

HOW TO PRICE NEW VEHICLES IN VAUTO CONQUEST

Anderson Auto Group Sales Pricing Guide

All new vehicle pricing is done in **vAuto**. vAuto is our **source of truth** for pricing.

If pricing is not entered correctly in vAuto, it will not map correctly to our **websites** and **lead providers**.

NON-NEGOTIABLE RULES

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| 1. Never Change MSRP | MSRP should never be changed. This is the factory price and must remain accurate. Example: \$40,123 . |
| 2. Dealer Discount Must Be Entered Correctly | The Dealer Discount field is how you determine how much discount you want to give the vehicle. If you want to discount a vehicle by \$525 , subtract that amount from MSRP first. Enter the adjusted number, not the discount amount. |
| 3. Dealer Accessories Are Part of the Pricing Structure | Dealer Accessories include standard fees, protection products, and any additional accessory added to the vehicle. These items affect the final advertised price and must be handled correctly in vAuto. |
| 4. Only Use Non-Conditional Incentives | Only stack non-conditional incentives in vAuto. Do not stack conditional incentives unless you fully understand the compliance risk. |
| 5. Never Change the Advertised Price | The Advertised Price is the final customer-facing price after all calculations are made. Never manually change the Advertised Price. |

Dealer Discount Example

MSRP = \$40,123
Discount desired = \$525
 $\$40,123 - \$525 = \mathbf{\$39,598}$

Enter \$39,598 in the Dealer Discount field.
Do **not** enter \$525.

Examples of Conditional Incentives

- Military
- College Grad
- Loyalty
- Other rebates not available to every customer

STORE PRICING STRUCTURE

These items are automatically applied and are part of the pricing structure.

Store	Automatically Applied Item	Amount
All Stores	Dealer Doc / Processing Fee	\$499
Nissan	Desert Protection Package	\$995
Ford Kingman	Desert Protection Package	\$995
Ford Bullhead City	Desert Protection Package	\$995
Honda	Anderson Honda Pro Package	\$1,995
Chevrolet	Anderson Chevy Pro Package	\$1,995
Chrysler	No protection package	N/A

MSRP → Dealer Discount Entered Correctly → Dealer Accessories Added → Incentives Subtracted → **ADVERTISED PRICE**

Example Pricing Flow

MSRP = \$40,123

Dealer Discount entry = \$39,598

Dealer Accessories = +\$995

Incentives = -\$1,000

Final Advertised Price = \$39,593

ADDING ACCESSORIES IN VAUTO

Sometimes you will need to add an actual accessory beyond what is already automatically applied. When that happens, you must first create the accessory in vAuto, then add it to the vehicle.

How to Create an Accessory

1. In **vAuto Conquest**, hover over **Management**.
2. Click **Dealer Accessories**.
3. Click **Add Accessory**.
4. In the **Name** field, enter the accessory name.
5. In the **Description** field, enter a brief description.
6. In the **Disclaimer** field, this is typically not necessary.
7. In **Type**, select **Accessory**.
8. Select **Manual** so it only applies to that specific vehicle.
9. Click **Add**.
10. Select it in the **Accessory Stack**.

Very Important: Accessory Names Do Not Push Out

vAuto currently does not have the ability to send Accessory names to our websites and lead providers.

That means even though the pricing may be included correctly, the actual **Accessory name** will not display automatically to the customer on outside sites.

Required Rule: You should put the **Accessory name and cost in the first line of the vehicle description.**

This is **very important**.

Example

First line of description:

Added Accessory: Spray-In Bedliner - \$795

WHY THIS PROCESS MATTERS

- Keep pricing consistent across all platforms
- Avoid mismatched prices between systems
- Stay compliant
- Present clear and accurate pricing to customers
- Reduce customer confusion and lead issues

Bottom Line: If pricing is entered correctly in vAuto, our websites stay accurate, our lead providers stay accurate, and our advertised prices stay consistent.

If it is entered wrong in vAuto, it will create problems everywhere else.