Pricing, Compliance & AI Visibility Check

Three-vehicle check

Prepared for **Anyplace Ford**

Important notice. This report is information only. The dealership decides all legal and compliance questions.

Read Nov 13: the store's website, listing sites, the manufacturer's site and AI answers, for New Explorer XLT ...W4WBX3, Certified Escape XLT ...DLX5TH and Used Explorer XLT (2021) ...9FHMUF.

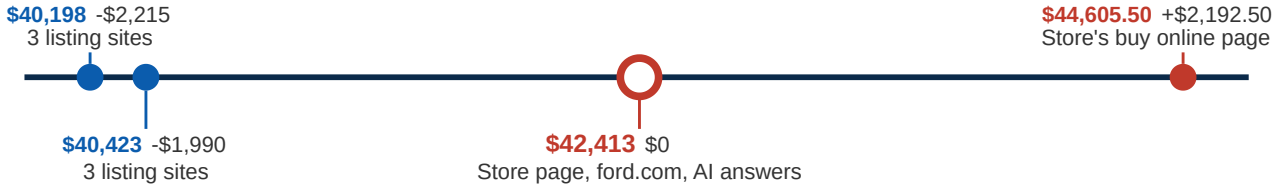
Detailed findings and the store's to-do list: see the Fix Tracker, page 25.

27	15	22	$2,215	9.0
total errors	**issues**	**places**	**largest gap**	**average errors per vehicle**
20 price and listing, 7 visibility	13 HIGH, 2 MED	with an error	a listing site, computed by VisibleAuto	across the 3 vehicles checked, computed by VisibleAuto

SAMPLE: fictional dealership, illustrative data

Prices recorded for this Explorer XLT

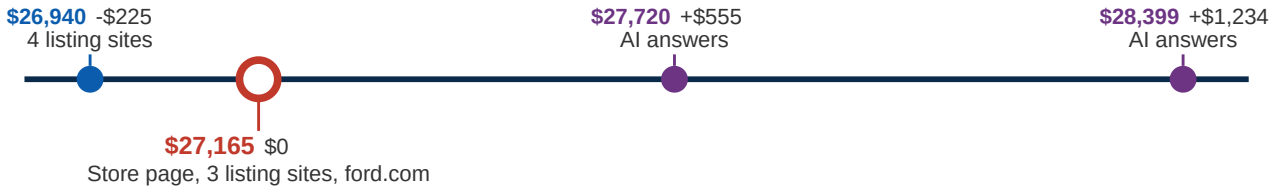
New Explorer XLT ...W4WBX3 Open page, recorded November 13, 2026: lowest to highest $4,407.50 apart (computed by VisibleAuto).



● The store's own page ● Listing sites ● AI answers · under each price: difference from the store's own page; for AI answers, from the store's page price on the day the question was asked (computed by VisibleAuto)

Prices recorded for this Escape XLT

Certified Escape XLT ...DLX5TH Open page, recorded November 13, 2026: lowest to highest $1,459 apart (computed by VisibleAuto).



● The store's own page ● Listing sites ● AI answers · under each price: difference from the store's own page; for AI answers, from the store's page price on the day the question was asked (computed by VisibleAuto)

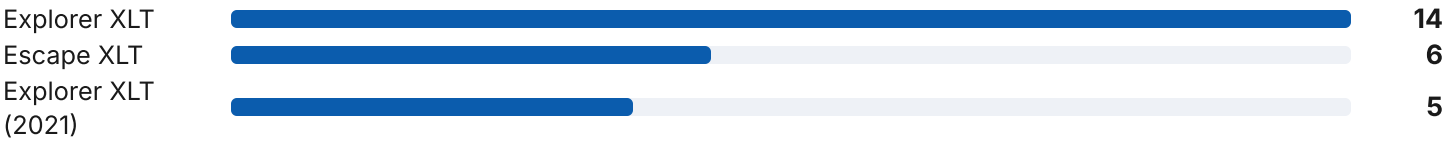
Prices recorded for this Explorer XLT (2021)

Used Explorer XLT (2021) ...9FHMUF Open page, recorded November 13, 2026: lowest to highest $657 apart (computed by VisibleAuto).



● The store's own page ● Listing sites ● AI answers · under each price: difference from the store's own page; for AI answers, from the store's page price on the day the question was asked (computed by VisibleAuto)

Errors by vehicle



Where each price comes from

Explorer XLT

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$40,198	-$2,215	**Capital One**	"Includes dealer fees"	Open list
$40,198	-$2,215	**Cars.com**	"All-in total price"	Open list
$40,198	-$2,215	**Edmunds**	"Dealer Price", "Fees not disclosed"	Open list
$40,423	-$1,990	**Autotrader**	"Total Price", "Dealer fees ($225) included"	Open list

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$40,423	-$1,990	**CarGurus**	"Price includes fees"	Open list
$40,423	-$1,990	**KBB**	"Total Price", "Dealer fees ($225) included"	Open list
$42,413	$0	**Store's vehicle page**	"Final Price"	Open page
$42,413	$0	**ford.com**	"Dealer Price After Offers"	Open list
$42,413	$0	**AI answers** (asked November 13)	selected figure, 1 answer to the VIN question	Google AI Overview See answer (p 36)
$44,605.50	+$2,192.50	**Store's buy online page**	"Est. Amount Due at Delivery $44,605.50", "$44,605.50 - Cash"	Open page

Escape XLT

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$26,940	-$225	**Capital One**	"Includes dealer fees"	Open list
$26,940	-$225	**CarGurus**	"No additional dealer fees"	Open list
$26,940	-$225	**Cars.com**	"All-in total price"	Open list
$26,940	-$225	**Edmunds**	"Dealer Price", "Fees not disclosed"	Open list
$27,165	$0	**Store's vehicle page**	"ANYPLACE PRICE"	Open page
$27,165	$0	**Autotrader**	"Total Price", "Dealer fees ($225) included"	Open list
$27,165	$0	**CARFAX**	"Price includes fees"	Open list
$27,165	$0	**KBB**	"Total Price", "Dealer fees ($225) included"	Open list
$27,165	$0	**ford.com**	"Dealer Price"	Open list
$27,720	+$555	**AI answers** (asked November 13)	selected figure, 1 answer to the VIN question	ChatGPT See answer (p 37)
$28,399	+$1,234	**AI answers** (asked November 13)	selected figure, 1 answer to the VIN question	Google AI Overview See answer (p 37)

Explorer XLT (2021)

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$20,343	-$225	**Capital One**	"Includes dealer fees"	Open list
$20,343	-$225	**Cars.com**	"All-in total price"	Open list
$20,343	-$225	**Edmunds**	"Dealer Price", "Fees not disclosed"	Open list
$20,568	$0	**Store's vehicle page**	"ANYPLACE PRICE"	Open page
$20,568	$0	**Autotrader**	"Total Price", "Dealer fees ($225) included"	Open list
$20,568	$0	**CARFAX**	"Price includes fees"	Open list
$20,568	$0	**CarGurus**	"Price includes fees"	Open list
$20,568	$0	**KBB**	"Total Price", "Dealer fees ($225) included"	Open list

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$20,995	+$427	**AI answers** (asked November 13)	selected figure, 1 answer to the VIN question	Google AI Overview See answer (p 38)
$21,000	+$432	**AI answers** (asked November 13)	selected figure, 1 answer to the VIN question	ChatGPT See answer (p 38)

What else VisibleAuto found

Asked "What is the price of this vin" for each vehicle (November 13). Of nine assistant checks, one selected that day's store price; four selected another figure; one gave a range instead of a price; three returned no price for that VIN. See answers (p 36) (H6, H7)

What needs attention

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
H1	HIGH	The store's buy online page lists "Documentation Fee $1,995.00" for the new Explorer XLT; the vehicle page lists "Documentation Fee +$225". Likely cause (our guess, not confirmed): the store's buy online page prints "Documentation Fee $1,995.00" and the vehicle page prints "Documentation Fee +$225": each place carries its own fee setting. What would confirm it: the platform's fee settings for each of the two places.	1		12
H2	HIGH	The new Explorer XLT's dealer notes say the price includes a $1,000 Ford Financial program and $500 Bonus Cash; the price box shows two "Purchase Allowance -$500" lines, the first "Not available with special financing". Likely cause (our guess, not confirmed): the dealer notes name a $1,000 Ford Financial program and $500 Bonus Cash ($1,500 in all, added by VisibleAuto) and the price box shows two "Purchase Allowance -$500" lines ($1,000 (computed by VisibleAuto) in all): the two lists come from two places on the page and are set separately. What would confirm it: the platform's offers setting and the dealer notes field.	1		13
H3	HIGH	The store's buy online page shows "$44,605.50 - Cash" as its "Est. Amount Due at Delivery" for the new Explorer XLT; the vehicle page shows "Final Price: $42,413" ($2,192.50 apart, computed by VisibleAuto). Likely cause (our read): The gap of $2,192.50 (computed by VisibleAuto) is between the vehicle page's "Final Price" and the buy online tool's "Est. Amount Due at Delivery". It ties to the cent to "Documentation Fee" $225 on the vehicle page's price box; "Documentation Fee" $1,995 on the buy online tool. "Title Fee *" $33 on the buy online tool; "Dealer Servicing Fee" $389.50 on the buy online tool. The buy online tool also prints "MSRP - Total Vehicle Price *" $48,013, which its own end figure does not use. Line by line, the buy online tool minus the vehicle page's price box: "Documentation Fee" $1,995 on the buy online tool and $225 on the vehicle page's price box (+$1,770 (computed by VisibleAuto)). "Title Fee *" $33 only on the buy online tool (+$33). "Dealer Servicing Fee" $389.50 only on the buy online tool (+$389.50); together +$2,192.50 (computed by VisibleAuto). The vehicle page's note on "Anyplace Protection Package" reads "Includes dealer servicing fee of $389.50."	1		14

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
H4	HIGH	AI assistants that read the store's SRPs as text see empty vehicle cards: the pages as first sent carry no vehicle price, in the page text or in the structured data. Likely cause (our guess, not confirmed): the vehicle cards are filled in after the page arrives, by code on the page (the saved provider record names sample platform as the store's website provider). On the new SRP a browser showed "Showing all 377 vehicles", with 6 cards on screen after load, each with a dollar price (in a browser, 1:54 PM CT). The page as first sent has no card with a price. On the used SRP a browser showed "Showing all 129 vehicles", with 6 cards on screen after load, each with a dollar price (in a browser, 1:55 PM CT). The page as first sent has no card with a price. A reader that takes only the page as first sent sees the first version. What would confirm it: a read of the page as first sent, or the platform setting that fills the vehicle cards.	2		15
H5	HIGH	The new vehicle page states the condition two ways: the page condition reads "New", the description says "True Market Priced Pre-Owned Vehicle". Cause: we don't know from what we can see.	1		16
H6	HIGH	ChatGPT names other figures than the store's page on 3 of 3 vehicles: Explorer XLT, a range instead of a price; Escape XLT $27,720 ($555 higher, computed by VisibleAuto); Explorer XLT (2021) $21,000 ($432 higher, computed by VisibleAuto). Answers: See answer (p 36); See answer (p 37); See answer (p 38). From the saved answer: Explorer XLT: ChatGPT's answer gives a range instead of a price, "around $40,198–$41,068". See answer (p 36) It cites Edmunds (Open list) for $40,198 and CarGurus for $41,068. The answer says $41,068 includes $645 shipping; CarGurus' $40,423 for this vehicle plus $645 shipping makes $41,068 (computed by VisibleAuto). Escape XLT: ChatGPT cites DealerRater for $27,720. Explorer XLT (2021): ChatGPT cites VehiSales at $20,995 and rounds it to about $21,000.	3	$555 (computed by VisibleAuto)	16
H7	HIGH	Google (AI Overview) names other figures than the store's page on 2 of 3 vehicles: Escape XLT $28,399 ($1,234 higher, computed by VisibleAuto); Explorer XLT (2021) $20,995 ($427 higher, computed by VisibleAuto). Answers: See answer (p 37); See answer (p 38). From the saved answer: Escape XLT: Google shows this figure under the source label "CarGurus +5" (the links behind the label were not saved). Explorer XLT (2021): Google shows this figure under the source label "Anyplace Ford +3" (the links behind the label were not saved).	2	$1,234 (computed by VisibleAuto)	17
H8	HIGH	Autotrader shows other prices than the store's page on 1 of 3 vehicles: Explorer XLT $1,990 lower (computed by VisibleAuto). Open list Likely cause (our read): The Autotrader (Open list) figure (printed with "Total Price", "Dealer fees ($225) included") is the store page's price without the "Anyplace Protection Package" $1,490 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $1,990 (computed by VisibleAuto) ties to the cent. Autotrader's own breakdown for this vehicle prints "Listing Price $40,198", "Doc Fee + $225" and "Total Price $40,423". Autotrader's page also prints "Save an additional $1,500" and "Estimated Cash Payment 40,423* with $1,000 Applied". The store page's price box prints "Purchase Allowance" twice, $1,000 in all (computed by VisibleAuto). The site takes $1,500 of offers where the store page takes $1,000. The same gap is on CarGurus and KBB for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on CarGurus and KBB fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.	1	$1,990 (computed by VisibleAuto)	18

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
H9	HIGH	Capital One shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto). Open list Likely cause (our read): Explorer XLT: The Capital One (Open list) figure (printed with "Includes dealer fees") is the store page's price without the "Anyplace Protection Package" $1,490 and the "Documentation Fee" $225 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $2,215 (computed by VisibleAuto) ties to the cent. The same gap is on Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Cars.com and Edmunds fits that. Escape XLT: The Capital One figure (printed with "Includes dealer fees") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on CarGurus, Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on CarGurus, Cars.com and Edmunds fits that. Explorer XLT (2021): The Capital One figure (printed with "Includes dealer fees") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Cars.com and Edmunds fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.	3	$2,215 (computed by VisibleAuto)	19
H10	HIGH	CarGurus shows other prices than the store's page on 2 of 3 vehicles: Explorer XLT $1,990 lower; Escape XLT $225 lower (computed by VisibleAuto). Open list Likely cause (our read): Explorer XLT: The CarGurus (Open list) figure (printed with "Price includes fees") is the store page's price without the "Anyplace Protection Package" $1,490 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $1,990 (computed by VisibleAuto) ties to the cent. CarGurus's own breakdown for this vehicle prints "$40,423" and "MSRP $48,013". The same gap is on Autotrader and KBB for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Autotrader and KBB fits that. Escape XLT: The CarGurus figure (printed with "No additional dealer fees") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Capital One, Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out. The same gap on Capital One, Cars.com and Edmunds fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.	2	$1,990 (computed by VisibleAuto)	20

