

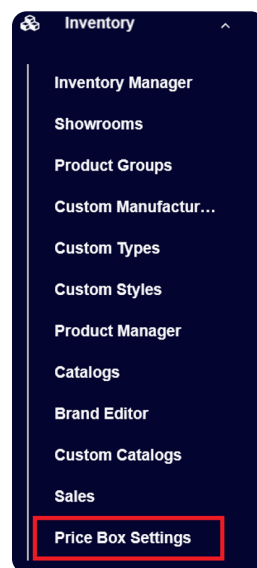
Quick Start Guide: Spark Price Box

Overview

Price Box gives you the tools to help you show shoppers a single, transparent advertised price on your website—with the fees and discounts that make it up—in a way that better aligns with pricing transparency expectations.

Getting Started

1. Log into your Spark CMS.
2. Click **Inventory** in the main menu on the left side of your CMS, then select **Price Box Settings**.
3. Review the **Display Advertised Total Price on Website** toggle. Price Box Settings is disabled by default, so no configuration options are shown until you turn it on.



PRICE BOX SETTINGS

Control how prices and fees are displayed on your website. These settings do not change the pricing in your inventory manager or feeds.

Display Advertised Total Price on Website

When enabled, you can configure how the total advertised price, disclaimers, and fees will display on both the Vehicle Detail Page (VDP) and Search Results Page (SRP).

☐ Disabled

Save Changes

4. Click the toggle to switch it to **Enabled**. This reveals all configuration options and a **Live Preview**.

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☒ Enabled

Unit Type Configurations
New Units | Used Units

The Advertised Total Price you enter is the price that will be shown to shoppers. You are responsible for ensuring this includes all required dealer fees (excluding taxes and government fees).

Advertised Total Price Label
This label appears above the total price on your website.
Total Price

Advertised Total Price Tooltip
Edit the text shown when the information icon next to the main price is clicked.
The price displayed is the MSRP plus all mandatory dealer fees.
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Disclosures & Disclaimer Text
Edit the text that appears below the advertised total price.
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and gov.
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Price Breakdown Display
Control whether you want to display a fee breakdown.
☒ No breakdown
☐ Show breakdown on Vehicle Detail Page only
☐ Show breakdown on both Vehicle Detail Page and Search Results Page

Live Preview
This preview uses sample data. Actual prices and fees will vary by unit.

Vehicle Detail Page (VDP) | Preview on Site
TOTAL PRICE
\$21,549.98
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.

Search Results Page (SRP) | Preview on Site
TOTAL PRICE
\$21,549.98
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.

Save Changes

5. Configure your settings using the steps in this guide, then click **Save Changes** and publish your site.



Hot Tip: Changes made in Price Box Settings aren't visible to shoppers until you click **Save Changes** and publish your site.



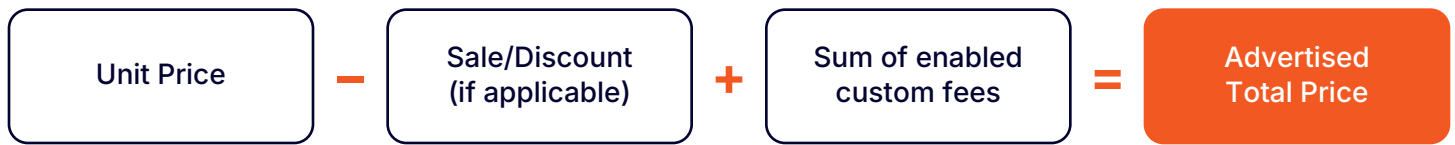
Hot Tip: If something doesn't look right, you can turn off Price Box by clicking the toggle to **Disabled**, then click **Save Changes** and publish your site. Your site will display as it did before.

Action Needed: Set Inventory Status to New or Used

Pricing is configured separately for New and Used units, so units with a blank **Inventory Status** won't appear in New or Used search results (SRP), and their Price Breakdown (fee line items) won't display. Review your inventory and set the Inventory Status to **New** or **Used** for any unit that is missing it.

How the Advertised Total Price Is Calculated

Your Advertised Total Price is calculated automatically:



Two key terms are used throughout this guide:

- **SRP (Search Results Page):** The page that lists multiple units matching a shopper's search.
- **VDP (Vehicle Detail Page):** The page dedicated to a single unit.

Important: Dealer Responsibility

The Advertised Total Price you configure is the price shown to shoppers. You are responsible for ensuring it includes all required dealer fees (excluding taxes and government fees, which are shown as additional and vary by location).

