



BDC Team:

Estimator Talk Tracks

About the RepairPal Fair Price Estimator

Best Practice: We recommend you install our widget on your website. This way you can refer customers to the RepairPal Fair Price Estimator on your own service page on your site.

Benefits of The RepairPal Fair Price Estimator:

- Is featured on websites of many top trusted brands in automotive, including Consumer Reports, Microsoft Auto, and NAPA Auto Parts
- Calculates a fair price for car repair that takes into account the specific vehicle, local area, and specific repairs
- Integrates data from reputable national automotive data and parts suppliers, as well as local information from both independent shops and dealers.

How We Built The Estimator:

- Our RepairPal Estimator is carefully designed with data provided by MOTOR, which is provided directly from the OEM.
- We guarantee** the pricing set forth to represent factory stated labor times and OEM list pricing for parts, and in many cases, estimates also include aftermarket parts, as well.
- We use average dealer labor rates for your area.

Estimator Parameters:

- Model Years: 1990 – 2022
- Vehicle: Make, Model
- Additional vehicle identifiers for more accurate estimates:
 - Engine displacement
 - Drivetrain identifiers (FWD, RWD, AWD, etc.)
 - Location (front/rear, right/left, etc.)
 - Trim levels (S, GT, GTS, LE, Sport, Luxury, etc.)
- Zip codes: 44,000+
- Repairs: 2,300+ repairs/ services
- Parts Pricing: range includes OEM MSRP and high quality aftermarket parts
- Labor Times: Industry standard labor guides from MOTOR (similar to Alldata)
- Labor Rates: Zip code specific, set by labor rate surveys, area economic information and labor rates data feed

Estimates:

- RepairPal is capable of delivering millions of unique repair and services estimates
- Over 300,000 consumers get repair estimates from RepairPal each month

Using the Estimator:

- Dealer Services Advisors and BDC staff can use the estimator on the dealer's website or on RepairPal.com
- Customer can also check estimates on the dealer's website or on RepairPal.com to feel confident that we are charging you fair prices.
- Using the Estimator is easy, as it walks you through Zip, Year, Make, Model, Repair

Explaining the Guarantee to Customers:

- "Our prices have been reviewed by RepairPal and fit within RepairPal's Fair Price Estimator, so you always get a fair price for repair work here at <dealership>."
 - "We offer quality repairs at prices you can trust. The RepairPal Estimator includes over 2,300 different repairs and services."
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BDC Talk Tracks

BDC Value Props:

- 3rd party validation for fair pricing encouraging customers to set appointments and get repairs done at your dealership
- Call efficiency: Eliminates the need to put callers on hold for quotes / repair questions
- Call conversion: More appointments made the first time, fewer call backs
- Empowerment through education: Access to America's largest online marketplace for information on automotive service & repair.

General Talking Points:

- We are RepairPal Certified.
- We have been validated for offering Fair Prices and guarantee to charge fair prices within the range established by the RepairPal estimator™
- You may not have heard of RepairPal, but they're the largest marketplace for auto repair and they review dealers for fair pricing, like a JD Power or KBB.
- You can be confident that you are always getting the best quality repair at a fair price.

Phone Quote Requests

- While only a service advisor can give you an exact price after confirmation of diagnosis, I can go ahead and get you a range from RepairPal's Fair Price Estimator.
- Use the Estimator on your website or RepairPal.com by entering Zip, YMM, Repair
- Give estimate + text or email that to customer
- All our repairs are Fair Priced as validated by RepairPal, an independent 3rd party, so you can have confidence in our pricing when repairing your vehicle with us.
- You may not have heard of RepairPal, but they're the largest marketplace for auto repair and they review dealers for fair pricing, like a JD Power or KBB.
- I would like to go ahead and reserve an appointment for you as we are very busy

Customer: "I'm still not sure, I'd like to get an exact price before I schedule"

- I will send you an exact quote by (day/time)
- We highly recommend having our factory trained technicians diagnose your vehicle to ensure you get the right repair.
- Please know that our factory trained technicians will determine what's really needed, which may include other or additional repairs.
- All our repairs are Fair Priced as validated by an independent 3rd party so you can have confidence in our pricing when repairing your vehicle with us.



FAIR PRICE
GUARANTEE