



# **Service Advisors: 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."
- 

## **Tips From Other Advisors**

*"We've used RepairPal with customers to show them that the pricing we offer is in line with other repair shops around here. Everybody has the perception that dealerships are too expensive and we've effectively been using RepairPal to show that we are in line and can be at the same pricing level as those independent shops."*

### **Matt Mabe, Service Manager, Modern Infiniti of Greensboro**

*"By using RepairPal it gives me an idea of what to quote out, not having to put them (customers) on hold, call my parts department, get a price on that, call my technician, get a labor estimate on that ... It saves time... I can give a quote instantly by going to the actual (RepairPal) website and even set the appointment up for the customer."*

### **Paul Ashcraft, Service Advisor - Central Houston Nissan**

*"When you're trying to go over that inspection ... if you can easily show right then and there that you're the same price as down the street ... (consumers are) more likely to go ahead and say yeah let's do that work... You're able to be transparent with your customers ... the best way to overcome that (negative price perception) is just this transparency and this tool,"*

**Holden Scott, Regal Nissan (Atlanta), Fixed Ops Director, Nissan Dealer Advisory Board**

*"It's probably the best thing that's ever happened as far as advisorship goes ... This is perfect for myself and I think it's perfect for others to be able to just be successful in this industry,"*

**Patrick Martens, Service Advisor, Hudson Nissan of North Charleston**

**Metro Nissan Redlands - Jahan Carter, Service Advisor:**

- Customer declined clutch after quote
- Service Advisor presented fair price estimator
- Customer did \$1,500 repair at Metro Nissan Redlands

---

## Service Advisor Talk Tracks

**Service Advisor Main Value Props by Using RepairPal:**

- 3rd party repair pricing validation to sell repairs
- Instant quote to avoid waiting times
- Sharable repair notes to provide education

**Customer calls on the phone, asking for an estimate for a particular repair.**

**Customer:** "I'm looking for a water pump estimate on a 2015 Toyota Camry."

**Advisor:**

- No problem, I'm happy to get this for you.
- We highly recommend having our factory trained technicians diagnose your vehicle to ensure you get the right repair.

**Customer:** "I had the car diagnosed - the cost was too high so I am trying to find the best deal."

**Advisor:**

- Great. We're RepairPal Certified with a Fair Price Guarantee.
- That means a 3rd party, RepairPal has validated that we at (dealer name) charge fair prices on repairs.
- A water pump cost is between \$639-749 not including taxes, diagnosis or shop supplies.
- Our price includes the highest quality (make) parts installed by factory trained technicians at fair prices.

**Customer:** "Can you provide me with an exact cost for the repair?"

**Advisor:**

- Happy to get you an exact quote by (day/time) if you provide me with your VIN
- Again, we recommend having our factory trained technicians diagnose your vehicle to ensure you get the right repair.
- Is this your cell phone number that I can send your quote to?
- Rest assured it's a Fair Price validated by an independent 3rd party

**Customer:** "It's [customer@sample.com](mailto:customer@sample.com) or 555-555-1212. I would love that, I can send you a picture of my insurance card with the VIN. But I would really like to know exactly what it's going to cost before I make an appointment."

**Advisor:**

- I will send you an exact quote by (day/time)
- Please know that our factory trained technicians will determine what's really needed, which may include other or additional repairs.
- For instance, when replacing the water pump:
  - Drive belts and/or timing belt may need to be removed.
  - The cooling system should be inspected, including the coolant hoses and fittings, radiator, coolant fan(s), and fan clutch (if equipped)
- Our factory trained technicians are diagnostic experts and will ensure we replace only what is needed
- 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.
- (Refer customer to Service notes on RepairPal if helpful).

**Customer:** “Yes, I got it but I still want to shop around.”

**Advisor:**

- No problem, you are welcome to do that.
- Keep in mind that with RepairPal, they have already done the shopping around for you, and RepairPal has certified us for doing honest work at fair pricing
- 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.
- While you do your homework, I would like to go ahead and reserve this appointment slot for you as we are very busy these days
- (Day/time) is available for the diagnosis and repair - will that work for you?
- If your car needs to be kept overnight, we offer (loaners, rentals, shuttles, tow service, anything that would be helpful for ease of the customer!)”

**Customer:** “Yeah, I could make it on Tuesday at 9 but I don’t want to commit until I know the exact price.”

**Advisor:**

- I completely understand,
- How about if I reserve this spot for you so it doesn’t get taken?
- And I will text you that exact quote.
- I can easily cancel this appointment if you choose to go elsewhere

**Customer:** “Yeah, ok. Thank you for your help.”

**Advisor:**

- Reiterate (make) quality and Fair Pricing
- Set appointment
- Send quote

### Customer in the service drive and turns down additional necessary repairs.

**Customer:** “I’m only looking for this water pump on my 2015 Toyota Camry; I don’t want these additional belts and hoses and what not you just described. I know I only need a water pump.”

**Advisor:**

- Please know that our factory trained technicians performed an MPI to determine what’s really needed, which often includes important additional repairs that are needed
- When replacing the water pump:
  - the drive belts and/or timing belt may need to be removed
  - The cooling system should be inspected, including the coolant hoses and fittings, radiator, coolant fan(s), and fan clutch (if equipped)
- Let’s take another look at your MPI together as well as the technician's notes for recommending these repairs. (Show video if dealer is equipped with video MPI).
- I know this is more than you expected, but addressing all of these concerns today will leave your vehicle in the most reliable condition possible.
- (Show them RepairPal estimate) As you can see, our pricing is right in line with that range and you can rest assured this pricing is fair.
- 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.
- Offer Sunbit/financing as appropriate

### Customer is in the service drive but thinks that your prices are outrageous.

**Customer:** “This is highway robbery. I drive an older model Toyota Camry because it’s supposed to be a budget car. This car repair is costing me more than the car is probably worth.”

**Advisor:**

- I understand that car repairs are expensive.
- This is a normal repair on cars with this kind of mileage – OR – it’s unfortunate you need this repair, but it’s clearly needed based on the MPI (review MPI as needed)
- We’re RepairPal Certified with a Fair Price Guarantee.
- That means a 3rd party, RepairPal has validated that we at (dealer name) charge fair prices on repairs.
- 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’m going to show you RepairPal’s Fair Price Estimate on my iPad here, and can also send you a link so you can check all my prices for yourself, too.
- We will never charge you above the range for your repair; just keep in mind that these costs don’t include the taxes (or other fees if applicable).
- Offer Sunbit/financing as appropriate