Unit Type Configuration

Purpose: Set how your Advertised Total Price is labeled, explained, and broken down—separately for New and Used units.

This section has two tabs: **New Units** and **Used Units**. Each tab has its own label, tooltip, disclaimer text, price breakdown setting, and fee values, so you can price and present New and Used inventory differently.

What You Can Configure

- **Advertised Total Price Label:** Sets the label that appears above the total price on SRP and VDP (for example, "Advertised Total Price").

Advertised Total Price Label
This label appears above the total price on your website.

- **Advertised Total Price Tooltip:** Sets the text shoppers see when they click the information icon next to the Advertised Total Price on SRP and VDP.

Advertised Total Price Tooltip
Edit the text shown when the information icon next to the main price is clicked.

The price displayed is the base price plus all mandatory dealer fees.

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- **Disclosures & Disclaimer Text:** Adds custom text below the Advertised Total Price on SRP and VDP—useful for disclosing what is and isn't included in the price. Keep it concise. Use the toggle to control visibility:

- **Enabled:** The disclaimer text displays on SRP/VDP.
- **Disabled:** The disclaimer text is hidden on SRP/VDP.

Disclosures & Disclaimer Text  **Enabled**
Edit the text that appears below the advertised total price.

Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and gov

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- **Price Breakdown Display:** Controls how the price breakdown appears on your website. Choose one of three options:
 - **No breakdown:** SRP and VDP show only the Advertised Total Price (already inclusive of the sale and all custom fees). Individual line items are not shown to shoppers.
 - **Show breakdown on Vehicle Detail Page only:** The VDP shows the full price breakdown, including the sale (if applicable) and every custom fee. SRP shows only the Advertised Total Price.
 - **Show breakdown on both Vehicle Detail Page and Search Results Page:** The full price breakdown displays on both SRP and VDP, alongside the Advertised Total Price.

Price Breakdown Display
Control whether you want to display a fee breakdown.

☐ No breakdown
☐ Show breakdown on Vehicle Detail Page only
☒ Show breakdown on both Vehicle Detail Page and Search Results Page



Hot Tip: Settings on the New Units tab don't carry over to the Used Units tab. Be sure to configure each tab separately.

Try it now: Open **Inventory** → **Price Box Settings**, select the **New Units** tab, and choose a **Price Breakdown Display** option. Then check the **Live Preview** panel to see how it looks.

Standard Price Line Items

Purpose: Control how your base Price and Sale ("You Save") amount are labeled for shoppers.

- Price and, if applicable, the Sale amount are pulled automatically from **Inventory Manager**. These values can't be edited in Price Box Settings.
- The **Line Item** label and **Tooltip Text** are editable, so you can rename how they appear to shoppers. Click a line item or tooltip to edit it inline.
- If no value is provided for a line item in Inventory Manager, that line item won't display.

Standard Price Line Items		
These line items are automatically pulled from your inventory manager if available. If no value is provided, these line items won't be displayed. Click line item or tooltip to edit it inline.		
Line Item	Tooltip Text	Source
Price	Base price before discounts and fees.	Inventory Manager
You Save	The sale amount reduced from the base price.	Inventory Manager

Fee Names (Custom Fee Line Items)

Purpose: Define the custom fees that are added to your Advertised Total Price for New and Used units.

What's Included

- Five default fees: **Freight**, **Setup**, **Documentation**, **Customization**, and **Other Mandatory Fees**, each with its own tooltip text.
- For each fee, the **Fee Name**, **Tooltip Text**, and **Default Value** are editable.
- The Default Value becomes the starting fee amount applied to your existing units of that type (New or Used).

Fee Names		
Editing fee names only affect what customers see on your website. Changing a label won't affect the fee amount, calculation, or how it appears elsewhere on the platform. Click on any field to edit it inline.		
Fee Name	Tooltip Text	Default Value (Optional)
Freight	Mandatory cost to transport unit to the dealer	Enter Value
Setup	Required dealer preparation before setup.	Enter Value
Documentation	Required dealer processing fees.	Enter Value
Customization	Applied for custom options or modifications.	Enter Value
Other Mandatory Fees	Additional required dealer fees not listed separately.	Enter Value

How to Edit a Fee

1. Click directly on the field you want to edit: **Fee Name**, **Tooltip Text**, or **Default Value**.
2. Enter the new value.
3. Click the green check mark to save the change, or the **X** to cancel.

