

Pay Per Sale Credit Policy

Dealers operating under a Pay Per Sale billing model will only be invoiced when a user of a TrueCar-powered site purchases or leases a vehicle. However, we understand there are situations in which credits for Pay Per Sale dealers may be warranted.

Situations in which TrueCar issues credit

Unrelated match

- Consumer contact information and a matched sale prove to be unrelated.
- Consumer contact is a store employee.
- The vehicle transaction was a trade out of the Dealer's inventory to another dealer.
- The vehicle transaction is a lease-buyout. The consumer was already in possession of the vehicle prior to the introduction.

Sold prior to introduction

- A deposit or sale to the introduced customer has already been secured by the Dealer.
- A factory order for the introduced customer has already been processed by the Dealer.

Showrooming

- Consumer registers with a TrueCar-powered site after visiting the Dealer showroom, and the visit is logged in the Dealer's CRM (all must occur on the same day).

Dealer or OEM website lead predates TrueCar introductions (partial credit of \$100)

- Consumer submits contact information to the Dealer's website and/or manufacturer's website, and the documented date and time predates the TrueCar introduction by seven days or less. Please note that credits will not be issued for consumers that submit leads on other third-party sites.

Unwind

- The vehicle transaction was verified to be unwound or canceled.

How to request credit

Step 1



Log into the [TrueCar Dealer Portal](#) and access the [Invoices](#) page within 60 days of the invoice date. Requests not submitted through the Dealer Portal or submitted outside the 60 day window will not be accepted.

Step 2



Select the Lead ID to request credit, and attach supporting documentation, including CRM date and time stamps.

Step 3



Submissions will be processed in the order in which they were received.