

In this tutorial, you will learn how to use the Inventory Pricing Manager (IPM).

AIM's IPM allows you to automatically control special pricing on specific or general inventory. Create rules that automatically discount your inventory as they age, target individual models, specific options or by year.

“Set it and forget it”





- Load Vehicle
- Load Non-VIN Vehicle
- IPM**
- Descriptions
- Links
- Per Model Enhancements
- Purchase Enhanced Images
- Financing Rates
- History Log
- Holding Vehicles
- AIM 360

Pricing Edit

# Westergard Motors

enter stock number

New Vehicles-43 Used Vehicles-40

Inventory Download: [CSV\(Excel\)](#) | [Printable](#) | [Sales Sheet](#)

### Model Navigation

- Escape(7)
- Expedition Max(1)
- F-150(10)
- F-250 Super Duty(2)
- F-350 Super Duty(8)
- Fiesta(1)
- Focus(6)
- Fusion(1)
- Mustang(2)
- Transit Connect(1)

Show 10 entries

Showing: Active All(2) | Expired(0) | Active(1) | Sold(1) | Disabled(0)

None

Search:

Status	Vehicle	Price	MSRP	Cost	Rebate	Discount	Profit	Vehicle Stock	Days in Stock	Images	Data Lock	Price Lock	Actions
ACTIVE	2016 Ford Explorer XLT		47,239		500	0	4154	0E0224	42	25			

Showing 1 to 1 of 1 entries (filtered)

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Step 1 - Click the "IPM" button and choose the desired inventory.





CONTROL LOAD RESULTS PROFILE LAUNCH HELP

You are logged in as:  
**Ryan Perchak**

Logout



## IPM

Overview Master Rules **Model Rules** Used Overview Used Rules

### Model Navigation

C-Max	E-150	Econoline 150	Econoline 250	Econoline 350 Cutaway	Econoline 450 Cutaway	Econoline Cargo Van	Econoline Commercial Cutaway	Econoline Wagon	Edge	Escape					
Expedition	Expedition Max	Explorer	Explorer Sport Trac	F-150	F-250 Super Duty	F-350 Chassis Cab	F-350 Super Duty	F-450 Chassis Cab	F-450 DRW Super Duty	F-550					
F-550 Chassis Cab	F-650	F-750	Fiesta	Flex	Focus	Focus Electric	Fusion	Fusion Energi	GT	Mustang	Ranger	Shelby GT500	Taurus	Taurus X	Transit Connect
Transit Connect Wagon	Transit-150	Transit-250	Transit-350	Transit-350 Cutaway											

Ford F-150 **Add Rule**

Show 10 entries

Search: 

ID	Model	Year	Markup over Cost %	Retained Profit %	Amount from MSRP \$	Min	Markup	Min. Days in Stock	Details	Vehicles Affected	Action
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No data available in table

Showing 0 to 0 of 0 entries

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Step 2 - Select a specific model that you wish to target and "Add Rule".



**INTERNET PRICING - New**

Save

Return To View

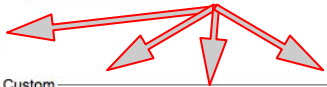
**Auto Price Detail**

Year

Percentage Markup over Cost  %  OR  Percentage of Original Profit to Retain  %  Amount to deduct from MSRP \$

Minimum Days in Stock

**Auto Price Criteria**



Trims  Any  Custom

XL  XLT  Limited  STX  FX4  Lariat  SVT Raptor  XTR  King Ranch  FX2  Tremor

Transmission  Any  Custom

Automatic  Manual

Cab Type  Any  Custom

Regular Cab  Extended/Double Cab  Crew Cab

Boxlength  Any  Custom

Short Bed  Long Bed

Engine  Any  Custom

Drivetrain  Any  Custom

FWD  RWD  AWD/4WD  na

Fuel Type  Any  Custom

Gasoline  Diesel  Hybrid  Electric  na

Step 3 - Choose the Method and Terms you wish to discount the models by and select any additional criteria.



# Dueck Richmond

enter stock number

New Vehicles-240 Used Vehicles-102

Inventory Download: [CSV\(Excel\)](#) | [Printable](#) | [Sales Sheet](#)

### Model Navigation

Acadia(1)	ATS(10)	ATS-V(1)	Camaro(1)	Canyon(6)	City Express(8)	Colorado(6)	Cruze(12)	Cruze Limited(10)	CTS(5)	Enclave(1)	Encore(6)	Equinox(13)	Escalade(5)
Express Cargo Van(3)	Impala(1)	Malibu(2)	Malibu Limited(2)	Savana Commercial Cutaway(1)	Sierra 1500(35)	Sierra 3500HD(2)	Silverado 1500(38)	Silverado 2500HD(1)					
Silverado 3500HD(2)	Silverado 3500HD Chassis(1)	Sonic(4)	Spark(0)	SRX(8)	Suburban(3)	Tahoe(4)	Terrain(8)	Traverse(1)	Trax(25)	Verano(1)	XTS(1)	Yukon(2)	

Show 10 entries

Showing: Active All(1) Expired(0) Active(1) Sold(0) Disabled(0)

None

Search:

Status	Vehicle	Date Posted	Sale Price	MSRP	Cost	Rebate	Discount	Profit	Vehicle Stock	Days in Stock	Images	Data Lock	Price Lock	Actions
ACTIVE	2016 Buick Verano Base	2015-12-09 08:14:14	29,015	30,515		1,000	500		6VE8311	7	0	<input type="checkbox"/>	<input type="checkbox"/>	

Showing 1 to 1 of 1 entries

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Step 4 - AIM will **automatically** discount the unit within 24 hours.  
 \*\* Note - Vehicle pricing will stay unlocked which allows for rebates and DMS pricing updates to stay current with the additional discount!