Fee Name	Tooltip Text	Default Value (Optional)
Freight	Mandatory cost to transport unit to the dealer.	\$ 150.98 ☒ ☐
Setup	Required dealer preparation before setup.	\$100.75
Documentation	Required dealer processing fees.	\$150.00

- Renaming a fee only changes what shoppers see on your website. It doesn't affect the fee amount, how it's calculated, or how it appears elsewhere on the platform.
- If a fee's Default Value is not set (blank/cleared), that fee will not display as part of the price breakdown.



Hot Tip: Don't charge one of the default fees? Set its Default Value to blank (cleared) to keep it out of the price breakdown.

Per-Unit Fee Overrides

Purpose: Adjust fees for individual units when they differ from your defaults.

1. Open a unit in **Inventory Manager** (Add/Edit) and go to the **Pricing Details** section. When Price Box Settings is enabled, your custom fee fields appear here, pre-populated with your default values.
 2. Enter a new value in any fee field. It overrides the Price Box Settings default for that unit, and the customized fee breakdown displays on SRP and VDP.
 3. To return to the default, click **Reset to Default Fee**.
- **Note:** The **Best Price** and **Tariff Surcharge** fields in Inventory Manager are disabled when Price Box Settings is turned on. Tariffs can go in **Other Mandatory Fees** (renamed to "Tariffs" or similar) if desired.

Pricing Details

Price Box Display is enabled on your website. Some fees below are automatically populated from your Price Box Settings, found [here](#). Use the pre-populated values or override them below as needed.

*Price or Label

Web Price

*Web Price

\$ 10555.00

*Best Price

\$

Tariff Surcharge

\$

Freight

\$ 20.00

Setup

\$ 15.00

Documentation

\$ 50.00

Customization

\$ 100.00

Price Box Default Fee: \$5.

Manual Override

Other Mandatory Fees

\$ 20.00

Reset to Default Fee

Live Preview

ADVERTISED PRICE

\$10,760.00

Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.

Hide Breakdown

Price

\$10,555.00

Freight

\$20.00

Setup

\$15.00

Documentation

\$50.00

Customization

\$100.00

Other Mandatory Fees

\$20.00

Advertised Price

\$10,760.00

Live Preview

Purpose: See how your Advertised Total Price will look on your website before you publish.

How to Use It

- The Live Preview panel shows how your price box will appear on the VDP and SRP. It uses sample data, so actual prices and fees will vary by unit.
- Click **View Breakdown** to expand the line items (Price, You Save, and each fee). Click **Hide Breakdown** to collapse them.
- Click **Preview on Site** to open a full-page preview. Use the dropdowns to switch between **Desktop** and **Mobile**—and on the SRP preview, between **Grid View** and **List View**.

Live Preview
This preview uses sample data. Actual prices and fees will vary by unit.

Vehicle Detail Page (VDP) [Preview on Site](#)

ADVERTISED TOTAL PRICE
\$21,349 ⓘ
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.
Hide Breakdown ^

Price ⓘ	\$21,499
You Save ⓘ	-\$500
Freight ⓘ	\$100
Setup ⓘ	\$100
Documentation ⓘ	\$150
Advertised Total Price ⓘ	\$21,349

Search Results Page (SRP) [Preview on Site](#)

ADVERTISED TOTAL PRICE
\$21,349 ⓘ
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.
Hide Breakdown ^

Price ⓘ	\$21,499
You Save ⓘ	-\$500
Freight ⓘ	\$100
Setup ⓘ	\$100
Documentation ⓘ	\$150
Advertised Total Price ⓘ	\$21,349

Preview on Site

VDP – Desktop

Price Box Preview - Vehicle Detail Page

This preview uses sample data from the inventory manager for demonstration purposes only. Actual prices and fees vary by unit.

Desktop

2024 Sea-Doo Explorer Pro® 230



ADVERTISED TOTAL PRICE
\$21,349 ⓘ
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.
Hide Breakdown ^

Price ⓘ	\$21,499
You Save ⓘ	-\$500
Freight ⓘ	\$100
Setup ⓘ	\$100
Documentation ⓘ	\$150
Advertised Total Price ⓘ	\$21,349

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VDP – Mobile

Price Box Preview - Vehicle Detail Page

This preview uses sample data from the inventory manager for demonstration purposes only. Actual prices and fees vary by unit.