SAMPLE: fictional dealership, illustrative data

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
H11	HIGH	Cars.com shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto). Open list Likely cause (our read): Explorer XLT: The Cars.com (Open list) figure (printed with "All-in total price") is the store page's price without the "Anyplace Protection Package" $1,490 and the "Documentation Fee" $225 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $2,215 (computed by VisibleAuto) ties to the cent. Cars.com's own breakdown for this vehicle prints "Vehicle price $39,973", "Documentation Fee $225", "All-in total price $40,198" and "MSRP $48,013". The same gap is on Capital One and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Edmunds fits that. Escape XLT: The Cars.com figure (printed with "All-in total price") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. Cars.com's own breakdown for this vehicle prints "Vehicle price $26,715", "Documentation Fee $225" and "All-in total price $26,940". The same gap is on Capital One, CarGurus and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out. The same gap on Capital One, CarGurus and Edmunds fits that. Explorer XLT (2021): The Cars.com figure (printed with "All-in total price") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. Cars.com's own breakdown for this vehicle prints "Vehicle price $20,118", "Documentation Fee $225" and "All-in total price $20,343". The same gap is on Capital One and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Edmunds fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.	3	$2,215 (computed by VisibleAuto)	20

SAMPLE: fictional dealership, illustrative data

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
H12	HIGH	Edmunds shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto). Open list Likely cause (our read): Explorer XLT: The Edmunds (Open list) figure (printed with "Dealer Price", "Fees not disclosed") is the store page's price without the "Anyplace Protection Package" $1,490 and the "Documentation Fee" $225 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $2,215 (computed by VisibleAuto) ties to the cent. The same gap is on Capital One and Cars.com for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Cars.com fits that. Escape XLT: The Edmunds figure (printed with "Dealer Price", "Fees not disclosed") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Capital One, CarGurus and Cars.com for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out. The same gap on Capital One, CarGurus and Cars.com fits that. Explorer XLT (2021): The Edmunds figure (printed with "Dealer Price", "Fees not disclosed") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Capital One and Cars.com for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Cars.com fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.	3	$2,215 (computed by VisibleAuto)	22
H13	HIGH	KBB shows other prices than the store's page on 1 of 3 vehicles: Explorer XLT $1,990 lower (computed by VisibleAuto). Open list Likely cause (our read): The KBB (Open list) figure (printed with "Total Price", "Dealer fees ($225) included") is the store page's price without the "Anyplace Protection Package" $1,490 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $1,990 (computed by VisibleAuto) ties to the cent. KBB's own breakdown for this vehicle prints "Listing Price $40,198", "Doc Fee + $225" and "Total Price $40,423". The same gap is on Autotrader and CarGurus for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Autotrader and CarGurus fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.	1	$1,990 (computed by VisibleAuto)	23
H14	MED	The structured data's "valueAddedTaxIncluded" field is true; the vehicle page's own text says the price does not include tax. Likely cause (our guess, not confirmed): the structured data's "valueAddedTaxIncluded" field is true; the vehicle page's own text says the price does not include tax. The two are made from different fields. What would confirm it: the platform's mapping of the page field to the feed field.	1		23
H15	MED	The same price or offer is worded differently in different places (2 differences, "Final Price" against "Dealer Price After Offers" for $42,413; 3.9% APR for 36 months, who qualifies). Cause: we don't know from what we can see.	2		24
Total			27		

An error is one issue at one place. A place is one web address, or one set of AI answers, for one vehicle. Gaps are differences from the store's own page price, computed by VisibleAuto.

SAMPLE: fictional dealership, illustrative data

What is right

- Each of the three vehicle pages shows its VIN and the store's name and Anytown address (Nov 13).

SAMPLE: fictional dealership, illustrative data

Listings to verify

Every listing price read for this report, with a link to open each listing and the store's own page for the same vehicle. Listings that differ from the store's price come first.

SITE	VEHICLE	PRICE SHOWN	STORE PRICE	READ	LINK
Autotrader	New Explorer XLT ...W4WBX3	$40,423	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Capital One	New Explorer XLT ...W4WBX3	$40,198	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
CarGurus	New Explorer XLT ...W4WBX3	$40,423	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Cars.com	New Explorer XLT ...W4WBX3	$40,198	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Edmunds	New Explorer XLT ...W4WBX3	$40,198	$42,413 Open dealer page	Nov 13, 1:59 PM CT	Open list
KBB	New Explorer XLT ...W4WBX3	$40,423	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Capital One	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
CarGurus	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Cars.com	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Edmunds	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Capital One	Used Explorer XLT (2021) ...9FHMUF	$20,343	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
Cars.com	Used Explorer XLT (2021) ...9FHMUF	$20,343	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
Edmunds	Used Explorer XLT (2021) ...9FHMUF	$20,343	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
Autotrader	Certified Escape XLT ...DLX5TH	$27,165	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
CARFAX	Certified Escape XLT ...DLX5TH	$27,165	$27,165 Open dealer page	Nov 13, 2:00 PM CT	Open list
KBB	Certified Escape XLT ...DLX5TH	$27,165	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Autotrader	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
CARFAX	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:01 PM CT	Open list
CarGurus	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
KBB	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list

How the vehicle-page prices add up, November 13

- **New Explorer XLT:** "MSRP" $48,013 plus "Documentation Fee" $225 plus "Anyplace Protection Package" $1,490 less "Anyplace Savings" $6,315 less "Purchase Allowance" $500 less "Purchase Allowance" $500 is $42,413 (computed by VisibleAuto); the price box reads "$48,013 MSRP", "-$6,315 Anyplace Savings",

SAMPLE: fictional dealership, illustrative data

"-$500 Purchase Allowance", "-$500 Purchase Allowance", "+$1,490 Anyplace Protection Package", "+$225 Documentation Fee", "$42,413 Final Price".
- **Certified Escape XLT:** "Price" $26,940 plus "Documentation Fee" $225 is $27,165 (computed by VisibleAuto); the price box reads "$26,940 Price", "+$225 Documentation Fee", "$27,165 ANYPLACE PRICE".
- **Used Explorer XLT (2021):** "Price" $20,343 plus "Documentation Fee" $225 is $20,568 (computed by VisibleAuto); the price box reads "$20,343 Price", "+$225 Documentation Fee", "$20,568 ANYPLACE PRICE".

Highlights

Anyplace Ford, 100 Demo Lane, Anytown, TX 75001 (anyplaceford.example). Prices below are as read on November 13, 2026 for the Explorer XLT; November 13, 2026 for the Escape XLT; November 13, 2026 for the Explorer XLT (2021) (read November 13, 1:15 PM to 1:58 PM CT; AI answers asked November 13, 1:15 PM to 1:17 PM CT).

- New vehicle: 2026 FORD Explorer XLT, VIN 1FMGX2D80TRW4WBX3, stock C952487 Open page, displayed price **$42,413** "Final Price"
- Used vehicle: 2023 Ford Escape XLT, VIN 1FM6V5F30PMDLX5TH, stock P240997U Open page, displayed price **$27,165** "ANYPLACE PRICE"
- Used vehicle: 2021 Ford Explorer XLT, VIN 1FMCL7GC1M69FHMUF, stock C276880B Open page, displayed price **$20,568** "ANYPLACE PRICE"

Findings

Errors by issue and vehicle

The issues below are listed by priority. Each error counted is one row in that issue's Where this appears table. Each price difference compares the same vehicle with its price on the store's website when checked (computed by VisibleAuto).

27 errors across the 3 vehicles read and the store pages: Explorer XLT 14, Escape XLT 6, Explorer XLT (2021) 5, Store pages 2.

ISSUE	PRIORITY	EXPLORER XLT	ESCAPE XLT	EXPLORER XLT (2021)	STORE PAGES	TOTAL
H1 · The store's buy online page lists "Documentation Fee $1,995.00" for the new Explorer XLT	HIGH	1	0	0	0	1
H2 · The new Explorer XLT's dealer notes say the price includes a $1,000 Ford Financial program and $500 Bonus	HIGH	1	0	0	0	1
H3 · The store's buy online page shows "$44,605.50 - Cash" as its "Est. Amount Due at Delivery" for the new	HIGH	1	0	0	0	1
H4 · AI assistants that read the store's SRPs as text see empty vehicle cards	HIGH	0	0	0	2	2
H5 · The new vehicle page states the condition two ways	HIGH	1	0	0	0	1
H6 · ChatGPT names other figures than the store's page on 3 of 3 vehicles	HIGH	1	1	1	0	3
H7 · Google (AI Overview) names other figures than the store's page on 2 of 3 vehicles	HIGH	0	1	1	0	2

ISSUE	PRIORITY	EXPLORER XLT	ESCAPE XLT	EXPLORER XLT (2021)	STORE PAGES	TOTAL
H8 · Autotrader shows other prices than the store's page on 1 of 3 vehicles	HIGH	1	0	0	0	1
H9 · Capital One shows other prices than the store's page on 3 of 3 vehicles	HIGH	1	1	1	0	3
H10 · CarGurus shows other prices than the store's page on 2 of 3 vehicles	HIGH	1	1	0	0	2
H11 · Cars.com shows other prices than the store's page on 3 of 3 vehicles	HIGH	1	1	1	0	3
H12 · Edmunds shows other prices than the store's page on 3 of 3 vehicles	HIGH	1	1	1	0	3
H13 · KBB shows other prices than the store's page on 1 of 3 vehicles	HIGH	1	0	0	0	1
H14 · The structured data's "valueAddedTaxIncluded" field is true	MED	1	0	0	0	1
H15 · The same price or offer is worded differently in different places (2 differences, "Final Price" against	MED	2	0	0	0	2
Total		**14**	**6**	**5**	**2**	**27**

22 different places had an error (a web address, or a set of AI answers, for one vehicle). A place with two issues counts once in places and twice in errors.

H1 · HIGH · The store's buy online page lists "Documentation Fee $1,995.00" for the new Explorer XLT; the vehicle page lists "Documentation Fee +$225"

The store's buy online page lists "Documentation Fee $1,995.00" for the new Explorer XLT; the vehicle page lists "Documentation Fee +$225".

Who to involve: Anyplace Ford, its website provider and the operator of its buy online page.

How many, and how much: 1 vehicle (the new Explorer XLT); "Documentation Fee $1,995.00" on the buy online page, "Documentation Fee +$225" on the vehicle page.

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's buy online page, Est. Fees Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:28 PM CT, in a browser: "Est. Fees $2,417.50": "Documentation Fee $1,995.00", "Title Fee * $33.00", "Dealer Servicing Fee $389.50"; the Documentation Fee line carries no note. The vehicle page (Nov 13, 1:07 PM CT) shows "Documentation Fee +$225", info note "Documentation Fee is paid to the dealer."

What we saw, in a browser:

- The buy online page Open page (Nov 13, 1:28 PM CT): "Est. Fees $2,417.50", expanded: "Documentation Fee $1,995.00", "Title Fee * $33.00", "Dealer Servicing Fee $389.50".
- The vehicle page Open page (Nov 13, 1:07 PM CT): "Documentation Fee +$225", info note "Documentation Fee is paid to the dealer."
- At phone width (390 px, cloud browser, no saved state, 1:47 PM CT) the buy online page shows "$44,605.50" Cash with no EDIT control, and "View Details" shows no fee lines, so the $1,995.00 Documentation Fee and the $389.50 Dealer Servicing Fee are not shown before "START BUYING PROCESS", which asks for First Name, Last Name, Email, Phone Number and ZIP Code (saved page text; no clean phone screenshot is on file). On a desktop (1:28 PM CT, and 1366 px at 1:46 PM CT) "EDIT" next to the Cash figure opens the estimate with those lines and no form.

Why it matters. The store shows two documentation fees for the same vehicle, and the higher one appears only in the buy online estimate.

Likely cause (our guess, not confirmed): the store's buy online page prints "Documentation Fee $1,995.00" and the vehicle page prints "Documentation Fee +$225": each place carries its own fee setting. What would confirm it: the platform's fee settings for each of the two places.

Documentary fee: Texas documentary fee rules set a level above which a seller gives the state a notification and a cost analysis. The dealership may wish to confirm its filing and review this with its compliance advisor.

H2 · HIGH · The new Explorer XLT's dealer notes say the price includes a $1,000 Ford Financial program and $500 Bonus Cash; the price box shows two "Purchase Allowance -$500" lines, the first "Not available with special financing"

The new Explorer XLT's dealer notes say the price includes a $1,000 Ford Financial program and $500 Bonus Cash; the price box shows two "Purchase Allowance -$500" lines, the first "Not available with special financing".

Who to involve: Anyplace Ford, its website provider.

How many, and how much: 1 vehicle (the new Explorer XLT).

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's vehicle page, price box, info note and dealer notes Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:07 PM CT, in a browser: the price box lists "Purchase Allowance -$500" twice ($1,000 in all, computed by VisibleAuto) inside "Final Price: $42,413"; the first Purchase Allowance info note reads "Valid to 1/4/2027. Not available with special financing, lease and some other offers. Must take new retail delivery by 01/04/2027."; the dealer notes on the same page read "Price includes: $1000 - Ford Financial APR & Down Payment Assistance Program: $1000 Savings and 3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027 $500 - Ford Bonus Cash Program. Exp. 01/04/2027"

What we saw, in a browser, on the vehicle page Open page (Nov 13, 1:07 PM CT):

- Price box: "MSRP: $48,013", "Anyplace Savings -$6,315", "Purchase Allowance -$500", "Purchase Allowance -$500", "Anyplace Protection Package +$1,490", "Documentation Fee +$225", "Final Price: $42,413".
- Info note, first "Purchase Allowance": "Valid to 1/4/2027. Not available with special financing, lease and some other offers. Must take new retail delivery by 01/04/2027."
- Info note, second "Purchase Allowance": "Valid to 1/4/2027. Not available with lease and some other offers. Must take new retail delivery by 01/04/2027."
- Dealer notes (under the description): "Price includes: $1000 - Ford Financial APR & Down Payment Assistance Program: $1000 Savings and 3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027 $500 - Ford Bonus Cash Program. Exp. 01/04/2027"
- The two allowance lines total $1,000; the dealer notes name $1,000 plus $500, $1,500 (computed by VisibleAuto).

Why it matters. The dealer notes say the price includes $1,500 of programs, one of them only for buyers who finance through Ford Financial; the price box shows $1,000 of allowances, and its own note says the first is not available with special financing.

