

Click-to-Compare Transparency Checklist

Dealer Transparency Checklist

- ✓ Clear, honest price label visible at the top of the listing.
- ✓ All fees disclosed upfront (doc fee, recon fee, add-ons).
- ✓ Reconditioning highlights written in plain language.
- ✓ High-quality, retail-ready photos with consistent lighting.
- ✓ Simple 'What to Expect' section on the VDP.
- ✓ Payment tools accurate and transparent.
- ✓ No conflicting prices between SRP, VDP, and payment tools.
- ✓ Review score and trust badges visible.
- ✓ Vehicle condition described in detail (not vague phrases).
- ✓ Listing tested against 2–3 competitors in incognito mode.