



ABC DEALERSHIP

12345 ADDRESS RD. | CITY, ST 55555

SERVICE (888) 555-5555 PARTS (866) 555-5555 SALES (888) 888-8888

SALES HOURS: Monday - Friday: 9:00am - 6:00pm | Saturday: 9:00am - 4:00pm

John,

As of 09/02/2011 your 2008 Mercury Mariner has an estimated equity of:

YEAR	MAKE & MODEL	VIN #	ESTIMATED MILES
2008	MERCURY MARINER	*****5782	29,230

John Smith
1234 Main Street
City, ST 56789-1146

2008 Mercury Mariner

EST. VEHICLE EQUITY

POSITIVE

\$3,731.12

As of 09/02/2011 Expires 12/06/11
See reverse side for additional info

Vehicle Equity Summary | 09/02/2011

Purchase date:	04/02/2009
Purchase total:	\$25,118.00
Down payment amount:	\$2,000.00
Est. APR %:	4.0000%
Term:	60 months
Est. loan + interest:	\$21,868.80
Monthly payment:	\$364.48
Est. Months paid:	27 months
Est. payments made:	\$10,569.92

Est. vehicle value:	\$14,930.00*
Est. balance remaining:	\$11,198.88

vehicle equity type: Positive

Est. vehicle equity total:	\$3,731.12
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Vehicle Service Summary | 09/02/2011

Last service date:	09/16/2009
Total service history amount:	\$0.00
Service: 2010	\$0.00
2009	\$0.00
Extended warranty:	Not Applicable

SCAN HERE NOW
to view our inventory
from your SmartPhone.

Use any free QR Code scanner
smartphone app to scan the barcode.



If you don't have a Smartphone, visit your
personal website to confirm your vehicle value:

www.JohnSmith.buymyFord.us

Use Security Code 1fwf0d

This notification is to keep you informed and up to date regarding the current equity position of your 2008 Mercury Mariner.

GLOSSARY

EST. VEHICLE VALUE:

The value of your vehicle at today's market price. Mileage and added options are factors relating to the value of a vehicle.

VEHICLE EQUITY:

The difference between your vehicle's market value and your loan's outstanding balance.

HOW VEHICLE EQUITY IS CALCULATED:

Vehicle equity is the difference between the estimated market value of the vehicle and what you still owe on the loan. For example, if the market value of your vehicle is \$10,000, and you currently owe \$6,000 on the loan, the equity of your vehicle is \$4,000.

NEGATIVE EQUITY:

When the amount you owe on a vehicle is more than the vehicle's estimated market value. Trading may be somewhat more difficult, but our Finance Department can usually help.

POSITIVE EQUITY:

When the amount you still owe on your vehicle is less than the vehicle's estimated market value. Trading is strongly recommended in this situation. Owners also may have an option to turn their equity into cash with the sale of the vehicle.

QUESTIONS REGARDING YOUR VEHICLE'S EQUITY?

Contact <General Manager> (888) 888-8888

Phone: 1-800-888-8888

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**Dealership's buyback offer is based on the dealer trade-in allowance of \$3,000 in addition to the Black Book® (Average) trade-in value.

Estimated values contained in this notification are based upon information compiled from the dealership's database management system. <ABC Dealership> or AMMS cannot guarantee that all numbers provided in this report are exact and should not be used as an actual payment or payoff guide.

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www.ABCDealership.com

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ABC Dealership

12345 Address Rd. | City, ST 55555

Dear John,

I reviewed the contract on your 2008 Mercury Mariner. Your estimated loan payoff is \$11,198.88. The regional market value stated by Black Book for your vehicle is \$14,930.00*.

Because your vehicle has positive equity, I can offer you up to \$17,930** for your Mariner.

You can upgrade into a brand new Mercury with little or no money out of pocket and possibly even a lower monthly payment.

Call me today at <888-888-8888> or stop in and ask for me before 11/06/11.

Sincerely,
General Manager Name

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SALES HOURS: Monday - Friday: 9:00am - 6:00pm | Saturday: 9:00am - 4:00pm

John,

As of 09/02/2011 your 2003 Mercury Sable has an estimated equity of:

YEAR	MAKE & MODEL	VIN #	ESTIMATED MILES
2003	MERCURY SABLE	*****2347	70,694

Jane Smith
 1234 Main Street
 City, ST 56789-1023

2003 Mercury Sable

EST. VEHICLE EQUITY

NEGATIVE

-\$306.10

As of 09/02/2011 Expires 12/06/11
 See reverse side for additional info

Vehicle Equity Summary | 09/02/2011

Purchase date:	02/09/2009
Purchase total:	\$7,990.00
Down payment amount:	\$0.00
Est. APR %:	6.0000%
Term:	48 months
Est. loan + interest:	\$10,238.40
Monthly payment:	\$213.30
Est. Months paid:	29 months
Est. payments made:	\$6,612.30

Est. vehicle value:	\$3,320.00*
Est. balance remaining:	\$3,626.10

vehicle equity type:	Negative
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Est. vehicle equity total:	1	-\$306.10
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Vehicle Service Summary | 09/02/2011

Last service date:	N/A
Total service history amount:	\$1,025.00
Service: 2010	\$0.00
2009	\$628.00
Extended warranty:	Not Applicable

SCAN HERE NOW
 to view our inventory
 from your SmartPhone.

Use any free QR Code scanner
 smartphone app to scan the barcode.



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 personal website to confirm your vehicle value:

www.JohnSmith.buymyFord.us

Use Security Code 1fwf0e

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Dear John,

I reviewed the contract on your 2003 Mercury Sable. Your estimated loan payoff is \$3,626.10. The regional market value stated by Black Book for your vehicle is \$3,320.00*.

It seems you may actually owe more than the vehicle is currently worth. However, we need pre-owned vehicles like your Sable and I am prepared to offer you up to \$6,320** for yours.

I'll get you out of your old vehicle and upgrade you to a brand new Mercury with little or no money out of pocket and possibly even a lower monthly payment.

Call me today at <888-888-8888> or stop in and ask for me before 11/06/11.

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