Likely cause (our guess, not confirmed): the dealer notes name a $1,000 Ford Financial program and $500 Bonus Cash ($1,500 in all, added by VisibleAuto) and the price box shows two "Purchase Allowance -$500" lines ($1,000

(computed by VisibleAuto) in all): the two lists come from two places on the page and are set separately. What would confirm it: the platform's offers setting and the dealer notes field.

Disclosure accuracy: Texas advertising rules expect an online disclosure to be accurate, clear and conspicuous, and to sit near the figure it explains. The dealership may wish to review this with its compliance advisor.

H3 · HIGH · The store's buy online page shows "$44,605.50 - Cash" as its "Est. Amount Due at Delivery" for the new Explorer XLT; the vehicle page shows "Final Price: $42,413" ($2,192.50 apart, computed by VisibleAuto)

The store's buy online page shows "$44,605.50 - Cash" as its "Est. Amount Due at Delivery" for the new Explorer XLT; the vehicle page shows "Final Price: $42,413" ($2,192.50 apart, computed by VisibleAuto).

Who to involve: Anyplace Ford, its website provider and the operator of its buy online page.

How many, and how much: 1 vehicle (the new Explorer XLT); the buy online tool's "Est. Amount Due at Delivery" is $2,192.50 above the vehicle page's "Final Price" (computed by VisibleAuto).

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's buy online page (buy.anyplaceford.example) Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:28 PM CT, in a browser: "$44,605.50 - Cash"; EDIT opens the "Cash Summary Estimate": "MSRP - Total Vehicle Price * $48,013.00", "Total Dealer Price $43,188.00" ("Dealer Price - List Price $41,698.00", "Anyplace Protection Package * $1,490.00"), "Est. Fees $2,417.50" ("Documentation Fee $1,995.00", "Title Fee * $33.00", "Dealer Servicing Fee $389.50"), "Incentives & Ford Rewards -$1,000.00", "Est. Amount Due at Delivery $44,605.50". The vehicle page (Nov 13, 1:07 PM CT) shows "MSRP: $48,013", "Anyplace Savings -$6,315", "Purchase Allowance -$500", "Purchase Allowance -$500", "Anyplace Protection Package +$1,490", "Documentation Fee +$225", "Final Price: $42,413". $2,192.50 apart, between the vehicle page's "Final Price" and the buy online tool's "Est. Amount Due at Delivery" (computed by VisibleAuto)

What we saw, in a browser and in a cloud browser with no saved state:

- The buy online page Open page (Nov 13, 1:28 PM CT): "Cash Summary Estimate": "MSRP - Total Vehicle Price * $48,013.00", "Total Dealer Price $43,188.00" ("Dealer Price - List Price $41,698.00", "Anyplace Protection Package * $1,490.00"), "Est. Fees $2,417.50" ("Documentation Fee $1,995.00", "Title Fee * $33.00", "Dealer Servicing Fee $389.50"), "Incentives & Ford Rewards -$1,000.00", "Est. Amount Due at Delivery $44,605.50". Ownership: the page header reads "Pricing and fee information provided by: ANYPLACE FORD INC.", and the store's own vehicle page links to it from its menu as "Buy Online".
- The vehicle page Open page (Nov 13, 1:07 PM CT): "MSRP: $48,013", "Anyplace Savings -$6,315", "Purchase Allowance -$500", "Purchase Allowance -$500", "Anyplace Protection Package +$1,490", "Documentation Fee +$225", "Final Price: $42,413".
- Reconciliation (computed by VisibleAuto): vehicle page $48,013 - $6,315 - $500 - $500 + $1,490 = $42,188, plus the $225 documentation fee = $42,413. Buy online page $41,698 + $1,490 = $43,188, less the $1,000 incentives = $42,188 (the same), plus $1,995.00 + $33.00 + $389.50 = $44,605.50. The difference, $2,192.50, is $1,770 more documentation fee, the $33 title fee and the $389.50 servicing fee.
- The vehicle page's info note on "Anyplace Protection Package" ends "Includes dealer servicing fee of $389.50."; the buy online page's note on the same package ends "Includes dealer servicing fee of $389.50." and its Est. Fees list a separate "Dealer Servicing Fee $389.50".
- At phone width (390 px, cloud browser, no saved state, 1:47 PM CT) the buy online page shows "$44,605.50" Cash with no EDIT control, and "View Details" shows no fee lines, so the $1,995.00 Documentation Fee and the $389.50 Dealer Servicing Fee are not shown before "START BUYING PROCESS", which asks for First Name, Last Name, Email, Phone Number and ZIP Code (saved page text; no

clean phone screenshot is on file). On a desktop (1:28 PM CT, and 1366 px at 1:46 PM CT) "EDIT" next to the Cash figure opens the estimate with those lines and no form.
- The page sets its location label from the reader's network (it showed Anytown 75001 in one browser and Dallas 75201 in the cloud browser); the Cash figure was $44,605.50 in every read.
- The page's own note under the figure: "Excludes estimated taxes and Gov. fees. Amount due at delivery may vary based on actual taxes, fees, and available offers at time of delivery. See dealer for details. Must take new retail delivery by 1/4/2027."

Why it matters. A shopper who goes from the store's vehicle page to its buy online page sees the buy online tool's "Est. Amount Due at Delivery" $2,192.50 above the vehicle page's "Final Price", with a different documentation fee and the package's servicing fee charged again; on a phone the fee lines are not shown before the contact form.

Likely cause (our read): The gap of $2,192.50 (computed by VisibleAuto) is between the vehicle page's "Final Price" and the buy online tool's "Est. Amount Due at Delivery". It ties to the cent to "Documentation Fee" $225 on the vehicle page's price box; "Documentation Fee" $1,995 on the buy online tool. "Title Fee *" $33 on the buy online tool; "Dealer Servicing Fee" $389.50 on the buy online tool. The buy online tool also prints "MSRP - Total Vehicle Price *" $48,013, which its own end figure does not use. Line by line, the buy online tool minus the vehicle page's price box: "Documentation Fee" $1,995 on the buy online tool and $225 on the vehicle page's price box (+$1,770 (computed by VisibleAuto)). "Title Fee *" $33 only on the buy online tool (+$33). "Dealer Servicing Fee" $389.50 only on the buy online tool (+$389.50); together +$2,192.50 (computed by VisibleAuto). The vehicle page's note on "Anyplace Protection Package" reads "Includes dealer servicing fee of $389.50."

Pricing accuracy: Texas advertising rules and FTC guidance expect a dealership's advertised price to be accurate and to be a price a buyer can pay. The dealership may wish to review this with its compliance advisor.

H4 · HIGH · AI assistants that read the store's SRPs as text see empty vehicle cards: the pages as first sent carry no vehicle price, in the page text or in the structured data

AI assistants that read the store's SRPs as text see empty vehicle cards: the pages as first sent carry no vehicle price, in the page text or in the structured data.

Who to involve: Anyplace Ford, its website provider.

How many, and how much: 2 of 3 key pages read as first sent.

Where this appears (2)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's new SRP (as first sent) Open page	Store pages	Nov 13, 1:01 PM CT: 0 vehicle cards with a price in the page text as first sent (8 empty cards, no year, model or price); the page's structured data lists 0 vehicles with prices; the page as first sent counts 377 vehicles; a browser showed "Showing all 377 vehicles" and 6 cards with a dollar price on load at 1:54 PM CT
Store's used SRP (as first sent) Open page	Store pages	Nov 13, 1:30 PM CT: 0 vehicle cards with a price in the page text as first sent (8 empty cards, no year, model or price); the page's structured data lists 0 vehicles with prices; the page as first sent counts 129 vehicles; a browser showed "Showing all 129 vehicles" and 6 cards with a dollar price on load at 1:55 PM CT

What we saw, in the pages as first sent (a plain request for the address, nothing run):

- The new SRP Open page: 0 vehicle cards with a price in the page text as first sent (8 empty cards, no year, model or price); the page's structured data lists 0 vehicles with prices; the page as first sent counts 377 vehicles; a browser showed "Showing all 377 vehicles" and 6 cards with a dollar price on load at 1:54 PM CT.

- The used SRP Open page: 0 vehicle cards with a price in the page text as first sent (8 empty cards, no year, model or price); the page's structured data lists 0 vehicles with prices; the page as first sent counts 129 vehicles; a browser showed "Showing all 129 vehicles" and 6 cards with a dollar price on load at 1:55 PM CT.

Why it matters. AI assistants that read a page as text get what the page sends. Here the SRPs arrive with empty vehicle cards and no vehicle price in the text or the structured data; the prices load afterwards from the site's own data address (/api/vhcliaa/), which the store's robots.txt does not close.

Likely cause (our guess, not confirmed): the vehicle cards are filled in after the page arrives, by code on the page (the saved provider record names sample platform as the store's website provider). On the new SRP a browser showed "Showing all 377 vehicles", with 6 cards on screen after load, each with a dollar price (in a browser, 1:54 PM CT). The page as first sent has no card with a price. On the used SRP a browser showed "Showing all 129 vehicles", with 6 cards on screen after load, each with a dollar price (in a browser, 1:55 PM CT). The page as first sent has no card with a price. A reader that takes only the page as first sent sees the first version. What would confirm it: a read of the page as first sent, or the platform setting that fills the vehicle cards.

H5 · HIGH · The new vehicle page states the condition two ways: the page condition reads "New", the description says "True Market Priced Pre-Owned Vehicle"

The new vehicle page states the condition two ways: the page condition reads "New", the description says "True Market Priced Pre-Owned Vehicle".

Who to involve: Anyplace Ford, its website provider.

How many, and how much: 1 of 3 vehicle pages.

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's vehicle page, condition and description Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:07 PM CT, as the page first arrives: the page condition reads "New (Vehicle Information: CONDITION New)"; its description says "True Market Priced Pre-Owned Vehicle".

What we saw, on the vehicle pages as they first arrive:

- New Explorer XLT ...W4WBX3 Open page (Nov 13, 1:07 PM CT): the page condition reads "New (Vehicle Information: CONDITION New)"; the description says "True Market Priced Pre-Owned Vehicle". The saved reads of autotrader.com, cars.com, kbb.com carry the same words.

Why it matters. A shopper reads two conditions for one vehicle, on the page and in its description, and the listing sites that take the description repeat both.

Cause: we don't know from what we can see.

H6 · HIGH · ChatGPT names other figures than the store's page on 3 of 3 vehicles: Explorer XLT, a range instead of a price; Escape XLT $27,720 ($555 higher, computed by VisibleAuto); Explorer XLT (2021) $21,000 ($432 higher, computed by VisibleAuto)

ChatGPT names other figures than the store's page on 3 of 3 vehicles: Explorer XLT, a range instead of a price; Escape XLT $27,720 ($555 higher, computed by VisibleAuto); Explorer XLT (2021) $21,000 ($432 higher, computed by VisibleAuto). Answers: See answer (p 36); See answer (p 37); See answer (p 38).

Who to involve: Anyplace Ford, its website provider, its inventory listing source.

How many, and how much: 3 of 3 vehicles with a wrong answer from ChatGPT; the answers are linked in the table below.

Where this appears (3)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
ChatGPT	New Explorer XLT ...W4WBX3	Nov 13, 1:15 PM CT: a range instead of a price, "around $40,198–$41,068", no gap figure; answer: See answer (p 36)
ChatGPT	Certified Escape XLT ...DLX5TH	Nov 13, 1:15 PM CT: selected $27,720, $555 higher than the store's "ANYPLACE PRICE" $27,165 (computed by VisibleAuto), scored by hand: the answer's last pick is "asking price: $27,720"; answer: See answer (p 37)
ChatGPT	Used Explorer XLT (2021) ...9FHMUF	Nov 13, 1:16 PM CT: selected $21,000, $432 higher than the store's "ANYPLACE PRICE" $20,568 (computed by VisibleAuto), scored by hand: the answer's last pick is "about $21,000 retail"; answer: See answer (p 38)

Counts computed by VisibleAuto from the saved answers to one question per vehicle ("What is the price of this vin"). The figure counted for an answer is its selected price figure (the rule is in the Basis).

- **New Explorer XLT ...W4WBX3:** a range instead of a price, "around $40,198–$41,068", no gap figure; See answer (p 36).
- **Certified Escape XLT ...DLX5TH:** selected $27,720, $555 higher than the store's "ANYPLACE PRICE" $27,165 (computed by VisibleAuto), scored by hand: the answer's last pick is "asking price: $27,720"; See answer (p 37).
- **Used Explorer XLT (2021) ...9FHMUF:** selected $21,000, $432 higher than the store's "ANYPLACE PRICE" $20,568 (computed by VisibleAuto), scored by hand: the answer's last pick is "about $21,000 retail"; See answer (p 38).

Why it matters. A shopper who asks ChatGPT for the price of these vehicles by VIN gets a different figure, or several, instead of the price on the vehicle page.

From the saved answer: Explorer XLT: ChatGPT's answer gives a range instead of a price, "around $40,198–$41,068". See answer (p 36) It cites Edmunds (Open list) for $40,198 and CarGurus (Open list) for $41,068. The answer says $41,068 includes $645 shipping; CarGurus' $40,423 for this vehicle plus $645 shipping makes $41,068 (computed by VisibleAuto). Escape XLT: ChatGPT cites DealerRater for $27,720. See answer (p 37) Explorer XLT (2021): ChatGPT cites VehiSales at $20,995 and rounds it to about $21,000. See answer (p 38)

H7 · HIGH · Google (AI Overview) names other figures than the store's page on 2 of 3 vehicles: Escape XLT $28,399 ($1,234 higher, computed by VisibleAuto); Explorer XLT (2021) $20,995 ($427 higher, computed by VisibleAuto)

Google (AI Overview) names other figures than the store's page on 2 of 3 vehicles: Escape XLT $28,399 ($1,234 higher, computed by VisibleAuto); Explorer XLT (2021) $20,995 ($427 higher, computed by VisibleAuto). Answers: See answer (p 37); See answer (p 38).

Who to involve: Anyplace Ford, its website provider, its inventory listing source.

How many, and how much: 2 of 3 vehicles with a wrong answer from Google (AI Overview); the answers are linked in the table below.

