

THE EDMUNDS PROGRAM

1.855.EDMUNDS

dealersupport@edmunds.com

Our products and services boost your exposure and help you sell more cars — by driving premium shoppers right to you.



Inventory listings on Edmunds

Show customers pricing and available incentives for your new and used vehicles



CarCode messaging platform

Talk to shoppers via chat, video chat, text, Facebook Messenger and Google Business Messages from any device



Advertising powered by Edmunds

Use our exclusive data to connect with ready-to-buy shoppers on Facebook and Instagram; engaging inventory ads drive shoppers directly to your VDPs



24/7 Managed Messaging service

Our trained team replies to CarCode inquiries quickly and effectively — resulting in qualified leads and test-drive appointments delivered right to your CRM



Instant Cash Offer tool

Acquire more inventory by giving a cash offer that's backed by Edmunds*; shoppers can see an offer in as little as two minutes



Dealership reviews on Edmunds

Generate more online reviews; increase your exposure and the level of confidence shoppers have in your dealership



Put your cars on streaming

Edmunds Connected Video places your dealership ads on major streaming platforms — we target the shopper's TV for max exposure, then re-engage on smaller devices



Vehicle appraisals

Present shoppers with actual trade-in values, and acquire more inventory by accessing our exclusive marketplace

* Edmunds works with CarMax to provide dealers a seamless experience. CarMax can guarantee an offer that's good for 7 days — they can also pick up the vehicle and buy it from the dealer. Offers are contingent on accurate information being provided about the vehicle being appraised within the Instant Cash Offer tool or within the MaxOffer tool. Any differences between the information provided about the vehicle and the vehicle's actual condition, use, and history may impact the offer received.