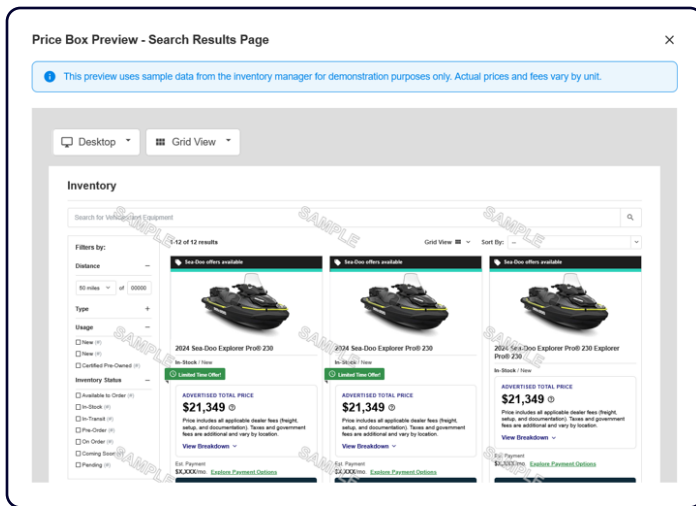
Mobile



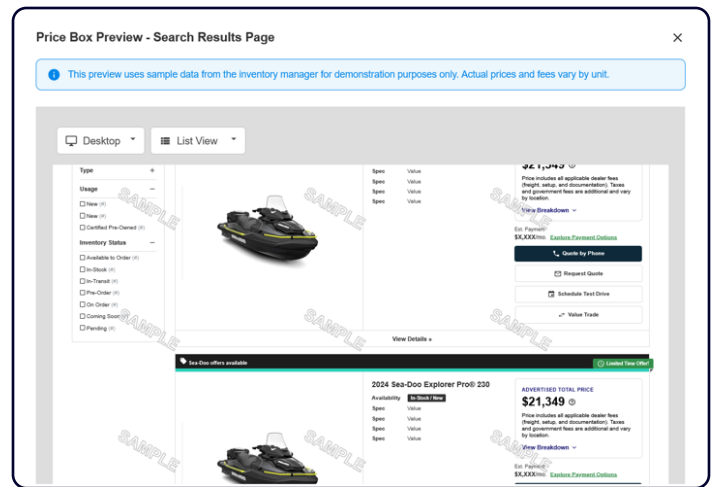
ADVERTISED TOTAL PRICE
\$21,349 ⓘ
Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.
Hide Breakdown ^

Price ⓘ	\$21,499
You Save ⓘ	-\$500
Freight ⓘ	\$100
Setup ⓘ	\$100
Documentation ⓘ	\$150
Advertised Total Price ⓘ	\$21,349

SRP – Desktop Grid View



SRP – Desktop List View



Note: Preview styling may look different than your actual website due to individual website styling.



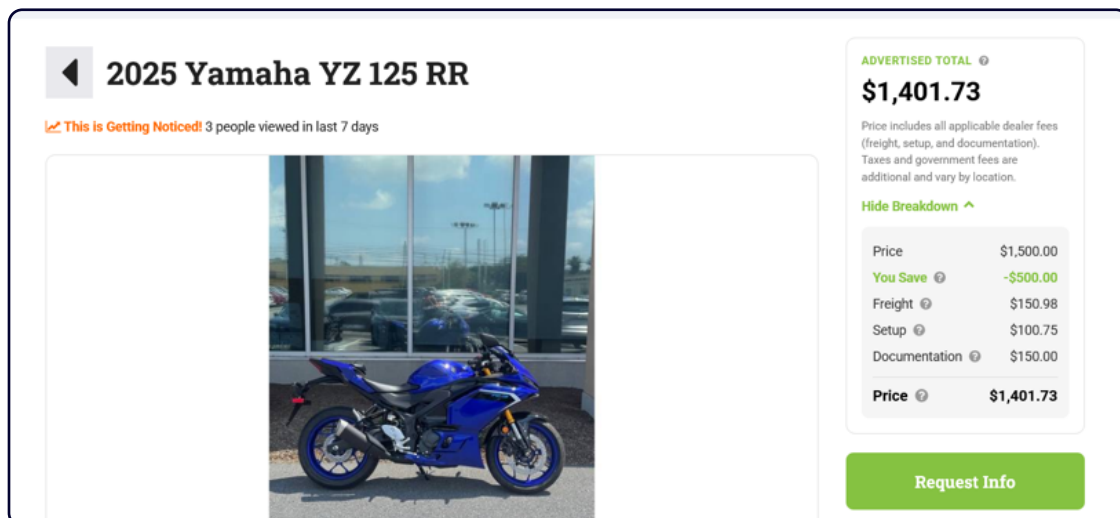
Hot Tip: Use Live Preview to check your price box on desktop and mobile, for both SRP and VDP, before you publish.

Try it now: Click **Preview on Site** next to Vehicle Detail Page (VDP), then switch between **Desktop** and **Mobile**.