Where this appears (2)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Google (AI Overview)	Certified Escape XLT ...DLX5TH	Nov 13, 1:16 PM CT: selected $28,399, $1,234 higher than the store's "ANYPLACE PRICE" $27,165 (computed by VisibleAuto); answer: See answer (p 37)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Google (AI Overview)	Used Explorer XLT (2021) ...9FHMUF	Nov 13, 1:17 PM CT: selected $20,995, $427 higher than the store's "ANYPLACE PRICE" $20,568 (computed by VisibleAuto); answer: See answer (p 38)

Counts computed by VisibleAuto from the saved answers to one question per vehicle ("What is the price of this vin"). The figure counted for an answer is its selected price figure (the rule is in the Basis).

- **Certified Escape XLT ...DLX5TH:** selected $28,399, $1,234 higher than the store's "ANYPLACE PRICE" $27,165 (computed by VisibleAuto); See answer (p 37).
- **Used Explorer XLT (2021) ...9FHMUF:** selected $20,995, $427 higher than the store's "ANYPLACE PRICE" $20,568 (computed by VisibleAuto); See answer (p 38).

Why it matters. A shopper who asks Google (AI Overview) for the price of these vehicles by VIN gets a different figure, or several, instead of the price on the vehicle page.

From the saved answer: Escape XLT: Google shows this figure under the source label "CarGurus +5" (the links behind the label were not saved). Explorer XLT (2021): Google shows this figure under the source label "Anyplace Ford +3" (the links behind the label were not saved).

H8 · HIGH · Autotrader shows other prices than the store's page on 1 of 3 vehicles: Explorer XLT $1,990 lower (computed by VisibleAuto)

Autotrader shows other prices than the store's page on 1 of 3 vehicles: Explorer XLT $1,990 lower (computed by VisibleAuto). Open list

Who to involve: Anyplace Ford, its inventory listing source; Autotrader takes corrections through the store's listing feed.

How many, and how much: 1 of 3 vehicles; the largest gap is $1,990 (computed by VisibleAuto).

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Autotrader Open list	New Explorer XLT ...W4WBX3	Nov 13, 2:00 PM CT: $40,423 "Total Price", "Dealer fees ($225) included", $1,990 below "Final Price" $42,413 (computed by VisibleAuto)

What we saw on Autotrader, Nov 13:

- New Explorer XLT ...W4WBX3: Autotrader shows $40,423 "Total Price", "Dealer fees ($225) included" Open list (computed by VisibleAuto).

Why it matters. A shopper comparing Autotrader with the store's page sees a different price for the same vehicle.

Likely cause (our read): The Autotrader (Open list) figure (printed with "Total Price", "Dealer fees ($225) included") is the store page's price without the "Anyplace Protection Package" $1,490 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $1,990 (computed by VisibleAuto) ties to the cent. Autotrader's own breakdown for this vehicle prints "Listing Price $40,198", "Doc Fee + $225" and "Total Price $40,423". Autotrader's page also prints "Save an additional $1,500" and "Estimated Cash Payment 40,423* with $1,000 Applied". The store page's price box prints "Purchase Allowance" twice, $1,000 in all (computed by VisibleAuto). The site takes $1,500 of offers where the store page takes $1,000. The same gap is on CarGurus and KBB for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on CarGurus and KBB fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.

Advertising on other sites: FTC guidance addresses a dealership's responsibility for its pricing wherever it appears, including third-party listings and group sites. The dealership may wish to review this with its compliance advisor.

H9 · HIGH · Capital One shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto)

Capital One shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto). Open list

Who to involve: Anyplace Ford, its inventory listing source; Capital One takes corrections through the store's listing feed.

How many, and how much: 3 of 3 vehicles; the largest gap is $2,215 (computed by VisibleAuto).

Where this appears (3)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Capital One Open list	New Explorer XLT ...W4WBX3	Nov 13, 2:00 PM CT: $40,198 "Includes dealer fees", $2,215 below "Final Price" $42,413 (computed by VisibleAuto)
Capital One Open list	Certified Escape XLT ...DLX5TH	Nov 13, 2:01 PM CT: $26,940 "Includes dealer fees", $225 below "ANYPLACE PRICE" $27,165, equal to the store's "Price" line $26,940 (computed by VisibleAuto)
Capital One Open list	Used Explorer XLT (2021) ...9FHMUF	Nov 13, 2:02 PM CT: $20,343 "Includes dealer fees", $225 below "ANYPLACE PRICE" $20,568, equal to the store's "Price" line $20,343 (computed by VisibleAuto)

What we saw on Capital One, Nov 13:

- New Explorer XLT ...W4WBX3: Capital One shows $40,198 "Includes dealer fees" Open list (computed by VisibleAuto).
- Certified Escape XLT ...DLX5TH: Capital One shows $26,940 "Includes dealer fees" Open list, equal to the store's "Price" line $26,940 (computed by VisibleAuto).
- Used Explorer XLT (2021) ...9FHMUF: Capital One shows $20,343 "Includes dealer fees" Open list, equal to the store's "Price" line $20,343 (computed by VisibleAuto).

Why it matters. A shopper comparing Capital One with the store's page sees a different price for the same vehicle.

Likely cause (our read): Explorer XLT: The Capital One (Open list) figure (printed with "Includes dealer fees") is the store page's price without the "Anyplace Protection Package" $1,490 and the "Documentation Fee" $225 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $2,215 (computed by VisibleAuto) ties to the cent. The same gap is on Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Cars.com and Edmunds fits that. Escape XLT: The Capital One (Open list) figure (printed with "Includes dealer fees") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on CarGurus, Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on CarGurus, Cars.com and Edmunds fits that. Explorer XLT (2021): The Capital One (Open list) figure (printed with "Includes dealer fees") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Cars.com and Edmunds fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.

Advertising on other sites: FTC guidance addresses a dealership's responsibility for its pricing wherever it appears, including third-party listings and group sites. The dealership may wish to review this with its compliance advisor.

H10 · HIGH · CarGurus shows other prices than the store's page on 2 of 3 vehicles: Explorer XLT $1,990 lower; Escape XLT $225 lower (computed by VisibleAuto)

CarGurus shows other prices than the store's page on 2 of 3 vehicles: Explorer XLT $1,990 lower; Escape XLT $225 lower (computed by VisibleAuto). Open list

Who to involve: Anyplace Ford, its inventory listing source; CarGurus takes corrections through the store's listing feed.

How many, and how much: 2 of 3 vehicles; the largest gap is $1,990 (computed by VisibleAuto).

Where this appears (2)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
CarGurus Open list	New Explorer XLT ...W4WBX3	Nov 13, 2:00 PM CT: $40,423 "Price includes fees", $1,990 below "Final Price" $42,413 (computed by VisibleAuto)
CarGurus Open list	Certified Escape XLT ...DLX5TH	Nov 13, 2:01 PM CT: $26,940 "No additional dealer fees", $225 below "ANYPLACE PRICE" $27,165, equal to the store's "Price" line $26,940 (computed by VisibleAuto)

What we saw on CarGurus, Nov 13:

- New Explorer XLT ...W4WBX3: CarGurus shows $40,423 "Price includes fees" Open list (computed by VisibleAuto).
- Certified Escape XLT ...DLX5TH: CarGurus shows $26,940 "No additional dealer fees" Open list, equal to the store's "Price" line $26,940 (computed by VisibleAuto).

Why it matters. A shopper comparing CarGurus with the store's page sees a different price for the same vehicle.

Likely cause (our read): Explorer XLT: The CarGurus (Open list) figure (printed with "Price includes fees") is the store page's price without the "Anyplace Protection Package" $1,490 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $1,990 (computed by VisibleAuto) ties to the cent. CarGurus's own breakdown for this vehicle prints "$40,423" and "MSRP $48,013". The same gap is on Autotrader and KBB for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Autotrader and KBB fits that. Escape XLT: The CarGurus (Open list) figure (printed with "No additional dealer fees") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Capital One, Cars.com and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out. The same gap on Capital One, Cars.com and Edmunds fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.

Advertising on other sites: FTC guidance addresses a dealership's responsibility for its pricing wherever it appears, including third-party listings and group sites. The dealership may wish to review this with its compliance advisor.

H11 · HIGH · Cars.com shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto)

Cars.com shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto). Open list

Who to involve: Anyplace Ford, its inventory listing source; Cars.com takes corrections through the store's listing feed.

How many, and how much: 3 of 3 vehicles; the largest gap is $2,215 (computed by VisibleAuto).

Where this appears (3)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Cars.com Open list	New Explorer XLT ...W4WBX3	Nov 13, 2:00 PM CT: $40,198 "All-in total price", $2,215 below "Final Price" $42,413 (computed by VisibleAuto)
Cars.com Open list	Certified Escape XLT ...DLX5TH	Nov 13, 2:01 PM CT: $26,940 "All-in total price", $225 below "ANYPLACE PRICE" $27,165, equal to the store's "Price" line $26,940 (computed by VisibleAuto)
Cars.com Open list	Used Explorer XLT (2021) ...9FHMUF	Nov 13, 2:02 PM CT: $20,343 "All-in total price", $225 below "ANYPLACE PRICE" $20,568, equal to the store's "Price" line $20,343 (computed by VisibleAuto)

What we saw on Cars.com, Nov 13:

- New Explorer XLT ...W4WBX3: Cars.com shows $40,198 "All-in total price" Open list (computed by VisibleAuto).
- Certified Escape XLT ...DLX5TH: Cars.com shows $26,940 "All-in total price" Open list, equal to the store's "Price" line $26,940 (computed by VisibleAuto).
- Used Explorer XLT (2021) ...9FHMUF: Cars.com shows $20,343 "All-in total price" Open list, equal to the store's "Price" line $20,343 (computed by VisibleAuto).

Why it matters. A shopper comparing Cars.com with the store's page sees a different price for the same vehicle.

Likely cause (our read): Explorer XLT: The Cars.com (Open list) figure (printed with "All-in total price") is the store page's price without the "Anyplace Protection Package" $1,490 and the "Documentation Fee" $225 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $2,215 (computed by VisibleAuto) ties to the cent. Cars.com's own breakdown for this vehicle prints "Vehicle price $39,973", "Documentation Fee $225", "All-in total price $40,198" and "MSRP $48,013". The same gap is on Capital One and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Edmunds fits that. Escape XLT: The Cars.com (Open list) figure (printed with "All-in total price") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. Cars.com's own breakdown for this vehicle prints "Vehicle price $26,715", "Documentation Fee $225" and "All-in total price $26,940". The same gap is on Capital One, CarGurus and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out. The same gap on Capital One, CarGurus and Edmunds fits that. Explorer XLT (2021): The Cars.com (Open list) figure (printed with "All-in total price") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. Cars.com's own breakdown for this vehicle prints "Vehicle price $20,118", "Documentation Fee $225" and "All-in total price $20,343". The same gap is on Capital One and Edmunds for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Edmunds fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.

Advertising on other sites: FTC guidance addresses a dealership's responsibility for its pricing wherever it appears, including third-party listings and group sites. The dealership may wish to review this with its compliance advisor.

SAMPLE: fictional dealership, illustrative data

H12 · HIGH · Edmunds shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto)

Edmunds shows other prices than the store's page on 3 of 3 vehicles: Explorer XLT $2,215 lower; Escape XLT $225 lower; Explorer XLT (2021) $225 lower (computed by VisibleAuto). Open list

Who to involve: Anyplace Ford, its inventory listing source; Edmunds takes corrections through the store's listing feed.

How many, and how much: 3 of 3 vehicles; the largest gap is $2,215 (computed by VisibleAuto).

Where this appears (3)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Edmunds Open list	New Explorer XLT ...W4WBX3	Nov 13, 1:59 PM CT: $40,198 "Dealer Price", "Fees not disclosed", $2,215 below "Final Price" $42,413 (computed by VisibleAuto)
Edmunds Open list	Certified Escape XLT ...DLX5TH	Nov 13, 2:01 PM CT: $26,940 "Dealer Price", "Fees not disclosed", $225 below "ANYPLACE PRICE" $27,165, equal to the store's "Price" line $26,940 (computed by VisibleAuto)
Edmunds Open list	Used Explorer XLT (2021) ...9FHMUF	Nov 13, 2:02 PM CT: $20,343 "Dealer Price", "Fees not disclosed", $225 below "ANYPLACE PRICE" $20,568, equal to the store's "Price" line $20,343 (computed by VisibleAuto)

What we saw on Edmunds, Nov 13:

- New Explorer XLT ...W4WBX3: Edmunds shows $40,198 "Dealer Price", "Fees not disclosed" Open list (computed by VisibleAuto).
- Certified Escape XLT ...DLX5TH: Edmunds shows $26,940 "Dealer Price", "Fees not disclosed" Open list, equal to the store's "Price" line $26,940 (computed by VisibleAuto).
- Used Explorer XLT (2021) ...9FHMUF: Edmunds shows $20,343 "Dealer Price", "Fees not disclosed" Open list, equal to the store's "Price" line $20,343 (computed by VisibleAuto).

Why it matters. A shopper comparing Edmunds with the store's page sees a different price for the same vehicle.

Likely cause (our read): Explorer XLT: The Edmunds (Open list) figure (printed with "Dealer Price", "Fees not disclosed") is the store page's price without the "Anyplace Protection Package" $1,490 and the "Documentation Fee" $225 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $2,215 (computed by VisibleAuto) ties to the cent. The same gap is on Capital One and Cars.com for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Cars.com fits that. Escape XLT: The Edmunds (Open list) figure (printed with "Dealer Price", "Fees not disclosed") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Capital One, CarGurus and Cars.com for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out. The same gap on Capital One, CarGurus and Cars.com fits that. Explorer XLT (2021): The Edmunds (Open list) figure (printed with "Dealer Price", "Fees not disclosed") is the store page's price without the "Documentation Fee" $225. The gap of $225 ties to the cent. The same gap is on Capital One and Cars.com for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Capital One and Cars.com fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.

Advertising on other sites: FTC guidance addresses a dealership's responsibility for its pricing wherever it appears, including third-party listings and group sites. The dealership may wish to review this with its compliance advisor.

H13 · HIGH · KBB shows other prices than the store's page on 1 of 3 vehicles: Explorer XLT $1,990 lower (computed by VisibleAuto)

KBB shows other prices than the store's page on 1 of 3 vehicles: Explorer XLT $1,990 lower (computed by VisibleAuto). Open list

Who to involve: Anyplace Ford, its inventory listing source; KBB takes corrections through the store's listing feed.

How many, and how much: 1 of 3 vehicles; the largest gap is $1,990 (computed by VisibleAuto).

