



Where do I login to change pricing on vehicles?

dealerportal.edmunds.com/pricing

How do I reset my password?

Enter your email address at:

<https://edmundsdealerportal.okta.com/reset-password>

How can I price my vehicles?

Send us your feed and we can pull your website internet pricing or you can manually set prices using our Pricing Tool.

Do you take out incentives in the Pricing Tool?

Edmunds currently only takes off customer cash incentives available to everyone; we do not include dealer cash or special incentives you may offer.

Can I use both the feed and Pricing Tool?

You have to choose to either use the Feed Pricing Method or Pricing Tool.

How often will my pricing update?

Pricing will update within 24 hours on the Edmunds Site.

What are the different ways I can price in the Pricing Tool?

You can discount by dollar amount or percentage using MSRP, True Market Value (TMV) or invoice as a benchmark.

Does the pricing certificate include dealer/fee disclaimers?

Yes, the pricing certificate includes the dealer fee when inputted. It can include a standard disclaimer (which you can add to). It won't have tax/title/tag.

What if I forget to login to the pricing tool to update pricing?

We offer a default pricing option, so you never have to worry about your inventory not being priced. By clicking this option, your inventory will always be priced.

Need help? We're here for you

855-EDMUNDS | dealersupport@edmunds.com

Are these sales prices shown to the customer on your site?

No. In order to see the sales price, they must first submit their name, email and telephone to the dealership.

Is Your Price within OEM compliance guidelines?

In the pricing tool, we are able to set up parameters to ensure OEM compliance.

What information does the customer have to give to see the price?

The customer must submit their name, email and phone to receive the price.

How do I prevent getting bogus information?

Although filters are in place to help prevent false email/phone numbers, the system is not perfect.

What's included on the Your Price certificate?

The specific VIN from your dealership that the customer was searching for, pricing, any additional incentives they may qualify for, a picture of the vehicle, as well as dealership contact information. There will also be an expiration date on the certificate to create a sense of urgency to the customer — dependant on when the customer submits their lead. The expiration date is 14 days from the time the quote was received (or end-of-month or when incentives expire).

Can I set up lease offers?

Yes, you can now set up lease offers for your inventory, either by setting up default rules, or customizing the offer by vehicle. Money Factor, APR and residual values are pulled from DealerTrack, which works with most OEMs, and is automatically updated each month when new lease offers are available.

How do I set up lease offers?

Choose a benchmark: MSRP, invoice or Your Price. Adjust the price and set the terms, including mileage, duration and any required down payment. Lease offers can be found at the top of the Pricing Tool.

How does competitive pricing work in the tool?

Please note these prices do not take into account extra options on the vehicle, but only the trim level of the vehicle. Use caution when you're using them to gauge your prices.