What Shoppers See

Once you save and publish, shoppers see your Advertised Total Price and fee breakdown on your live website.

On the Vehicle Detail Page (VDP)



On the Search Results Page (SRP)

The screenshot displays a Search Results Page (SRP) for motorcycles. On the left, a 'Filters by:' sidebar lists various attributes with expandable '+' icons: Distance, Type, Usage, Brand, Class, Model Year, Inventory Status, Power Type, Beam, Dry Weight, and Length Overall. The main area shows '1 - 30 of 789 results' and a 'Sort By: Best Match' dropdown. A motorcycle image is shown with a magnifying glass icon. To the right, a detailed view for a '2025 YZ 125 RR - Yamaha' is displayed. It includes an 'In Stock' badge, a table of specifications (Availability, Location, Usage, Stock #, Color), and a 'Fee Breakdown' table. Below this, a '2016 ZR 9000 RR (129) - Arctic Cat' listing is partially visible.

Filters by:

- Distance +
- Type +
- Usage +
- Brand +
- Class +
- Model Year +
- Inventory Status +
- Power Type +
- Beam +
- Dry Weight +
- Length Overall +

1 - 30 of 789 results

List View Sort By: Best Match

2025 YZ 125 RR - Yamaha

ADVERTISED TOTAL
\$1,401.73 ⓘ

<p>Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.</p>

[View Breakdown](#)

Fee Breakdown

Price ⓘ	\$1,500
You Save ⓘ	-\$500
Freight ⓘ	\$150.98
Setup ⓘ	\$100.75
Documentation ⓘ	\$150
Advised Total ⓘ	\$1,401.73

[View Details](#)

2016 ZR 9000 RR (129) - Arctic Cat

ADVERTISED TOTAL
\$16,901.73 ⓘ

<p>Price includes all applicable dealer fees (freight, setup, and documentation). Taxes and government fees are additional and vary by location.</p>

Quick Reference

Setting	Where It Appears	Editable?
Advertised Total Price Label	SRP, VDP	Yes
Advertised Total Price Tooltip	SRP, VDP	Yes
Disclosures & Disclaimer Text	SRP, VDP (toggle on/off)	Yes
Price Breakdown Display	SRP, VDP	Yes (3 options)
Price / You Save (label & tooltip)	SRP, VDP	Label & tooltip only
Price / You Save (value)	SRP, VDP	No – pulled from Inventory Manager
Fee Name, Tooltip, Default Value	SRP, VDP	Yes
Per-Unit Fee Override	SRP, VDP	Yes – in Inventory Manager

Frequently Asked Questions

Why don't I see my price box changes on my website?

Changes aren't visible to shoppers until you click **Save Changes** and **publish your site**.

Why isn't the price breakdown showing for some units?

Check that the unit's **Inventory Status** is set to **New** or **Used**, that your **Price Breakdown Display** setting includes that page (SRP or VDP), and that the fee's **Default Value** isn't blank (cleared).

Can I change the Price or You Save amount in Price Box Settings?

No. These values are **pulled from Inventory Manager**. In Price Box Settings, you can edit only their label and tooltip text.

If I rename a fee, does the fee amount change?

No. Renaming a fee **only changes what shoppers see** on your website—not the amount, the calculation, or how it appears elsewhere on the platform.

Do my New Units settings apply to Used Units?

No. Each tab has its own label, tooltip, disclaimer, breakdown setting, and fee values. **Configure each tab separately**.

Can I set a different fee for a single unit?

Yes. Open the unit in **Inventory Manager** and enter the new value in **Pricing Details**. To undo it, click **Reset to Default Fee**.

Do fee values come from the DMS?

It's possible, if your dealership has a **DMS integration with fee mapping** completed. All fees come from your Price Box Settings defaults plus any per-unit customizations. For individual units, fees may be populated with DMS values if DMS mapping has been completed for your dealership. To set up DMS mapping, contact tps@dealerspike.com.

Why are Best Price and Tariff Surcharge grayed out in Inventory Manager?

These fields are **disabled when Price Box Settings is turned on**. Tariffs can go in **Other Mandatory Fees** (renamed to "Tariffs" or similar) if desired.

Does the Advertised Total Price include taxes?

No. **Taxes and government fees** are shown as additional and vary by location. You're responsible for making sure your Advertised Total Price includes all required dealer fees.

Need Additional Help?

If your question wasn't answered in this guide, reach out to the Dealer Spike team for assistance. We're here to ensure your successful start with Price Box Settings.

Email: tps@dealerspike.com