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
KBB Open list	New Explorer XLT ...W4WBX3	Nov 13, 2:00 PM CT: $40,423 "Total Price", "Dealer fees ($225) included", $1,990 below "Final Price" $42,413 (computed by VisibleAuto)

What we saw on KBB, Nov 13:

- New Explorer XLT ...W4WBX3: KBB shows $40,423 "Total Price", "Dealer fees ($225) included" Open list (computed by VisibleAuto).

Why it matters. A shopper comparing KBB with the store's page sees a different price for the same vehicle.

Likely cause (our read): The KBB (Open list) figure (printed with "Total Price", "Dealer fees ($225) included") is the store page's price without the "Anyplace Protection Package" $1,490 and with a further "Purchase Allowance" -$500. The page already prints "Purchase Allowance" -$500 twice. The gap of $1,990 (computed by VisibleAuto) ties to the cent. KBB's own breakdown for this vehicle prints "Listing Price $40,198", "Doc Fee + $225" and "Total Price $40,423". The same gap is on Autotrader and CarGurus for this vehicle. Likely cause (our guess, not confirmed): The listing likely takes the price from one upstream feed that leaves that line out; the same gap on Autotrader and CarGurus fits that. What would confirm it: the site's price detail, or the export of the store's listing feed.

Advertising on other sites: FTC guidance addresses a dealership's responsibility for its pricing wherever it appears, including third-party listings and group sites. The dealership may wish to review this with its compliance advisor.

H14 · MED · The structured data's "valueAddedTaxIncluded" field is true; the vehicle page's own text says the price does not include tax

The structured data's "valueAddedTaxIncluded" field is true; the vehicle page's own text says the price does not include tax.

Who to involve: Anyplace Ford, its website provider.

How many, and how much: 1 of 3 vehicle pages (the certified and used pages carry no statement about tax on their advertised price).

Where this appears (1)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's vehicle page, structured data and dealer notes Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:07 PM CT, as first sent and in a browser: the page's structured data marks "valueAddedTaxIncluded" true ("priceSpecification": {"price": 42413.0, "priceCurrency": "USD", "@type": "UnitPriceSpecification", "valueAddedTaxIncluded": true}); the vehicle page says it excludes tax: the dealer notes read "Vehicle pricing does not include sales tax, title and registration."

What we saw, in the vehicle page as first sent (a plain request for the address) and in a browser:

- New Explorer XLT ...W4WBX3 Open page: structured data "priceSpecification": {"price": 42413.0, "priceCurrency": "USD", "@type": "UnitPriceSpecification", "valueAddedTaxIncluded": true}; dealer notes: "Vehicle pricing does not include sales tax, title and registration."

Why it matters. Search engines and AI tools read the structured data; its "valueAddedTaxIncluded" field is true, while the shopper reads that tax is not included.

Likely cause (our guess, not confirmed): the structured data's "valueAddedTaxIncluded" field is true; the vehicle page's own text says the price does not include tax. The two are made from different fields. What would confirm it: the platform's mapping of the page field to the feed field.

H15 · MED · The same price or offer is worded differently in different places (2 differences, "Final Price" against "Dealer Price After Offers" for $42,413; 3.9% APR for 36 months, who qualifies)

The same price or offer is worded differently in different places (2 differences, "Final Price" against "Dealer Price After Offers" for $42,413; 3.9% APR for 36 months, who qualifies).

Who to involve: Anyplace Ford, its inventory listing source.

How many, and how much: 2 wording differences on 1 of 3 vehicles.

Where this appears (2)

WHERE	VEHICLE	WHAT WE SAW (DATE, TIME)
Store's vehicle page and other places Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:07 PM CT: the same $42,413 is printed with different words for what the price is after: the vehicle page: "Final Price"; ford.com: "Dealer Price After Offers".
Store's vehicle page and other places Open page	New Explorer XLT ...W4WBX3	Nov 13, 1:07 PM CT: the same offer (3.9% APR for 36 months) is worded differently for who qualifies: the vehicle page price box: "3.9% APR for 36 Months for Well-Qualified Buyers When Financed w/ Ford Financial"; a vehicle page information note: "3.9% APR for 36 months for very well-qualified buyers when financed w/ Ford Financial"; the vehicle page notes: "3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027".

What we saw, in the saved reads of each place:

- New Explorer XLT ...W4WBX3 Open page (Nov 13, 1:07 PM CT): the same $42,413 is printed with different words for what the price is after: the vehicle page: "Final Price"; ford.com: "Dealer Price After Offers".
- New Explorer XLT ...W4WBX3 Open page (Nov 13, 1:07 PM CT): the same offer (3.9% APR for 36 months) is worded differently for who qualifies: the vehicle page price box: "3.9% APR for 36 Months for Well-Qualified Buyers When Financed w/ Ford Financial"; a vehicle page information note: "3.9% APR for 36 months for very well-qualified buyers when financed w/ Ford Financial"; the vehicle page notes: "3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027".

Why it matters. A shopper who compares places reads one price or offer under different words that change what is included or on what conditions it is given.

Cause: we don't know from what we can see.

SAMPLE: fictional dealership, illustrative data

Fix Tracker

This is the store's to-do list from the pricing report. Each row is one thing to fix. It shows where the problem is, what the page or answer shows today, what it should be, and who can make the change. Rows are grouped by who makes the change, and HIGH marks the most important ones. When a fix is made, we re-check the place named in the last column. 27 rows need a change or, for AI answers, a review. When an AI assistant gave a wrong answer about a vehicle, that assistant and vehicle count as one row, however many of its answers said it. Another assistant that was wrong about the same vehicle has a row of its own.

Listings to verify

Every listing price read for this report, with a link to open each listing and the store's own page for the same vehicle. Listings that differ from the store's price come first.

SITE	VEHICLE	PRICE SHOWN	STORE PRICE	READ	LINK
Autotrader	New Explorer XLT ...W4WBX3	$40,423	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Capital One	New Explorer XLT ...W4WBX3	$40,198	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
CarGurus	New Explorer XLT ...W4WBX3	$40,423	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Cars.com	New Explorer XLT ...W4WBX3	$40,198	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Edmunds	New Explorer XLT ...W4WBX3	$40,198	$42,413 Open dealer page	Nov 13, 1:59 PM CT	Open list
KBB	New Explorer XLT ...W4WBX3	$40,423	$42,413 Open dealer page	Nov 13, 2:00 PM CT	Open list
Capital One	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
CarGurus	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Cars.com	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Edmunds	Certified Escape XLT ...DLX5TH	$26,940	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Capital One	Used Explorer XLT (2021) ...9FHMUF	$20,343	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
Cars.com	Used Explorer XLT (2021) ...9FHMUF	$20,343	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
Edmunds	Used Explorer XLT (2021) ...9FHMUF	$20,343	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
Autotrader	Certified Escape XLT ...DLX5TH	$27,165	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
CARFAX	Certified Escape XLT ...DLX5TH	$27,165	$27,165 Open dealer page	Nov 13, 2:00 PM CT	Open list
KBB	Certified Escape XLT ...DLX5TH	$27,165	$27,165 Open dealer page	Nov 13, 2:01 PM CT	Open list
Autotrader	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
CARFAX	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:01 PM CT	Open list

SAMPLE: fictional dealership, illustrative data

SITE	VEHICLE	PRICE SHOWN	STORE PRICE	READ	LINK
CarGurus	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list
KBB	Used Explorer XLT (2021) ...9FHMUF	$20,568	$20,568 Open dealer page	Nov 13, 2:02 PM CT	Open list

Store website and tools: 9 fixes

The store's website pages and tools handled by its website provider: vehicle pages, price boxes and the description text on each vehicle page.

Row priority on outside sites and assistants' answers: HIGH where that row's price difference is $1,000 or more, MED below it. A row on the store's own pages or tools takes its issue's priority. An issue's priority is its highest row (computed by VisibleAuto).

#	PRIORITY	WHERE	WHAT WE FOUND, AND WHAT IT SHOULD BE	WHO TO INVOLVE	WHAT WE WILL RE-CHECK
1	HIGH	Store's buy online page · New Explorer XLT ...W4WBX3 Open page	H1: the buy online estimate lists "Documentation Fee $1,995.00"; the vehicle page lists "Documentation Fee +$225" (Nov 13, 1:28 PM CT). Expected: one documentation fee, the same on every page of the store.	Store, the operator of its buy online page	Buy online Est. Fees
2	HIGH	Store's vehicle page, price box and dealer notes · New Explorer XLT ...W4WBX3 Open page	H2: the price box lists "Purchase Allowance -$500" twice ($1,000 in all, computed by VisibleAuto) inside "Final Price: $42,413"; the first Purchase Allowance info note reads "Valid to 1/4/2027. Not available with special financing, lease and some other offers. Must take new retail delivery by 01/04/2027."; the dealer notes on the same page read "Price includes: $1000 - Ford Financial APR & Down Payment Assistance Program: $1000 Savings and 3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027 $500 - Ford Bonus Cash Program. Exp. 01/04/2027" (Nov 13, 1:07 PM CT). Expected: the dealer notes, the info notes and the price box name the same programs and amounts, and say which buyers can get them.	Store, its website provider	Explorer XLT price box and dealer notes
3	HIGH	Store's buy online page · New Explorer XLT ...W4WBX3 Open page	H3: the buy online page shows "$44,605.50 - Cash" with "Documentation Fee $1,995.00" and a separate "Dealer Servicing Fee $389.50"; the vehicle page shows "Final Price: $42,413" with "Documentation Fee +$225" (Nov 13, 1:28 PM CT). Expected: the buy online page starts from the vehicle page's price and states the same fees.	Store, the operator of its buy online page	Buy online cash estimate
4	HIGH	Store's new SRP (as first sent) · Store pages Open page	H4: 0 vehicle cards with a price in the page text as first sent (8 empty cards, no year, model or price); the page's structured data lists 0 vehicles with prices; the page as first sent counts 377 vehicles; a browser showed "Showing all 377 vehicles" and 6 cards with a dollar price on load at 1:54 PM CT (Nov 13, 1:01 PM CT). Expected: the page text as first sent carries the vehicles and their prices, so AI assistants that read text can quote them.	The website provider	new SRP, as first sent
5	HIGH	Store's used SRP (as first sent) · Store pages Open page	H4: 0 vehicle cards with a price in the page text as first sent (8 empty cards, no year, model or price); the page's structured data lists 0 vehicles with prices; the page as first sent counts 129 vehicles; a browser showed "Showing all 129 vehicles" and 6 cards with a dollar price on load at 1:55 PM CT (Nov 13, 1:30 PM CT). Expected: the page text as first sent carries the vehicles and their prices, so AI assistants that read text can quote them.	The website provider	used SRP, as first sent

SAMPLE: fictional dealership, illustrative data

#	PRIORITY	WHERE	WHAT WE FOUND, AND WHAT IT SHOULD BE	WHO TO INVOLVE	WHAT WE WILL RE-CHECK
6	HIGH	Store's vehicle page, condition and description · New Explorer XLT ...W4WBX3 Open page	H5: the page condition reads "New (Vehicle Information: CONDITION New)"; the description says "True Market Priced Pre-Owned Vehicle" (Nov 13, 1:07 PM CT). Expected: the page and its description state one condition.	Store, its website provider	Explorer XLT description
7	MED	Store's vehicle page, structured data · New Explorer XLT ...W4WBX3 Open page	H14: the structured data marks the $42,413 offer "valueAddedTaxIncluded": true; the dealer notes read "Vehicle pricing does not include sales tax, title and registration." (Nov 13, 1:07 PM CT). Expected: the structured data and the page say the same thing about tax.	Store, its website provider	Explorer XLT structured data
8	MED	Store's vehicle page and other places · New Explorer XLT ...W4WBX3 Open page	H15: the same $42,413 is printed with different words for what the price is after: the vehicle page: "Final Price"; ford.com: "Dealer Price After Offers" (Nov 13, 1:07 PM CT). Expected: every place words the price or offer the same way on this point.	Store, its inventory listing source	Explorer XLT wording
9	MED	Store's vehicle page and other places · New Explorer XLT ...W4WBX3 Open page	H15: the same offer (3.9% APR for 36 months) is worded differently for who qualifies: the vehicle page price box: "3.9% APR for 36 Months for Well-Qualified Buyers When Financed w/ Ford Financial"; a vehicle page information note: "3.9% APR for 36 months for very well-qualified buyers when financed w/ Ford Financial"; the vehicle page notes: "3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027" (Nov 13, 1:07 PM CT). Expected: every place words the price or offer the same way on this point.	Store, its website provider	Explorer XLT wording

Listings on other websites: 13 fixes

The store's vehicle listings on other websites, supplied by its inventory listing source.

Row priority on outside sites and assistants' answers: HIGH where that row's price difference is $1,000 or more, MED below it. A row on the store's own pages or tools takes its issue's priority. An issue's priority is its highest row (computed by VisibleAuto).

