



Where does Edmunds get their reviews?

Our reviews are generated from Edmunds users, and from our reputation management partners who solicit reviews from customers on behalf of dealerships they represent.

Where do customers see these reviews?

On Edmunds, any time they view your dealership or inventory.

Can I solicit reviews in my showroom?

Yes, Edmunds does not block the store's IP address.

Do customers have to create an account to post a review?

Yes, they must supply and confirm a valid email address and username.

How is our dealership's overall star rating determined?

It's averaged from all of the customer reviews posted in the last two years — It's averaged from all of the customer reviews posted in the last two years; for example, a review submitted in July 2018 will not be included in the overall rating as of August 1, 2020. However, all reviews will remain viewable on Edmunds, regardless of submission date.

Why doesn't Edmunds allow reviews from employees or their relatives? Friends, relatives and business associates typically have a bias in favor of the establishment being reviewed. This prevents them from being objective. Most other top review sites, like Yelp and TripAdvisor, have a similar prohibition.

How do I sign up to respond to reviews?

In order to post a response on behalf of your dealership:

- 1) Go to your dealership's showroom page on Edmunds.com. You can locate your dealership here (hyperlink: www.edmunds.com/dealer-reviews).
- 2) Identify the review to which you'd like to respond, then click the "read more" link.
- 3) Click the "post a comment" link located below the review text.
- 4) On the following page, enter a) a display name representing the dealership or individual responding, b) a valid email address, and c) the text of your response. Be sure to check the box indicating that you are responding on behalf of the dealership.

What if someone not associated with our business posts a comment to a review claiming to be a representative of the dealership?

If you find such a comment, click the Report It link beneath the comment, and our Review Team will investigate and remove the comment if necessary.

Need help? We're here for you

855-EDMUNDS | dealersupport@edmunds.com

The customer is lying about what happened. Can we have this review removed?

Edmunds does not remove reviews in response to allegations that they are inaccurate or misleading. Rather, we advise you to explain your side of the story by adding a comment to any review that you disagree with. Shoppers are more likely to trust businesses with a few well-handled negative reviews than those with no negative reviews at all.

We had a misunderstanding with a customer and they posted a bad review. We reached out and solved the issue to the customer's satisfaction. Will you remove the bad review?

We prefer that the customer return to Edmunds and update their original review. Although their review cannot be edited, they can provide information concerning their resolution with the dealership. They also have the ability to change the star rating they originally chose. We believe an updated review is beneficial to other consumers researching your business, as it is a testament as to how your dealership handles customer disputes.

We believe a review was submitted by a competitor or ex-employee. Will you remove it as fraudulent?

We have a policy of not posting a review that we know, or have reason to believe, is not a genuine reflection of a consumer's experience at a dealership. We are happy to investigate reviews you believe to be fraudulent. Please alert your Edmunds Account Executive if this should happen. And, to assist in our investigation, provide as many specific details as you can.

Why can't we offer minor compensation (discount coupons or a free oil change) as an inducement for someone to write a review? We offer all sorts of coupons on Twitter and Facebook.

We do not accept compensated reviews, as they are not representative of an unbiased customer experience. Most other top review sites, like Yelp and TripAdvisor, have a similar prohibition.

Our dealership is under new management. Will you remove all of the old reviews from the previous management?

Under some circumstances, we will create a new page for your dealership, in which case no previous reviews will display. Please contact your Edmunds Account Executive for assistance with this process.

How can I get more reviews?

Contact your Account Executive to discuss our Review Accelerator tool. The tool allows customers to submit Edmunds reviews right on your website. It also lets you promote positive reviews on your website.