**SAMPLE RESPONSE:**

**Edmunds Price Is Expiring Template**

**Subject Line: Your Edmunds Price Is Expiring!**



Hello [FIRST NAME],

Hello again! This is [SALESPERSON], the Edmunds representative at [DEALER NAME]. Your price is expiring on [EXPIRATION DATE]!!

Let’s set up an appointment to drive the vehicle before your offer price expires.

My job is to make your purchase experience as quick and hassle-free as possible.  For your convenience, please feel free to text us at [CARCODE NUMBER].

Would you like to come out today?  We will be here until [CLOSING HOUR].

Thank you for your time and remember at [DEALERSHIP] we always offer:

* A hassle-free buying experience [CUSTOMIZE TO SHOWCASE YOUR VALUE]
* Free appraisals of your current vehicle [CUSTOMIZE TO SHOWCASE YOUR VALUE]
* Premier financing options [CUSTOMIZE TO SHOWCASE YOUR VALUE]

Thanks,

[NAME]

**SAMPLE RESPONSE:**

**Your Edmunds Price Email Template**

**Subject Line: Your Edmunds.com Price**



Hello [FIRST NAME],

My name is [SALESPERSON] and I am the Edmunds representative at [DEALER NAME]. I’d like to personally thank you for using Edmunds for the [YEAR, MAKE, MODEL, VIN]. We have already provided you an upfront price of [YOUR PRICEOFFER], so save you time and money.

My job is to make your purchase experience as quick and hassle-free as possible. For your convenience, please feel free to text us at [CARCODE NUMBER].

Would you like to come out today? We will be here until [CLOSING HOUR]. Please call me at [PHONE NUMBER] or text me at [CARCODE NUMBER] if you have any questions or if you would like more information before coming in.

Thanks,

[NAME]

**SAMPLE RESPONSE:**

**Edmunds Value Appraisal Trade-In**

**Subject Line: Your Edmunds Trade Appraisal**



Hello [FIRST NAME],

My name is [SALESPERSON], and I am the Edmunds representative at [DEALER NAME]. I’d like to personally thank you for evaluating your trade-in on our website. When would you like to come down to the dealership to have one of our appraisers look at your vehicle?  In only 10 minutes, we will make you an offer on your vehicle whether you purchase one of ours or not!

Would you like to come out today? We will be here until [CLOSING HOUR]. Please call me at [PHONE NUMBER] if you have any questions or if you would like more information before coming in. For your convenience, please feel free to text us at [CARCODE NUMBER].

Thank you for your time and remember at [DEALERSHIP] we always offer:

* A hassle-free buying experience [CUSTOMIZE TO SHOWCASE YOUR VALUE]
* Premier financing options [CUSTOMIZE TO SHOWCASE YOUR VALUE]

Thanks,

[NAME]

**SAMPLE RESPONSE:**

**New vehicle Email Template   
(For new vehicle leads that are not VIN specific)**

**Subject Line: Edmunds.com Vehicle Inquiry**



Hello [FIRST NAME],

My name is [SALESPERSON] and I am the Edmunds representative at [DEALER NAME]. I’d like to personally thank you for going to Edmunds to request information on the [YEAR, MAKE, MODEL]. I’d be happy to answer any questions you have about that vehicle for you.

For your convenience, please feel free to text us at [CARCODE NUMBER].

Would you like to come out today?  We will be here until [CLOSING HOUR]. Please call me at [PHONE NUMBER] if you have any questions or if you would like more information before coming in.

Thank you for your time and remember at [DEALERSHIP] we always offer:

* A hassle-free buying experience [CUSTOMIZE TO SHOWCASE YOUR VALUE]
* Free appraisals of your current vehicle [CUSTOMIZE TO SHOWCASE YOUR VALUE]
* Premier financing options [CUSTOMIZE TO SHOWCASE YOUR VALUE]

Thanks,

[NAME]

**SAMPLE RESPONSE:**

**Dealership Review Template**

**Subject Line: Tell us about your experience with [DEALERSHIP NAME]**



Hello [First Name],

Thank you for purchasing from [DEALERSHIP NAME]! We appreciate your business and trust that your experience was an enjoyable one. Positive word of mouth is vital in building our business and establishing our reputation. If your experience was positive, we would be grateful if you would share it with others on Edmunds.com by clicking on the link below:

**[LINK TO DEALER’S RATINGS AND REVIEW PAGE ON EDMUNDS.COM]**

If your experience was less than satisfactory, please contact me directly and I will do all that I can to address your concerns personally. Thank you in advance and we look forward to meeting your automotive needs in the months and years to come!

Sincerely,

[DEALERSHIP NAME]

[CONTACT NAME]

[CONTACT INFO]

**SAMPLE RESPONSE:**

**Used+ Template**

**Subject Line: Your Edmunds Used+ Vehicle Inquiry**



Hello [First Name],

My name is [SALESPERSON] and I am the Edmunds representative at [DEALER NAME]. My job is to make your purchase experience as quick and hassle-free as possible.

I’d like to thank you for using Edmunds to lock in your offer on [YEAR, MAKE, MODEL, VIN]. We’ve already provided you an upfront price of [Used+ OFFER]. In addition, your deal includes other exclusive offers including a:

* 30 Day extended warranty
* 12 months of Roadside assistance

I double checked to confirm and this vehicle is still available. Please let me know when you are available to come out so I can make sure to have the vehicle ready for you. Feel free to call me at [PHONE] if you have any questions.

Thanks,

[NAME]

**SAMPLE RESPONSE:**

**Edmunds Price 3 Day Email Template**

**Subject Line: Your Edmunds Price**



Hello [First Name],

Hello Again. [SALESPERSON] here, your Edmunds representative at [DEALER NAME]. It’s been a few days since you reached out and got your Edmunds price. In case you misplaced it, the price we quoted is [XXXXX]. My job is to make your purchase experience as quick and hassle-free as possible. For your convenience, please feel free to text us at [CARCODE NUMBER].

The [MAKE, MODEL] you are interested in is still here. Please let me know when you are available to come out so I can make sure to have the vehicle ready for you.

Would you like to come out today? We will be here until [CLOSING HOUR]. Please call me at [PHONE NUMBER] or text me at [CARCODE NUMBER] if you have any questions or if you need additional information before coming in.

Thanks,

[NAME]

**SAMPLE RESPONSE:**

**Dealership Manager Response**

**Subject Line: Edmunds.com Vehicle Inquiry**



Hello [First Name],

My name is [MANAGER] and I am a Sales Manager at [DEALER NAME]. I’d like to thank you for researching and shopping on Edmunds.com to obtain your Edmunds price for the [YEAR, MAKE, MODEL, VIN]. At [DEALER NAME], we strive to make your purchase experience as quick and hassle-free as possible.

If there is anything that I can do to assist in your purchase, please don’t hesitate to contact me at [PHONE NUMBER]. I look forward to assisting you with your vehicle purchase!

Thanks,

[NAME]