#	PRIORITY	WHERE	WHAT WE FOUND, AND WHAT IT SHOULD BE	WHO TO INVOLVE	WHAT WE WILL RE-CHECK
10	HIGH	Autotrader · New Explorer XLT ...W4WBX3 Open list	H8: Autotrader shows $40,423 "Total Price", "Dealer fees ($225) included" (Nov 13, 2:00 PM CT); the store's page shows "Final Price" $42,413. Expected: the listing shows $42,413, the store's price.	Store, its inventory listing source	Autotrader listing for the VIN
11	HIGH	Capital One · New Explorer XLT ...W4WBX3 Open list	H9: Capital One shows $40,198 "Includes dealer fees" (Nov 13, 2:00 PM CT); the store's page shows "Final Price" $42,413. Expected: the listing shows $42,413, the store's price.	Store, its inventory listing source	Capital One listing for the VIN

SAMPLE: fictional dealership, illustrative data

#	PRIORITY	WHERE	WHAT WE FOUND, AND WHAT IT SHOULD BE	WHO TO INVOLVE	WHAT WE WILL RE-CHECK
12	MED	Capital One · Certified Escape XLT ...DLX5TH Open list	H9: Capital One shows $26,940 "Includes dealer fees" (Nov 13, 2:01 PM CT); the store's page shows "ANYPLACE PRICE" $27,165. Expected: the listing shows $27,165, the store's price.	Store, its inventory listing source	Capital One listing for the VIN
13	MED	Capital One · Used Explorer XLT (2021) ...9FHMUF Open list	H9: Capital One shows $20,343 "Includes dealer fees" (Nov 13, 2:02 PM CT); the store's page shows "ANYPLACE PRICE" $20,568. Expected: the listing shows $20,568, the store's price.	Store, its inventory listing source	Capital One listing for the VIN
14	HIGH	CarGurus · New Explorer XLT ...W4WBX3 Open list	H10: CarGurus shows $40,423 "Price includes fees" (Nov 13, 2:00 PM CT); the store's page shows "Final Price" $42,413. Expected: the listing shows $42,413, the store's price.	Store, its inventory listing source	CarGurus listing for the VIN
15	MED	CarGurus · Certified Escape XLT ...DLX5TH Open list	H10: CarGurus shows $26,940 "No additional dealer fees" (Nov 13, 2:01 PM CT); the store's page shows "ANYPLACE PRICE" $27,165. Expected: the listing shows $27,165, the store's price.	Store, its inventory listing source	CarGurus listing for the VIN
16	HIGH	Cars.com · New Explorer XLT ...W4WBX3 Open list	H11: Cars.com shows $40,198 "All-in total price" (Nov 13, 2:00 PM CT); the store's page shows "Final Price" $42,413. Expected: the listing shows $42,413, the store's price.	Store, its inventory listing source	Cars.com listing for the VIN
17	MED	Cars.com · Certified Escape XLT ...DLX5TH Open list	H11: Cars.com shows $26,940 "All-in total price" (Nov 13, 2:01 PM CT); the store's page shows "ANYPLACE PRICE" $27,165. Expected: the listing shows $27,165, the store's price.	Store, its inventory listing source	Cars.com listing for the VIN
18	MED	Cars.com · Used Explorer XLT (2021) ...9FHMUF Open list	H11: Cars.com shows $20,343 "All-in total price" (Nov 13, 2:02 PM CT); the store's page shows "ANYPLACE PRICE" $20,568. Expected: the listing shows $20,568, the store's price.	Store, its inventory listing source	Cars.com listing for the VIN
19	HIGH	Edmunds · New Explorer XLT ...W4WBX3 Open list	H12: Edmunds shows $40,198 "Dealer Price", "Fees not disclosed" (Nov 13, 1:59 PM CT); the store's page shows "Final Price" $42,413. Expected: the listing shows $42,413, the store's price.	Store, its inventory listing source	Edmunds listing for the VIN
20	MED	Edmunds · Certified Escape XLT ...DLX5TH Open list	H12: Edmunds shows $26,940 "Dealer Price", "Fees not disclosed" (Nov 13, 2:01 PM CT); the store's page shows "ANYPLACE PRICE" $27,165. Expected: the listing shows $27,165, the store's price.	Store, its inventory listing source	Edmunds listing for the VIN
21	MED	Edmunds · Used Explorer XLT (2021) ...9FHMUF Open list	H12: Edmunds shows $20,343 "Dealer Price", "Fees not disclosed" (Nov 13, 2:02 PM CT); the store's page shows "ANYPLACE PRICE" $20,568. Expected: the listing shows $20,568, the store's price.	Store, its inventory listing source	Edmunds listing for the VIN
22	HIGH	KBB · New Explorer XLT ...W4WBX3 Open list	H13: KBB shows $40,423 "Total Price", "Dealer fees ($225) included" (Nov 13, 2:00 PM CT); the store's page shows "Final Price" $42,413. Expected: the listing shows $42,413, the store's price.	Store, its inventory listing source	KBB listing for the VIN

AI answers: 5 items to review

The figures AI assistants gave, to compare with the store's website and listings, then test again using the same questions and record the date.

Row priority on outside sites and assistants' answers: HIGH where that row's price difference is $1,000 or more, MED below it. A row on the store's own pages or tools takes its issue's priority. An issue's priority is its highest row (computed by VisibleAuto).

#	PRIORITY	WHERE	WHAT WE FOUND, AND WHAT IT SHOULD BE	WHO TO INVOLVE	WHAT WE WILL RE-CHECK
23	HIGH	ChatGPT · New Explorer XLT ...W4WBX3	H6: ChatGPT, a range instead of a price, "around $40,198–$41,068", no gap figure See answer (p 36) (Nov 13, 1:15 PM CT). Expected: the answer names this VIN's advertised price, $42,413, labelled, with source and date.	Store, its website provider, its inventory listing source	ChatGPT answer for Explorer XLT
24	MED	ChatGPT · Certified Escape XLT ...DLX5TH	H6: ChatGPT, selected $27,720, $555 higher than the store's "ANYPLACE PRICE" $27,165 (computed by VisibleAuto), scored by hand: the answer's last pick is "asking price: $27,720" See answer (p 37) (Nov 13, 1:15 PM CT). Expected: the answer names this VIN's advertised price, $27,165, labelled, with source and date.	Store, its website provider, its inventory listing source	ChatGPT answer for Escape XLT
25	MED	ChatGPT · Used Explorer XLT (2021) ...9FHMUF	H6: ChatGPT, selected $21,000, $432 higher than the store's "ANYPLACE PRICE" $20,568 (computed by VisibleAuto), scored by hand: the answer's last pick is "about $21,000 retail" See answer (p 38) (Nov 13, 1:16 PM CT). Expected: the answer names this VIN's advertised price, $20,568, labelled, with source and date.	Store, its website provider, its inventory listing source	ChatGPT answer for Explorer XLT (2021)
26	HIGH	Google (AI Overview) · Certified Escape XLT ...DLX5TH	H7: Google (AI Overview), selected $28,399, $1,234 higher than the store's "ANYPLACE PRICE" $27,165 (computed by VisibleAuto) See answer (p 37) (Nov 13, 1:16 PM CT). Expected: the answer names this VIN's advertised price, $27,165, labelled, with source and date.	Store, its website provider, its inventory listing source	Google (AI Overview) answer for Escape XLT
27	MED	Google (AI Overview) · Used Explorer XLT (2021) ...9FHMUF	H7: Google (AI Overview), selected $20,995, $427 higher than the store's "ANYPLACE PRICE" $20,568 (computed by VisibleAuto) See answer (p 38) (Nov 13, 1:17 PM CT). Expected: the answer names this VIN's advertised price, $20,568, labelled, with source and date.	Store, its website provider, its inventory listing source	Google (AI Overview) answer for Explorer XLT (2021)

SAMPLE: fictional dealership, illustrative data

Evidence

The price boxes, the listing-site table, the AI answers and prompts, the payments and terms, the disclaimers, the page-code reads, the robots, llms and sitemap reads, the screenshots, the basis and the references.

Store pages: the price box of each vehicle page

VEHICLE	LINES IN THE PRICE BOX, IN ORDER, AS READ IN A BROWSER	DISPLAYED PRICE
New Explorer XLT ...W4WBX3 Open page	"$48,013 MSRP"; "-$6,315 Anyplace Savings"; "-$500 Purchase Allowance"; "-$500 Purchase Allowance"; "+$1,490 Anyplace Protection Package"; "+$225 Documentation Fee"; "$42,413 Final Price"	**$42,413** "Final Price" (Nov 13, 1:07 PM CT)
Certified Escape XLT ...DLX5TH Open page	"$26,940 Price"; "+$225 Documentation Fee"; "$27,165 ANYPLACE PRICE"	**$27,165** "ANYPLACE PRICE" (Nov 13, 1:10 PM CT)
Used Explorer XLT (2021) ...9FHMUF Open page	"$20,343 Price"; "+$225 Documentation Fee"; "$20,568 ANYPLACE PRICE"	**$20,568** "ANYPLACE PRICE" (Nov 13, 1:12 PM CT)

Schema (what search engines and AI tools read)

Each vehicle page carries structured data (JSON-LD) that search engines and AI tools read. It was read from each vehicle page as first sent (a plain request to the page: Explorer XLT Nov 13, 1:06 PM CT; Escape XLT Nov 13, 1:09 PM CT; Explorer XLT (2021) Nov 13, 1:11 PM CT); the offer price is quoted as the structured data names it.

VEHICLE	STRUCTURED DATA OFFER PRICE	PRICE BOX LINE IT EQUALS	RESULT
New Explorer XLT ...W4WBX3 Open page	"price": "42413.0"; "price": "42413.0"; "price": "42413.0" (2 offers; other price fields: priceSpecification) (saved Nov 13, 1:06 PM CT)	**$42,413** "Final Price"	match
Certified Escape XLT ...DLX5TH Open page	"price": "27165.0"; "price": "27165.0"; "price": "27165.0" (2 offers; other price fields: priceSpecification) (saved Nov 13, 1:09 PM CT)	**$27,165** "ANYPLACE PRICE"	match
Used Explorer XLT (2021) ...9FHMUF Open page	"price": "20568.0"; "price": "20568.0"; "price": "20568.0" (2 offers; other price fields: priceSpecification) (saved Nov 13, 1:11 PM CT)	**$20,568** "ANYPLACE PRICE"	match

Prices for the same vehicles on listing sites

Each gap in parentheses is above or below the price on the store's vehicle page (computed by VisibleAuto).

	NEW EXPLORER XLT ...W4WBX3	CERTIFIED ESCAPE XLT ...DLX5TH	USED EXPLORER XLT (2021) ...9FHMUF
Store's vehicle page	**$42,413** "Final Price" Open page (Nov 13, 1:07 PM CT)	**$27,165** "ANYPLACE PRICE" Open page (Nov 13, 1:10 PM CT)	**$20,568** "ANYPLACE PRICE" Open page (Nov 13, 1:12 PM CT)
CarGurus	$40,423 Open list "Price includes fees" ($1,990 below) (Nov 13, 2:00 PM CT)	$26,940 Open list "No additional dealer fees" ($225 below) (Nov 13, 2:01 PM CT)	$20,568 Open list "Price includes fees" (match) (Nov 13, 2:02 PM CT)
Autotrader	$40,423 Open list "Total Price", "Dealer fees ($225) included" ($1,990 below) (Nov 13, 2:00 PM CT)	$27,165 Open list "Total Price", "Dealer fees ($225) included" (match) (Nov 13, 2:01 PM CT)	$20,568 Open list "Total Price", "Dealer fees ($225) included" (match) (Nov 13, 2:02 PM CT)
KBB	$40,423 Open list "Total Price", "Dealer fees ($225) included" ($1,990 below) (Nov 13, 2:00 PM CT)	$27,165 Open list "Total Price", "Dealer fees ($225) included" (match) (Nov 13, 2:01 PM CT)	$20,568 Open list "Total Price", "Dealer fees ($225) included" (match) (Nov 13, 2:02 PM CT)

SAMPLE: fictional dealership, illustrative data

	NEW EXPLORER XLT ...W4WBX3	CERTIFIED ESCAPE XLT ...DLX5TH	USED EXPLORER XLT (2021) ...9FHMUF
CARFAX	No listing price found (Nov 13, 1:54 PM CT): 3 searches of the site near ZIP 75001 did not show this VIN	$27,165 Open list "Price includes fees" (match) (Nov 13, 2:00 PM CT)	$20,568 Open list "Price includes fees" (match) (Nov 13, 2:01 PM CT)
Cars.com	$40,198 Open list "All-in total price" ($2,215 below) (Nov 13, 2:00 PM CT)	$26,940 Open list "All-in total price" ($225 below) (Nov 13, 2:01 PM CT)	$20,343 Open list "All-in total price" ($225 below) (Nov 13, 2:02 PM CT)
Edmunds	$40,198 Open list "Dealer Price", "Fees not disclosed" ($2,215 below) (Nov 13, 1:59 PM CT)	$26,940 Open list "Dealer Price", "Fees not disclosed" ($225 below) (Nov 13, 2:01 PM CT)	$20,343 Open list "Dealer Price", "Fees not disclosed" ($225 below) (Nov 13, 2:02 PM CT)
Capital One	$40,198 Open list "Includes dealer fees" ($2,215 below) (Nov 13, 2:00 PM CT)	$26,940 Open list "Includes dealer fees" ($225 below) (Nov 13, 2:01 PM CT)	$20,343 Open list "Includes dealer fees" ($225 below) (Nov 13, 2:02 PM CT)
TrueCar	No listing price found (Nov 13)	No listing price found (Nov 13)	No listing price found (Nov 13)
JD Power	No listing price found (Nov 13, 1:58 PM CT): 5 searches of the site near ZIP 75001 did not show this VIN	No listing price found (Nov 13, 1:38 PM CT): 2 searches of the site near ZIP 75001 did not show this VIN	No listing price found (Nov 13, 1:50 PM CT): 2 searches of the site near ZIP 75001 did not show this VIN
ford.com	$42,413 Open list "Dealer Price After Offers" (match) (Nov 13, 1:20 PM CT)	$27,165 Open list "Dealer Price" (match) (Nov 13, 1:25 PM CT)	No listing price found (Nov 13)
allinautogroup.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:16 PM CT)	not in the Google results for this VIN (Nov 13, 1:17 PM CT)
badvin.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:16 PM CT)	not in the Google results for this VIN (Nov 13, 1:17 PM CT)
fordforum.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:16 PM CT)	not in the Google results for this VIN (Nov 13, 1:17 PM CT)
iemotorsdirect.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:16 PM CT)	not in the Google results for this VIN (Nov 13, 1:17 PM CT)
jitcar.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:16 PM CT)	not in the Google results for this VIN (Nov 13, 1:17 PM CT)
trucks.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	not in the Google results for this VIN (Nov 13, 1:16 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:17 PM CT)
vininspect.com	not in the Google results for this VIN (Nov 13, 1:15 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:16 PM CT)	in the Google results for this VIN, no price in the result text (Nov 13, 1:17 PM CT)
Google returned for the VIN	anyplaceford.example; edmunds.com; cargurus.com (Nov 13, 1:15 PM CT)	anyplaceford.example; capitalone.com; vininspect.com; carfax.com; cargurus.com; jitcar.com; edmunds.com; badvin.com; iemotorsdirect.com; allinautogroup.com; fordforum.com (Nov 13, 1:16 PM CT)	anyplaceford.example; trucks.com; edmunds.com; vininspect.com; capitalone.com (Nov 13, 1:17 PM CT)

Gaps against the price on the store's vehicle page (computed by VisibleAuto):

- **Explorer XLT, against $42,413:** Capital One Open list, Cars.com Open list and Edmunds Open list $2,215 lower; Autotrader Open list, CarGurus Open list and KBB Open list $1,990 lower.
- **Escape XLT, against $27,165:** Capital One Open list, CarGurus Open list, Cars.com Open list and Edmunds Open list $225 lower.
- **Explorer XLT (2021), against $20,568:** Capital One Open list, Cars.com Open list and Edmunds Open list $225 lower.

Price line, Explorer XLT: the highest figure $44,605.50 less the lowest $40,198 is $4,407.50 apart (computed by VisibleAuto).

