SAMPLE: fictional dealership, illustrative data

VisibleAuto

Website: sample platform

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.

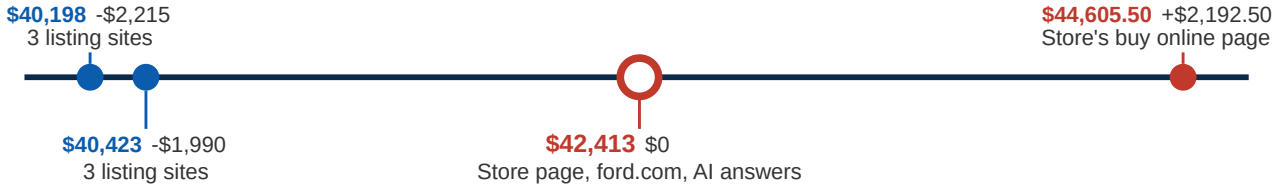
Detailed findings and the store's to-do list: see the full report, page 25.

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

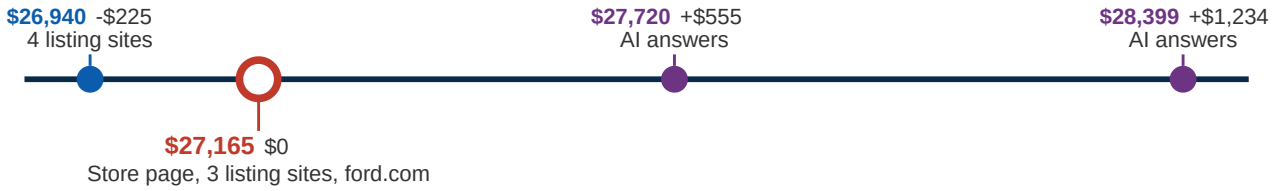
New Explorer XLT ...W4WBX3 Open page, recorded November 13, 2026: lowest to highest $4,407.50 apart (computed by VisibleAuto).



● 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)

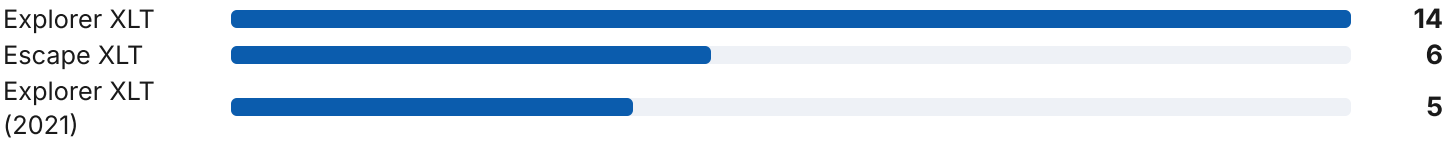
Prices recorded for this Explorer XLT (2021)

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 · VIN 1FMGX2D80TRW4WBX3 · Store's vehicle page ($42,413)

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

Three-vehicle check

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$40,423	-$1,990	**Autotrader**	"Total Price", "Dealer fees ($225) included"	Open list
$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 · VIN 1FM6V5F30PMDLX5TH · Store's vehicle page ($27,165)

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) · VIN 1FMCL7GC1M69FHMUF · Store's vehicle page ($20,568)

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

SAMPLE: fictional dealership, illustrative data

Three-vehicle check

PRICE	AGAINST THE STORE PAGE	WHERE	WHAT IT SHOWS	OPEN
$20,568	$0	**CarGurus**	"Price includes fees"	Open list
$20,568	$0	**KBB**	"Total Price", "Dealer fees ($225) included"	Open list
$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

Three-vehicle check

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
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
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

SAMPLE: fictional dealership, illustrative data

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
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
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

Three-vehicle check

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
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
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

Three-vehicle check

#	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

#	SEVERITY	ISSUE	ERRORS	LARGEST GAP (COMPUTED BY VISIBLEAUTO)	PAGE
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.

GM Summary: pages 1 to 9 of the full report. Page numbers refer to the full report.

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