inputs to a calculation. Never sum the line items to produce the advertised price, and never adjust the advertised price because the line items appear not to foot.

> **How to think about it (concept, not a live feed example):** Suppose a vehicle's vAuto Advertised Price reads a given figure. That figure is what the customer sees and what must display — even though the stack shows an MSRP, a dealer discount, a doc fee, a package, and possibly an accessory line beneath it. Those lines exist to explain the price, not to build it. Pull the Advertised Price straight from the field and display it exactly.

RULE 1A — DEALER DISCOUNT: DISPLAY THE DIFFERENCE (MSRP − FIELD)

The **Dealer Discount** field in vAuto does **not** contain the discount amount. It contains the **net, already-discounted price** of the vehicle. When that value is lower than MSRP, DealerInspire calculates the difference behind the scenes and displays **that difference** as the Dealer Discount line.

> **How it works:**
> MSRP = **$49,765**
> vAuto Dealer Discount field = **$47,000** (the net discounted price)
> DI displays: **Dealer Discount — $2,765** (because $49,765 − $47,000 = $2,765)

So the number the store enters in the Dealer Discount field is the price after the discount, and DI does the subtraction from MSRP to show the customer-facing discount amount. If the field equals MSRP (no discount), no Dealer Discount line is shown.

RULE 2 — HARD-CODED DISPLAY LINES

Some values are hard-coded on the DealerInspire side. Just the numbers — no math. They are already included in the vAuto Advertised Price; the lines only itemize them.

- **$499 Documentation / Processing Fee** — **all stores.** This is the one line every rooftop has in common.
- **Protection Package** — only the stores that carry one, at that store's amount. Not every store has a package (see the per-store table). Where a store has no package, no package line is displayed at all.

RULE 3 — REBATES / INCENTIVES

For all stores, rebates and incentives should pull from **vAuto**. Only non-conditional incentives belong in the feed; display them as delivered and do not manually type incentive terms.

> **Known exceptions (leave as DealerInspire currently has them — do not change):** Chevrolet may flow through **D2C2**, Ford may use its **OEM feed**, and Honda may differ. These exceptions are not a problem — continue exactly as DI is doing today for those brands. The default for everything else is vAuto.

RULE 4 — ACCESSORIES: ONLY THE AMOUNT ABOVE THE STORE'S BASE

Because of how vAuto is configured, a **base amount is already pre-built into every Advertised Price**. The vAuto Accessories (Total Accessories) field therefore starts at that base. **The base is not the same at every store** — it depends on whether the store carries a protection package:

- **Stores WITH a protection package → base = $1,494.** That is the $995 protection package **+** the $499 documentation fee, both already baked in. Applies to Ford Kingman, Ford Bullhead City, Nissan, and Honda.
- **Stores WITHOUT a protection package → base = $499.** These stores have only the documentation fee baked in — no package. Applies to Chevrolet and Chrysler.

Once you know the correct base for the store, the accessories logic is the same everywhere:

- **If the Accessories field equals the store's base (or less): do NOT display an accessories line.** That base is only the package and/or doc fee, which are already shown on their own separate lines under Rule 2. Showing an accessories line on top of those charges the customer for the same thing twice.
- **If the Accessories field is greater than the store's base:** the amount **above** the base is a genuine dealer-installed or aftermarket accessory on that specific vehicle. **Subtract the store's base** from the field and display the remainder as **Dealer Accessories**.

Worked example — store WITH a package (base $1,494):

> vAuto Accessories field = **$2,494**
> $2,494 − $1,494 (pre-built base) = **$1,000**
> Display: **Dealer Accessories — $1,000**

Worked example — store WITHOUT a package (base $499):

> vAuto Accessories field = **$1,199**
> $1,199 − $499 (doc fee only) = **$700**
> Display: **Dealer Accessories — $700**

That subtraction is the only math anywhere in this build, and it is used **only** to figure the accessories line — never the advertised price. Use the base that matches the store.

QA CHECKLIST — RUN BEFORE PUBLISHING A BUILD

For a sample of new vehicles on each rooftop, confirm:

1. Displayed Advertised Price **equals** the vAuto Advertised Price field exactly (to the dollar).
2. Exactly **one** $499 Documentation Fee line appears.
3. A protection-package line appears **only** for stores that carry one, and exactly once.
4. An accessories line appears **only** when the vAuto Accessories field exceeds **that store's base**, and shows **(field − base)**, not the raw field value.
5. The correct base was used for the store ($1,494 for package stores, $499 for non-package stores).
6. No line item is displayed twice.
7. The advertised price was **not** recalculated from the line items.
8. The Dealer Discount line shows **MSRP − the vAuto Dealer Discount field** (the difference), not the raw field value, and appears only when the field is below MSRP.

9. Rebates/incentives match the vAuto feed (or the approved brand exception source).

PER-STORE PROTECTION PACKAGE / BASE (REFERENCE)

Store	Auto-Applied Package	Doc Fee	Accessories Base
Ford Kingman	Desert Protection Package $995	$499	**$1,494**
Ford Bullhead City	Desert Protection Package $995	$499	**$1,494**
Nissan	Desert Protection Package $995	$499	**$1,494**
Honda	Anderson Honda Pro Package $995	$499	**$1,494** (updated 8/2026)
Chevrolet	**No package**	$499	**$499** (package dropped 8/2026)
Chrysler	**No package**	$499	**$499**

BOTTOM LINE

- MSRP, manufacturer incentives, dealer discount, and advertised price are pulled from vAuto for the most part.
- The Advertised Price from vAuto is always correct — pull it, display it, never recalculate it.
- The $499 doc fee is a hard-coded display line at every store; the protection package line appears only at stores that carry one.
- The accessories line appears only for the amount above that store's base — **$1,494 for package stores, $499 for non-package stores** — never the raw field value.
- If pricing is entered correctly in vAuto and built to these rules in DealerInspire, every Anderson Auto Group site and lead provider stays accurate and consistent.