Price line, Escape XLT: the highest figure $28,399 less the lowest $26,940 is $1,459 apart (computed by VisibleAuto).

Price line, Explorer XLT (2021): the highest figure $21,000 less the lowest $20,343 is $657 apart (computed by VisibleAuto).

AI answers

The prompts

One question per vehicle, word for word as sent, asked on Nov 13, 1:15 PM to 1:17 PM CT (policy for three-vehicle checks: one question, three assistants). ChatGPT and Claude answered through each company's developer interface (API) with web search on (see Basis). Google AI Overview is the overview Google showed at the top of the Google results page for the VIN, read in a browser.

- Explorer XLT, ChatGPT and Claude: What is the price of this vin: 1FMGX2D80TRW4WBX3
- Explorer XLT, Google: the search "1FMGX2D80TRW4WBX3" on google.com; the AI Overview on that results page.
- Escape XLT, ChatGPT and Claude: What is the price of this vin: 1FM6V5F30PMDLX5TH
- Escape XLT, Google: the search "1FM6V5F30PMDLX5TH" on google.com; the AI Overview on that results page.
- Explorer XLT (2021), ChatGPT and Claude: What is the price of this vin: 1FMCL7GC1M69FHMUF
- Explorer XLT (2021), Google: the search "1FMCL7GC1M69FHMUF" on google.com; the AI Overview on that results page.

VEHICLE (PRICE ON THE STORE'S PAGE WHEN THE QUESTION WAS ASKED)	ANSWERS	NAMED A PRICE	SELECTED THE PAGE PRICE	SELECTED FIGURES
New Explorer XLT ...W4WBX3 ($42,413)	3	1	1	$42,413 the displayed price on November 13 (1)
Certified Escape XLT ...DLX5TH ($27,165)	3	2	0	$27,720 (1); $28,399 (1)
Used Explorer XLT (2021) ...9FHMUF ($20,568)	3	2	0	$21,000 (1); $20,995 (1)

The largest difference between a selected figure and the store's page price is $1,234 (computed by VisibleAuto).

Counts computed by VisibleAuto from the saved answers. One question per vehicle on three assistants (Google AI Overview where Google showed one), each asked once: the Explorer XLT on November 13; the Escape XLT on November 13; the Explorer XLT (2021) on November 13. These are test answers, not a measure of what share of shoppers see each answer; repeated test runs can give other answers.

Vehicle page: Open page

Every answer, New Explorer XLT ...W4WBX3 (price on the store's page when the question was asked, November 13: $42,413). 1 of 1 priced answers selected $42,413 as their figure. 1 gave a range instead of a price.

PROMPT	ROUND	ASSISTANT	FIGURE GIVEN	WHAT THE ANSWER SAYS	SOURCES CITED	KIND OF SOURCE
VIN price question	1	ChatGPT	a range instead of a price, "around $40,198–$41,068" See answer (p 36) (read Nov 13, 1:15 PM CT)	"So the current online asking price appears to be around $40,198–$41,068, while the MSRP is $48,013. I'd confirm directly with Anyplace Ford because dealer prices, incentives, and add-on fees can change quickly."	cargurus.sample.invalid, edmunds.sample.invalid	Other site (cargurus.sample.invalid), Other site (edmunds.sample.invalid)
VIN price question	1	Claude	none (no price for this VIN) See answer (p 36) (read Nov 13, 1:15 PM CT)	"I couldn't find a price listing for that exact VIN (1FMGX2D80TRW4WBX3). Here is what I could find."	vininspect.sample.invalid	Other site (vininspect.sample.invalid)
VIN price question	1	Google AI Overview	**$42,413**, the displayed price on November 13 See answer (p 36) (read Nov 13, 1:15 PM CT)	"Pricing: Listed at a final price of $42,413..."	none	No source shown

0 of 3 AI answers cited the store's own page for this vehicle (answers to the VIN question).

On /searchnew.aspx as it first arrives: yes (the store's new SRP as sent, read Nov 13, 1:01 PM CT).

Vehicle page: Open page

Every answer, Certified Escape XLT ...DLX5TH (price on the store's page when the question was asked, November 13: $27,165). 0 of 2 priced answers selected $27,165 as their figure.

PROMPT	ROUND	ASSISTANT	FIGURE GIVEN	WHAT THE ANSWER SAYS	SOURCES CITED	KIND OF SOURCE
VIN price question	1	ChatGPT	$27,720 See answer (p 37) (read Nov 13, 1:15 PM CT)	"... 5TH is a 2023 Ford Escape XLT FWD with a 2.0L 4-cylinder engine. A current indexed listing shows it priced at $27,720..."	dealerrater.sample.invalid, vinassessment.sample.invalid	Other dealer site (dealerrater.sample.invalid), Other site (vinassessment.sample.invalid)
VIN price question	1	Claude	none (no price for this VIN) See answer (p 37) (read Nov 13, 1:16 PM CT)	"I couldn't find a current price for this VIN, but I did identify the vehicle."	anyplaceford.example	Other page on anyplaceford.example
VIN price question	1	Google AI Overview	$28,399 See answer (p 37) (read Nov 13, 1:16 PM CT)	"Mileage & Pricing: Recorded at 33,841 miles with an asking price of $28,399..."	none	No source shown

0 of 3 AI answers cited the store's own page for this vehicle (answers to the VIN question).

On /searchused.aspx as it first arrives: yes (the store's used SRP as sent, read Nov 13, 1:30 PM CT).

Vehicle page: Open page

Every answer, Used Explorer XLT (2021) ...9FHMUF (price on the store's page when the question was asked, November 13: $20,568). 0 of 2 priced answers selected $20,568 as their figure.

PROMPT	ROUND	ASSISTANT	FIGURE GIVEN	WHAT THE ANSWER SAYS	SOURCES CITED	KIND OF SOURCE
VIN price question	1	ChatGPT	$21,000 See answer (p 38) (read Nov 13, 1:16 PM CT)	"So, a fair quick answer is: about $21,000..."	vehisales.sample.invalid	Other site (vehisales.sample.invalid)
VIN price question	1	Claude	none (no price for this VIN) See answer (p 38) (read Nov 13, 1:16 PM CT)	"I couldn't find an asking price for this VIN. The listings that came up for it didn't show one."	cars.sample.invalid, carfax.sample.invalid	Other site (carfax.sample.invalid), Other site (cars.sample.invalid)
VIN price question	1	Google AI Overview	$20,995 See answer (p 38) (read Nov 13, 1:17 PM CT)	"Recent Pricing & Mileage: Listed since late October 2026 under Stock #C276880B for around $20,995..."	none	No source shown

0 of 3 AI answers cited the store's own page for this vehicle (answers to the VIN question).

On /searchused.aspx as it first arrives: yes (the store's used SRP as sent, read Nov 13, 1:30 PM CT).

Offers and add-ons as read

VEHICLE	LINES IN THE PRICE BOX DOWN TO THE DISPLAYED PRICE	LINES SHOWN BELOW THE DISPLAYED PRICE
New Explorer XLT ...W4WBX3 Open page	"$48,013 MSRP"; "-$6,315 Anyplace Savings"; "-$500 Purchase Allowance"; "-$500 Purchase Allowance"; "+$1,490 Anyplace Protection Package"; "+$225 Documentation Fee"; "$42,413 Final Price"	none
Certified Escape XLT ...DLX5TH Open page	"$26,940 Price"; "+$225 Documentation Fee"; "$27,165 ANYPLACE PRICE"	none
Used Explorer XLT (2021) ...9FHMUF Open page	"$20,343 Price"; "+$225 Documentation Fee"; "$20,568 ANYPLACE PRICE"	none

Payments. The vehicle pages' price boxes show no payment line.

Disclaimers and which element says what

PAGE	ELEMENT	TEXT, WORD FOR WORD
New Explorer XLT ...W4WBX3 Open page	dealer notes under the description	"Thank you for considering Anyplace Ford for your next vehicle purchase. As a Anyplace Ford customer, enjoy numerous benefits including complimentary pickup and delivery for all sales and service needs, free car wash 6 days a week and more! Learn what it means to be a valued customer of Anyplace Family today. Vehicle pricing does not include sales tax, title and registration. Please see dealer for details. Price includes: $1000 - Ford Financial APR & Down Payment Assistance Program: $1000 Savings and 3.90% APR for 36 months. $29.48 per $1000 financed. Available to well qualified buyers who finance through Ford Financial. XGA. Exp. 01/04/2027 $500 - Ford Bonus Cash Program. Exp. 01/04/2027"
New Explorer XLT ...W4WBX3 Open page	MSRP note	"The Manufacturer's Suggested Retail Price excludes tax, title, license, dealer fees and optional equipment. Dealer sets final price."
Certified Escape XLT ...DLX5TH Open page	MSRP note	"The Manufacturer's Suggested Retail Price excludes tax, title, license, dealer fees and optional equipment. Dealer sets final price."

PAGE	ELEMENT	TEXT, WORD FOR WORD
Used Explorer XLT (2021) ...9FHMUF Open page	MSRP note	"The Manufacturer's Suggested Retail Price excludes tax, title, license, dealer fees and optional equipment. Dealer sets final price."

Robots.txt, llms.txt and sitemap

Read by a plain request to each address, nothing run, on Nov 13.

PAGE	AS IT FIRST ARRIVES
robots.txt Open page	HTTP 200, 1,918 bytes (Nov 13, 1:00 PM CT): 2 groups of rules, one naming 13 readers (among them the ones OpenAI, Anthropic and Perplexity use) and one for all other readers; both carry the same 15 disallow lines and the line "Content-Signal: ai-train=no, search=yes, ai-input=yes"; no line closes the vehicle pages, the SRPs, the /api/ path the SRP loads its vehicle cards from, or the page code files under /resources/; 0 readers are asked to stay off the whole site; 1 sitemap line
llms.txt Open page	HTTP 200, 13,496 bytes (Nov 13, 1:19 PM CT): 115 links, 0 of them to vehicle pages; none of the 3 vehicles in this report listed; no price anywhere in it
llms-full.txt Open page	HTTP 200, 121,944 bytes (Nov 13, 1:39 PM CT): 506 links to vehicle pages (377 new, 129 used); all 3 vehicles in this report are listed; no vehicle selling price in it; its 16 dollar figures are 6 service offers, 8 monthly payments and 2 "OFF" amounts
sitemap.xml Open page	HTTP 200, 152,227 bytes (Nov 13, 1:20 PM CT): 649 addresses

Pages as the site sends them (a plain request for the same address, nothing run), with what a browser shows:

PAGE	AS IT FIRST ARRIVES	IN A BROWSER
New SRP Open page	HTTP 200, 704,455 bytes; 12 vehicle ID numbers (VINs), in the page's structured data list only; none in the visible text; no dollar figures of $1,000 or more in the page's text	"Showing all 377 vehicles"
Used SRP Open page	HTTP 200, 710,445 bytes; 24 vehicle ID numbers (VINs), in the page's structured data list only; none in the visible text; no dollar figures of $1,000 or more in the page's text	"Showing all 129 vehicles"
Explorer XLT page Open page	HTTP 200, 1,068,161 bytes; 5 vehicle ID numbers (VINs) in the page and 5 different dollar figures of $1,000 or more in the page's text (prices, discounts, rebates and other amounts)	"Final Price" $42,413
Escape XLT page Open page	HTTP 200, 1,097,629 bytes; 5 vehicle ID numbers (VINs) in the page and 4 different dollar figures of $1,000 or more in the page's text (prices, discounts, rebates and other amounts)	"ANYPLACE PRICE" $27,165
Explorer XLT (2021) page Open page	HTTP 200, 1,118,498 bytes; 5 vehicle ID numbers (VINs) in the page and 4 different dollar figures of $1,000 or more in the page's text (prices, discounts, rebates and other amounts)	"ANYPLACE PRICE" $20,568

SAMPLE: fictional dealership, illustrative data

AI answers, full text

Every answer to the VIN question, as the assistant returned it, read on November 13, 2026. The text is the answer as saved, with each em dash printed as a hyphen and line breaks kept; markdown marks such as ** are left as returned.

A1 · ChatGPT · New Explorer XLT ...W4WBX3 · read Nov 13, 1:15 PM CT (VIN price question, round 1; developer API, not the consumer app)

> For VIN **1FMGX2D80TRW4WBX3**, I found it listed as a **2026 Ford Explorer XLT FWD** at **Anyplace Ford in Anytown, TX**, stock **C952487**.
>
> **Price found:**
> - **Listed price:** **$41,068** on CarGurus - includes **$645 shipping** and fees, with **MSRP $48,013**. (cargurus.com)
> - Other listing sources show varying/older prices, including **$40,198** on Edmunds for the same VIN with **5,353 miles**, and **$48,013 MSRP** on another Edmunds listing. (edmunds.com)
>
> So the current online asking price appears to be **around $40,198–$41,068**, while the **MSRP is $48,013**. I'd confirm directly with Anyplace Ford because dealer prices, incentives, and add-on fees can change quickly.

A2 · Claude · New Explorer XLT ...W4WBX3 · read Nov 13, 1:15 PM CT (VIN price question, round 1; developer API, not the consumer app)

> I couldn't find a price listing for that exact VIN (1FMGX2D80TRW4WBX3). Here is what I could find.
>
> **What the VIN decodes to:** It's a 2026 Ford Explorer XLT. The trim is XLT, the drive type is FWD, and the engine is a 4-cylinder, 2.0L gasoline. It was built at Ford's Louisville, USA plant.
>
> **Prices for similar vehicles:** The VIN-prefix database lists a few 2026 Explorers with the same prefix. These aren't your specific car.
> - One was listed in June 2026 at $46,615 with 4 miles.
> - Another was listed in June 2026 at $43,559 with 3,673 miles.
> - A historical listing was priced at $47,220 with 3 miles.
>
> So similar 2026 Explorer XLT FWD models have been listed at roughly **$43,500–$47,000**. The real price depends on mileage, options, condition, location, and whether the car is new or used.
>
> **To get the price for your exact vehicle:**
> - Search the VIN on Cars.com, CarGurus, Autotrader, or the dealer's website.
> - Check the window sticker (Monroney label) for the MSRP. You can get it from Ford or the dealer.
> - Use Kelley Blue Book or Edmunds for a value estimate based on mileage and condition.
>
> If you have the mileage, condition, and location, or know whether it's new or used, I can help you work out a fair price.

