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To: autoadvisorai@outlook.com
Subject: Your AutoAdvisorAI Vehicle Negotiation Plan is Ready

Here is your custom negotiation strategy and vehicle analysis. Keep this handy on your phone.

Your Dealership Vehicle Acquisition Plan

1. Executive Assessment & Profit Channel Analysis

Leverage Position: MEDIUM. While the vehicle has been on the lot for 2–4 weeks and has seen a recent price drop, the dealer’s high reputation and the "Certified Pre-Owned" (CPO) status provide them with a safety net. However, their insistence on charging for a CarFax is a sign of "bottom-line padding" that we will exploit.

Dealer Profit Strategy Detected: Fee Recapture & Add-on Strategy. By advertising a \$2,500 discount, the dealer is drawing you in with a low front-end price, only to claw back profit through an inflated \$699 Documentation Fee and a forced "CarFax purchase" (which is standardly free on CPO units).

Budget Reality Check: Aggressive. Your Max OTD of \$30,500 is approximately \$1,850 below the current estimated OTD (Price + Doc + NH Registration). This requires a 6% reduction on a vehicle that has already been discounted, which is difficult but possible if we neutralize the junk fees and trade-in equity capture.

2. Forensic Fee Audit & Recovery Plan

Total Potential Recovery: \$739+

- **Doc Fee Audit:** \$699. New Hampshire has no state cap on documentation fees. While \$699 is "standard" for large NH groups, it is pure profit. We will target a \$300 credit against the sales price to offset this.
- **Shadow Fee Detection:** The "Must buy the CarFax" requirement is a shadow fee. CPO vehicles require a clean history report to be certified; charging the consumer for the proof of certification is a double-dip.
- **Junk Fees:** CarFax Fee [REMOVE], Nitrogen/Etch [REMOVE], Interior Protection [REMOVE].

3. Market Position & Vehicle Red Flags

The 2023 Forester Touring is currently priced at market value for the New England region, but the CPO designation adds roughly \$1,500–\$2,000 in intrinsic value through the extended powertrain warranty.

- The 2023 model year is largely refined, but ensure the "Thermal Control Valve" (TCV) has no active codes, as this has been a failure point in the SK chassis generation.
- **Conditional Pricing Trap:** The \$2,500 discount may be tied to financing with Subaru Motors Finance at standard (non-subsidized) rates. We must verify if the price increases if you use your own financing.

4. The Negotiation Sequence (What to Say)

Preferred Method: Email

Step 1: Forensic Breakdown Request

"We are interested in the 2023 Forester Touring (VIN: ...959). Before we schedule a time to come in this week, please provide a complete Out-The-Door (OTD) breakdown including the \$31,199 price, the \$699 doc fee, and all other state/local fees. Additionally, please confirm that the CarFax and CPO inspection checklist are available at no additional cost, as is standard for Subaru CPO units."

Step 2: The Price Anchor & Fee Strike

"Thank you for the breakdown. Based on our research of similar CPO units and the current market for 2023 models, we are prepared to move forward at \$30,500 Out-The-Door. This offer is inclusive of all fees and assumes the removal of the CarFax charge. We are ready to execute the paperwork immediately if we can reach this number."

Step 3: The Trade-In Play

"Now that we have agreed on the \$30,500 OTD price for the Forester, we have a 2023 Nissan Leaf S with 11,000 miles to trade. We have a standing cash offer of \$13,500 from an online retailer. If you can match that or provide a tax-equivalent value, we will include it in this transaction to simplify the deal."

5. The F&I Office Defense

Since you are using dealer financing, the F&I manager will attempt to "buy down" the rate or sell you a "wrap" warranty. Since this is a CPO Subaru, you already have a 7-year/100k powertrain warranty.

Tactics: Ask for the "Buy Rate" (the rate the bank gave the dealer) vs. the "Contract Rate." If they marked

up the APR by more than 1%, demand a price reduction or a rate match. Refuse all "VSC" (Vehicle Service Contracts) unless they are genuine Subaru Gold Plus plans priced under \$1,800.

6. Mandatory Equity Audit: The "Underwater" Check

Risk Assessment: You are trading a high-depreciation EV (Nissan Leaf) for a high-retention SUV. While your trade-in is owned outright, the volatility of the EV market means you must ensure you receive a fair baseline for the Leaf to avoid "burning" your \$13,000 in liquid equity.

Action Required: Use our [Underwater Calculator](#) to visualize your equity curve. If the red line (loan) stays above the blue line (value) for more than 12 months, this deal must be restructured.

7. Walk-Away Triggers & Dealer Tactics

- **The "Mandatory" CarFax Fee:** If they refuse to waive a fee for a document they are legally required to provide for CPO status, walk away. It indicates a "fee-stacking" culture.
- **The "Trade-In Lowball":** Dealers often offer \$2,000 less for EVs like the Leaf due to market volatility. Do not let them use the Leaf's depreciation to justify overcharging for the Forester.

8. Deal Scorecard

- **Buyer Leverage:** Med
- **Price Position:** Market
- **Risk Level:** Low
- **Negotiation Aggressiveness:** Aggressive

9. Target Out-The-Door (OTD) Offer Range

**Includes verified state caps and standard dealer fees for zip code 03079. Note: NH has \$0 Sales Tax.*

- **Opening Offer:** \$29,800
- **Likely Dealer Counter:** \$31,500
- **Realistic Purchase Range:** \$30,500 to \$31,000
- **Absolute Walk-Away Price:** \$30,501

10. Final Forensic Advice

Our analysis confirms this dealer is using high administrative fees to offset their "discounted" online price. By anchoring your offer to an Out-The-Door number and refusing the CarFax fee, you force them to

negotiate on the total cost rather than hidden line items. Your strongest weapon is your \$13,000 in trade equity—do not let them undervalue it.

Recommended Reading: Before starting your negotiations, please review our guide on [12 Common Dealer Negotiation Tactics](#).

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