



SHOPPING SMART

Dealer Contact & Quote Tracker

Five dealers, one format, every number side by side. Let the quotes compete, not you.

A NOTE FROM OUR TEAM

The most powerful thing you can carry into a dealership is another dealership's written out-the-door quote. We built this tracker so every quote is apples to apples: same vehicle, same format, same line items. Fill it in as the replies come back, and you'll know your best deal before you ever set foot on a lot.

— The Auto Advocate Team

The FTC recommends getting the out-the-door price in writing before you visit, so you can compare offers and spot extra charges. That's exactly what this tracker is for. Request a written, itemized out-the-door quote on a specific vehicle from up to five dealers, record every answer in the same format, and let the numbers decide where you go.

1 How to Request a Real Quote

- 1 **Pick the exact vehicle first.** Year, make, model, trim, and major options. Use No. 08, *Vehicle Comparison Scorecard*, to narrow it down.
- 2 **Contact the internet or e-commerce department.** They're set up to answer by email, and email gives you a written record.
- 3 **Ask for a specific unit.** A quote without a VIN or stock number is a guess, not a quote.
- 4 **Ask for every line item.** Price, dealer add-ons, dealer fees, tax, title, registration, rebates applied. See No. 17 and No. 18.
- 5 **Keep trade-in and financing out of it.** The FTC advises settling price before discussing a trade-in. Quote the vehicle alone.
- 6 **Log the reply the day it arrives,** including when the price expires.

2 Email Script

SUBJECT: OUT-THE-DOOR QUOTE REQUEST: [YEAR MAKE MODEL TRIM]

Hello,

I'm shopping for a [year, make, model, trim, color/options] and plan to buy within the next [number] weeks. I'm interested in stock number or VIN [if known], or a comparable unit you have in stock.

Please send a written, itemized **out-the-door price** showing the selling price, any dealer-installed add-ons, all dealer fees, tax, title and registration, and any rebates or incentives applied. Please include the VIN, stock number, and how long the price is valid.

I'm comparing written quotes from several dealers and will decide based on the out-the-door total. I'd like to keep trade-in and financing separate for now. Thank you for your time.

[Your name] · [Phone] · [ZIP code]

3 Phone Script

If a store won't reply by email, call. Keep it short and end every call with a request for something in writing.

- 1 "Hi, I'm looking at the [vehicle], stock number [#]. Is it still available?"
- 2 "Great. I'm comparing out-the-door prices from a few dealers. Could you email me an itemized out-the-door quote on that unit?"
- 3 If they ask you to come in: "I'm happy to come in once I see the numbers. What's the best email to expect it from?"
- 4 If they ask your payment: "I'm only comparing out-the-door prices right now."
- 5 "Thank you. Who should I ask for when I'm ready?" *Write the name in the tracker.*

4 The Quote Tracker

One column per dealer. Fill in every row the same way so the totals are truly comparable.

DETAIL	DEALER 1	DEALER 2	DEALER 3	DEALER 4	DEALER 5
Contact					
Dealership name					
Contact person					
Phone					
Email					
Vehicle					
Year / model / trim					
Color / key options					
VIN (last 8)					
Stock number					
Mileage (used)					
The Quote					
Selling price	\$	\$	\$	\$	\$
Dealer add-ons	\$	\$	\$	\$	\$
Dealer fees (doc, etc.)	\$	\$	\$	\$	\$
Tax, title, registration	\$	\$	\$	\$	\$
Rebates applied (minus)	\$	\$	\$	\$	\$
Out-the-door total	\$	\$	\$	\$	\$
Timing					
Date received					
Price expires					
In writing? (Y / N)					
My rank (1 = best)					

NOTES BY DEALER: CONDITIONS, REQUIRED ADD-ONS, HOW THEY TREATED YOU

FROM THE INSIDE

Internet departments are usually measured on how many appointments they set, so expect replies like "Come in and we'll get you a great number." That's normal. Politely ask again for the itemized figure in writing. The stores that send it are telling you how they'll treat you in person. And when a quote shows a fee or add-on another store didn't list, ask them to explain it before you assume it's required.

5 Read the Quotes Like a Pro

- | | |
|--|--|
| ☐ Every quote is for a specific VIN or stock number | ☐ Add-ons are priced individually and marked optional |
| ☐ All quotes include the same line items | ☐ I know when each price expires |
| ☐ No quote requires dealer financing to get the price | ☐ I saved every quote email or screenshot |
| ☐ Rebates are listed by name, not just "included" | ☐ My best quote is under my walk-away number (No. 22) |

WATCH OUT

A low selling price with high add-ons or fees isn't a low price. Compare only the **out-the-door total**. And when you visit, bring the winning quote printed out. The FTC advises checking that the price in your contract matches what the dealer gave you earlier. If a lender is involved, keep rate shopping inside the 14- to 45-day window the CFPB describes so multiple inquiries generally count as one.

LET US DO THE LEGWORK**Located, documented, and lender-ready.**

With Walk-In Ready, we find the vehicle, research rebates and incentives, value your trade, tell you exactly who to ask for and what to say, and help you organize the documents to bring. You book the visit, and you walk in with your homework already done.

Walk-In Ready \$399

(405) 761-3390 • autoadvocacy.net
THE DEALERSHIP HAS EXPERTS. NOW YOU DO, TOO.

SOURCES

Federal Trade Commission (FTC), Buying a New Car: consumer.ftc.gov/articles/buying-new-car

Federal Trade Commission (FTC), Buying a Used Car From a Dealer: consumer.ftc.gov/articles/buying-used-car-dealer

Federal Trade Commission (FTC), Financing or Leasing a Car: consumer.ftc.gov/articles/financing-or-leasing-car

Consumer Financial Protection Bureau (CFPB), How will shopping for an auto loan affect my credit?: consumerfinance.gov/ask-cfpb/how-will-shopping-for-an-auto-loan-affect-my-credit-en-763

This worksheet is an educational planning tool, not legal, tax, or financial advice. Verify all figures with your lender, insurer, and the dealership before you sign.