



Dealer Ratings & Reviews

Overview

Dealer Ratings & Reviews provides your dealership with the ultimate word-of-mouth opportunity. Referrals by friends and family are still a mainstay of building a profitable source of new customers. Edmunds' Dealer Ratings & Reviews allow your satisfied customers to help spread the word for you to millions of eager consumers online.*

How Dealer Ratings & Reviews Works

Consumers can review a dealership in two areas: sales and service. Each review contains an area for the consumer to: write about their experiences, list the pros and cons, state whether they would recommend the dealership to other, and then score the dealership's sales or service department in five areas on a scale of 1-5, or "not applicable" if a specific item did not apply (for example, if there was no trade-in process). The overall rating is then displayed at the highest level dealership page within the Local Dealership (<http://www.edmunds.com/dealerships/index.html>) section of Edmunds.com.

Dealership Sales Reviews

OVERALL RATING: ★★★★★

Reviewed by 100 members

Sales Associate:

Vehicle Inventory:

Finance Department:

Trade-In Process:

Buying Process:

Dealership Service Reviews

OVERALL RATING: ★★★★★

Reviewed by 100 members

Quality of Work:

Parts Availability:

Price:

Waiting Area:

Shuttle or Loaner:

Quality

At Edmunds, we take seriously our objective that the content published be of value to our visitors. All submitted content is monitored for compliance with our Membership Agreement, Visitor Agreement and review submission guidelines.

Any user wishing to submit a review must be a registered member. Membership requires providing a first and last name in addition to a valid email address. All submitted reviews will be screened by our experienced team of moderators for objectionable content, such as profanity and name-calling. Questionable reviews will be escalated to an administrator for further review. Best efforts will be made to publish reviews within 24-hour after being submitted.

Published guidelines for submitting a review:

- Do not use profanity and refrain from name-calling
- Do not use ALL CAPS
- Do not post ads or solicitations
- Do not post HTML or links
- Do not post personal contact information (phone numbers, email addresses) for yourself or others

We recommend that dealers become personally involved in our community. You may comment on reviews and provide additional information. Below is a simple list of helpful Dos and Don'ts for dealers. We hope you find the reviews a great source of new referral business for both your sales and service departments.

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DOs

1. **Do** register at Edmunds.com if you haven't already done so. Only registered members can submit reviews and post comments on reviews.
2. **Do** build your CarSpace profile page by completing the "edit profile" section and uploading a photo. Consumers will look to CarSpace to see your full profile and learn more about you.
3. **Do** help keep your dealership information up to date.
4. **Do** thank positive reviewers in the comments section of the review and by asking them to become a friend in CarSpace.
5. **Do** use a negative review as a learning experience and when responding do so with gracious professionalism.
6. **Do** direct your customers to write reviews about their experiences with you at Edmunds.com. We find that a simple email request with a link to your dealership page at Edmunds.com is best.

DON'Ts

1. **Don't** review your dealership or yourself (if you're a salesperson) anonymously or have your friends write reviews simply to boost your business. If consumers suspect that a good review has been falsified, they may assume the dealership does not play fairly and indicate their suspicions in the comments that follow the review.
2. **Don't** retaliate against consumers who have written a negative review about you. Please feel free to disagree and point out where you believe the experience was different or a misunderstanding occurred. It is always best to agree to disagree in civil terms rather than permanently shun a customer.
3. **Don't** overreact to a single negative review. Even the best businesses can have a customer who may not have enjoyed their experience with you. Perhaps you or they had a bad day. Perhaps there was a misunderstanding. Use this as an opportunity to learn and grow your business and to meet the needs of your future customers.
4. **Don't** use the reviews platform (reviews or comments) to solicit business by posting specials or inventory.

All reviews have a link to report abuse. If you encounter a review that is objectionable, click the "report abuse" link and provide details as to why the review is objectionable. The complaint will be sent to our customer service monitors to review and respond.

Promote Your Reviews

There are a number of ways your dealership can convert satisfied customers into active referrals for your business. Be sure and inform customers about your review pages on Edmunds.com and encourage them to share their experiences. You can remind your customers of how important a great review is to you in a number of ways: through flyers, direct mail, service reminders, email correspondence, and also in person at the time of a sale or service appointment.

Here is a sample correspondence you can use to ask for a favorable review:

Thank you for choosing [name of dealership] for your automotive needs. I trust your experience was an enjoyable one. Positive word of mouth is vital in building our business as well as our reputation. If your experience was positive, I would be grateful if you would share it with others on [<http://www.edmunds.com/dealerpageURL>]

If your experience was less than satisfactory, please email 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,

Name of Dealership
[Salesperson or Service Manager]

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