A3 · Google AI Overview · New Explorer XLT ...W4WBX3 · read Nov 13, 1:15 PM CT (VIN price question, round 1; Google results page in a browser)

> The VIN 1FMGX2D80TRW4WBX3 belongs to a 2026 Ford Explorer XLT SUV currently listed for sale at Anyplace Ford in Anytown, Texas.
> Anyplace Ford
> +1
> Vehicle Overview
> Year / Make / Model: 2026 Ford Explorer XLT (Model Code: 6NF26).
> Drivetrain: Front-Wheel Drive (FWD).
> Exterior Color: Agate Black Metallic.
> Interior: Ebony with Inteluxe seating surfaces.
> Mileage: 5,353 miles (listed as a retired courtesy/service loaner vehicle under new inventory).
> Pricing: Listed at a final price of $42,413, down from an original MSRP of $48,013.
> Anyplace Ford
> +2

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> Dealership & Listing Details
> Seller: Anyplace Ford, located at 100 Demo Lane, Anytown, TX 75001.
> Stock Number: C952487.
> Market History: The vehicle has been listed in regional Texas feeds (including Edmunds and CarGurus) since late May 2026.
> Anyplace Ford
> +4
> Would you like me to look up the standard equipment and engine specifications for this 2026 Explorer XLT trim, or check recent recall and safety ratings for this model?

A4 · ChatGPT · Certified Escape XLT …DLX5TH · read Nov 13, 1:15 PM CT (VIN price question, round 1; developer API, not the consumer app)

> The VIN **1FM6V5F30PMDLX5TH** is a **2023 Ford Escape XLT FWD** with a 2.0L 4-cylinder engine. A current indexed listing shows it priced at **$27,720**. (dealerrater.com)
>
> For context, this VIN pattern (**1FMTG3VM-P**) has a reported median asking price of about **$26,299**, and Edmunds shows a 2023 Escape XLT FWD dealer-retail range around **$23,461–$27,187** depending on condition. (vinassessment.com)
>
> So: **asking price: $27,720** - but confirm with the dealer because listings can change or sell quickly.

A5 · Claude · Certified Escape XLT …DLX5TH · read Nov 13, 1:16 PM CT (VIN price question, round 1; developer API, not the consumer app)

> I couldn't find a current price for this VIN, but I did identify the vehicle.
>
> **1FM6V5F30PMDLX5TH** is a Certified Pre-Owned 2023 Ford Escape XLT.
>
> - The VIN appeared on a Anyplace Ford certified pre-owned page, with stock number P240997U and 41981 mi. That listing is about 154 days old, and the search snippet didn't show a price.
> - The same VIN also turns up in several CARFAX listings, but none of the snippets showed a price. The car was probably sold or delisted by now.
>
> **Ways to get a price:**
> 1. Open the Anyplace Ford listing, or search the VIN on CARFAX, to see whether it's still for sale and at what price.
> 2. If you want its market value, check Kelley Blue Book, Edmunds, or NADA. Enter the year, model, trim, mileage and condition. Mileage matters a lot, and this car had about 42k miles at that listing.
> 3. Rough guide: used 2023 Escape XLT models with similar mileage usually list in the mid-$20,000s. That is a general estimate and not a quote for this car.
>
> If you tell me where you saw the VIN (a dealer, an auction, or a private seller) and the mileage, I can help you judge whether the asking price is fair.

A6 · Google AI Overview · Certified Escape XLT …DLX5TH · read Nov 13, 1:16 PM CT (VIN price question, round 1; Google results page in a browser)

> The VIN 1FM6V5F30PMDLX5TH belongs to a 2023 Ford Escape XLT. It was recently listed as a Certified Pre-Owned vehicle in Anytown, Texas.
> www.anyplaceford.example
> +2
> Vehicle Specifications
> Year, Make, & Model: 2023 Ford Escape XLT (Model Code 6ZB26).
> Exterior Color: Carbonized Gray Metallic.
> Drivetrain & Transmission: Front-Wheel Drive (FWD) with a 9-speed automatic transmission.
> Fuel Type: Premium unleaded gasoline is recommended.
> Capital One
> +3
> Listing & History Details
> Dealership & Location: Listed at Anyplace Ford in Anytown, TX under stock number P240997U.
> Certification: Offered as a Certified Pre-Owned (CPO) vehicle.
> Mileage & Pricing: Recorded at 33,841 miles with an asking price of $28,399 as of September 2026. Earlier July 2026 records on Vininspect show it at 33,643 miles for $26,233.
> Usage: Driven an estimated 8,827 miles per year according to Carfax listings.
> CarGurus
> +5

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> If you are looking into buying or researching this vehicle, let me know if you want to check:
> Standard safety features and trim options for the 2023 Escape XLT
> Typical fair market value and reliability ratings for this model
> Open safety recalls associated with the 2023 Ford Escape

A7 · ChatGPT · Used Explorer XLT (2021) ...9FHMUF · read Nov 13, 1:16 PM CT (VIN price question, round 1; developer API, not the consumer app)

> VIN **1FMCL7GC1M69FHMUF** is a **2021 Ford Explorer XLT FWD**, black exterior/black interior, with **87,865 miles**.
>
> The listed price I found is **$20,995**. VehiSales shows it as **last listed in Anytown, TX** and says that price is close to the market average of about **$21,183**, with comparable listings ranging roughly **$17,782–$24,726**. (vehisales.com)
>
> So, a fair quick answer is: **about $21,000 retail**, but confirm with the dealer because some listings mark it as “last listed”/possibly no longer available. If you’re negotiating, I’d ask for the **out-the-door price** and check title/accident history before buying.

A8 · Claude · Used Explorer XLT (2021) ...9FHMUF · read Nov 13, 1:16 PM CT (VIN price question, round 1; developer API, not the consumer app)

> I couldn't find an asking price for this VIN. The listings that came up for it didn't show one.
>
> **What the VIN is:** 1FMCL7GC1M69FHMUF is a 2021 Ford Explorer XLT. The VIN pattern fits a front-wheel-drive Explorer with the 2.0L turbo engine. The "M" in the 10th position means model year 2021, and the "Z" means it was built at the Louisville, KY plant.
>
> **Where it's listed:**
> - A Cars.com listing near Piney Point Village, TX shows this VIN with a 2.0L turbocharged engine and a 9-speed automatic. It has heated seats, a power liftgate, Apple CarPlay and leather seats.
> - CARFAX lists it as a 2021 Explorer XLT with "other damage reported." It says the first owner bought it on 08/21/21 and kept it in TX until 05/01/22.
>
> **How to get the price:**
> 1. Search the VIN on Cars.com, or open the CARFAX listing, to see the dealer's current asking price. The stock number is TZ136924B if you contact the dealer.
> 2. Take the reported damage into account. It can lower the value compared with similar Explorers.
> 3. Check Kelley Blue Book, Edmunds or NADA with the VIN and mileage to see what it's worth. For reference, 2021 Explorer XLT models usually sell for somewhere in the low-to-high $20,000s. That range is my rough estimate, not a figure from these listings.
>
> If you tell me the mileage, or whether you're buying or selling, I can help work out a fair price.

A9 · Google AI Overview · Used Explorer XLT (2021) ...9FHMUF · read Nov 13, 1:17 PM CT (VIN price question, round 1; Google results page in a browser)

> The VIN 1FMCL7GC1M69FHMUF belongs to a 2021 Ford Explorer XLT. It was recently listed for sale in Anytown, Texas, with roughly 80,000 miles on the odometer.
> Anyplace Ford
> +1
> Vehicle Breakdown & Specifications
> Year, Make & Model: 2021 Ford Explorer
> Trim & Drivetrain: XLT trim with Front-Wheel Drive (FWD)
> Model Code: 6NF26
> Engine & Transmission: Standard 2.0-liter turbocharged 4-cylinder engine paired with a 9-speed automatic transmission (based on the AR VIN designation for the 2.0L FWD XLT model).
> Assembly Plant: Louisville, Kentucky (indicated by the Z in the 11th VIN position).
> Anyplace Ford
> Recent Listing History
> Current Location: Listed at Anyplace Ford in Anytown, TX.
> Recent Pricing & Mileage: Listed since late October 2026 under Stock #C276880B for around $20,995 with approximately 79,687 miles. (An earlier listing on Trucks.com showed it previously priced at $23,672 with 53,830 miles.)
> Certification Status: Sold as a standard pre-owned vehicle rather than Certified Pre-Owned.
> Anyplace Ford
> +3
> Are you looking to check open safety recalls, review fair market value, or dig into maintenance records for this vehicle? Let me know what you need and I can pull up those details.

Basis

Scope: three vehicles; nine listing sites, the manufacturer's site (ford.com) plus every other site the Google results showed for each VIN; one AI question per vehicle on three assistants; the store's own pages read in a browser and as they first arrive.

- **The three vehicles:** one new vehicle, one certified vehicle (Ford certified) and one used vehicle that is not certified, each the first card on the store's own SRP that fits the role: the new vehicle is the first card of the new SRP (read Nov 13, 1:02 PM CT); the certified vehicle is the first card of the certified pre-owned page (read Nov 13, 1:03 PM CT); the used vehicle is the first Ford card on the used SRP that is not certified (card 3; cards 1 and 2 are a Ford Fusion and a Ford Expedition; read Nov 13, 1:04 PM CT). No pick is listed as in transit on the store's new SRP. Each is on anyplaceford.example under "Anyplace Ford", 100 Demo Lane, Anytown, TX 75001. Stock numbers: Explorer XLT C952487; Escape XLT P240997U; Explorer XLT (2021) C276880B.
- **Doc fee, New Explorer XLT ...W4WBX3:** the price box lists "+$225 Documentation Fee" and the bottom figure "Final Price" $42,413 includes it (Nov 13, 1:07 PM CT).
- **Doc fee, Certified Escape XLT ...DLX5TH:** the price box lists "+$225 Documentation Fee" and the bottom figure "ANYPLACE PRICE" $27,165 includes it (Nov 13, 1:10 PM CT).
- **Doc fee, Used Explorer XLT (2021) ...9FHMUF:** the price box lists "+$225 Documentation Fee" and the bottom figure "ANYPLACE PRICE" $20,568 includes it (Nov 13, 1:12 PM CT).
- **How we counted:** Dollar figures: we count amounts of $1,000 and up in the text of the page as it first arrives, once its markup tags are removed (that text includes words and numbers the page carries but does not show on screen), whether or not the amount is written with a comma, and we count each different amount once. Smaller amounts are not counted. Vehicle ID numbers (VINs) are counted anywhere in the page as it first arrives, each once. 'As it first arrives' is the page the store's website sends before the browser fills it in; an AI tool that reads a page without running it gets that version. Figures marked 'computed by VisibleAuto' are our own arithmetic from the figures on the page.
- **Payment tool:** on all three vehicle pages, "Estimate payment" opens "Estimate payment", which asks for contact details (first name, last name, email) before it shows any figure (Nov 13, 1:07 PM to 1:12 PM CT, in a browser). No payment figures were read, and no vendor name for the tool was found on the page.
- **Explorer XLT, sites with no listing price (Nov 13):** CARFAX's page for this VIN reads "404 Error" (1:15 PM CT), and its list of new Explorers near ZIP 75001, sorted by price, did not show this vehicle among the first 24 of 193 listings (1:54 PM CT); TrueCar reads "The vehicle you were interested is not available." on both of its listing addresses for this VIN (1:16 PM and 1:50 PM CT); JD Power's list of new Explorers near ZIP 75001 (72 results, read on all four pages and again sorted by price) did not show this vehicle or the store (1:27 PM to 1:58 PM CT).
- **Escape XLT, sites with no listing price (Nov 13):** TrueCar reads "The vehicle you were interested is not available." on both of its listing addresses for this VIN (1:29 PM and 1:53 PM CT); JD Power showed a list card near ZIP 75001 that matches this vehicle's dealer and mileage but prints no VIN, so no JD Power price is counted (1:37 PM CT).
- **Explorer XLT (2021), sites with no listing price (Nov 13):** ford.com's certified and new inventory searches for this VIN both read "No inventory available for your current selections." (2 timed steps, 1:26 PM and 1:50 PM CT); TrueCar reads "The vehicle you were interested is not available." on both of its listing addresses for this VIN (1:40 PM and 1:55 PM CT); JD Power showed a list card near ZIP 75001 that matches this vehicle's dealer and mileage but prints no VIN, so no JD Power price is counted (1:49 PM CT).
- **AI answers** were asked on Nov 13, 1:15 PM to 1:17 PM CT. ChatGPT and Claude were run through each company's developer interface (API) with web search on (OpenAI gpt-5.5, claude-sonnet-5-5), not the consumer apps, which can answer differently. Google AI Overview was read from the Google results page for the VIN in a browser.
- **How AI answers are scored:** each answer counts once, in three steps. (1) If it names a figure as this vehicle's price, that figure is its price, even when it hedges ("most likely", "probably", "may be"); a figure next to the store's own label ("Final Price", "ANYPLACE PRICE") or a price label ("selling price", "listed price", "Advertised Price") is a pick, and when it names several picks, the last one counts. (2) If it lists

several prices for this vehicle and picks none, it counts as several prices instead of one; if it gives a range as this vehicle's price, it counts as a range instead of a price. Both are errors with no gap figure. (3) It counts as no price only when it names no figure for this vehicle, or only figures for other vehicles, or only an MSRP. An answer matches the store when its price is the store's page price. The steps are applied the same way to every answer.
- **Listing sites:** a listing price is printed only with the site's own label. A listing site with no price shown had no listing price we could find for that vehicle on November 13.
- These are risk indicators, not legal conclusions.

Important notice. This report is information only. The dealership decides all legal and compliance questions.

References

The rules and guidance referred to in this report. Links go to the issuing body or the official code.

- Automobile Industry Pricing Transparency FAQs. Federal Trade Commission: https://www.ftc.gov/system/files/ftc_gov/pdf/Automobile-Industry-FAQs.pdf
- Motor vehicle advertising rules, 43 Texas Administrative Code, Chapter 215, Subchapter F. Texas Department of Motor Vehicles, in the Texas Administrative Code (Texas Secretary of State): https://texas-sos.appianportalsgov.com/rules-and-meetings?chapter=215&interface=VIEW_TAC&part=10&title=43
- Documentary fee rule, 7 Texas Administrative Code, Section 84.205. Office of Consumer Credit Commissioner, in the Texas Administrative Code (Texas Secretary of State): https://texas-sos.appianportalsgov.com/rules-and-meetings?chapter=84&interface=VIEW_TAC&part=5&title=7

SAMPLE: fictional dealership, illustrative data