DEALER HISTORY REPORTS

The working guide to **vehicle history reports for dealers**: Carfax for dealers and AutoCheck for dealers compared, dealer VIN check and **VIN check API** options, white-label and wholesale VIN reports, NMVTIS for dealers and auctions, and a cost-per-report table built from public prices.

$5
per wholesale report, as listed at carcheckervin.com/dealers

Monthly
NMVTIS reporting by salvage yards & auctions (28 CFR 25.56)

Free
VIN decode and history preview for any VIN

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www.carcheckervin.com/dealers

Dealer VIN check · Wholesale reports · VIN check API · White-label reports

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ABOUT THIS GUIDE TO DEALER HISTORY REPORTS

Vehicle history reports for dealers are working tools, not paperwork. A used-car department pulls them to price a trade-in, to screen an auction run list, to sell a car online and to prove what it disclosed. This guide covers all four, compares **Carfax for dealers** with **AutoCheck for dealers**, explains NMVTIS for dealers and auctions, and shows where a **VIN check API** fits a dealer website or DMS.

It is published by **CarCheckerVIN (carcheckervin.com)**, which sells vehicle history reports to buyers and runs a dealer program with wholesale pricing, API access and white-label reports. Federal rules are taken from the regulations themselves: 28 CFR Part 25 for NMVTIS and 16 CFR Part 455 for the FTC Used Car Rule. Carfax and Experian don't publish what they charge dealers, so you won't find a guessed dealer price here. Every price here is public, with its source on the back page.

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FOR DEALERS

Price your volume while you read. carcheckervin.com/dealers lists wholesale reports at $5 each, custom pricing above 500 reports a month, a VIN check API, bulk uploads of up to 1,000 VINs and white-label reports. Any VIN gets a free decode and history preview.

How to use this guide

Independent & BHPH lots
Chapters 3, 6 and 10: the appraisal check, the rules, and real cost per retail unit.

Used-car managers & groups
Chapters 5, 8, 9 and 12: listings, Carfax and AutoCheck, white-label reports.

Auction buyers & developers
Chapters 4, 7 and 11: run lists, NMVTIS duties, and VIN check APIs.

BUYER'S SHORTCUT

WHERE DEALERS GET VEHICLE HISTORY REPORTS

Every dealer report comes from one of three places: a brand-name subscription, a per-report seller you can reach by API, or a free government tool. Most dealerships use more than one.

OUR PICK

CarCheckerVIN dealer program · www.carcheckervin.com/dealers

- **Wholesale reports listed at $5 each** for independent and volume dealers
- **Custom pricing** above 500 reports a month (enterprise and auction)
- **VIN check API:** $5 per on-demand report, keys issued on request
- **Bulk upload** of up to 1,000 VINs and **white-label** PDF reports
- Title brands, NMVTIS title records, odometer readings and owner count
- Insurance total-loss records, lien and impound records
- Auction sales with photos, service records and open recalls
- Free decode and preview; single report $14.99, packs down to $9

See dealer tiers and request a quote at carcheckervin.com/dealers →

Dealer report options compared

Option	How it's sold	Price you can see	Best for
CarCheckerVIN dealer program	Per report: dashboard, bulk upload or API	$5 per report listed; custom at 500+ a month	Run lists, independent and BHPH lots, API builds
Carfax for dealers (CARFAX Advantage)	Dealer subscription	Not published; retail report widely quoted at $44.99	Service-history depth; shoppers who ask for "the Carfax"
AutoCheck for dealers (Experian, sold with KBB and Autotrader)	Dealer subscription	Not published	Auction-heavy buying; AutoCheck Score on listings
Approved NMVTIS providers	Per report or business plans	Varies by provider	The federal title and brand record; California pre-sale checks
Free government tools (NHTSA, NICB)	Free	$0	Decoding, open recalls, a quick theft and total-loss screen

How to choose

- [ ] Count the reports you really run each month, then compare cost per retail unit, not the headline price.
- [ ] Decide whether you need a report *shoppers* recognise, or data for *internal* decisions. They are often different purchases.
- [ ] Selling in California? You need an NMVTIS report before a used vehicle is displayed (Chapter 6b).
- [ ] Building software? Ask for sandbox keys, a sample JSON response and a sample PDF first.
- [ ] Ask every vendor who supplies its NMVTIS data, and get the answer in writing.
- [ ] Check the contract term and what happens at renewal (Chapter 8b).

CHAPTER 1

WHY DEALERSHIPS NEED VEHICLE HISTORY REPORTS

A used vehicle passes through a dealership's hands four times before it earns a dollar: when it's appraised, when it's bought, when it's listed and when it's sold. Each step asks the vehicle's history a different question.



Appraisal
Is the title clean, the mileage consistent and the car free of liens?



Auction buying
Which cars on a long run list are worth a bid at all?



Retail listing
What will shoppers see when they check this VIN themselves?



Compliance
Have we disclosed what federal and state rules require?

Four jobs, four questions

Job	Who runs it	What the report answers	Cost of getting it wrong
Appraisal	Used-car manager, appraiser	Title brands, odometer readings over time, lien records, total-loss records	Paying clean-car money for a branded or rolled-back car
Auction buying	Buyer, wholesaler	Prior auction sales and photos, brands, mileage at each sale	A car you can't retail at the price you planned
Retail listing	Internet or BDC manager	The history shoppers will find, service records, recalls	Lost leads, or a shopper who finds the problem before you do
Compliance	Office, F&I, compliance	Brands that must be disclosed, odometer facts, open recalls	Penalties, unwinds and disputes after delivery

Why the same VIN gets checked more than once

At the appraisal desk you want speed and the big red flags. At auction you want the cheapest screen that can work through dozens of cars before the lanes open. On a listing you want the report shoppers recognise. At the sale you want a dated copy in the deal file. One supplier can cover all four, but many dealers mix a low-cost screen early with a branded report at listing time.

That's also what people mean by a **dealer VIN check**: not one product, but a habit of running the VIN at every hand-off. The rest of this guide takes each step in turn.

Think in cost per decision

A report that stops you buying one washed-title car pays for a long run of reports. So the useful question isn't "which report is cheapest?" but "which report do I need at this step, and how many will I actually run this month?" Chapter 10 does that arithmetic with public prices.

CHAPTER 2

WHAT'S IN A DEALER HISTORY REPORT, AND WHERE IT COMES FROM

A history report bundles records from states, insurers, salvage yards and auctions, lenders, shops and the manufacturer. Knowing which source feeds which section tells you how much weight it can bear.

Section	Where the record comes from	Why a dealer cares
Title & state brands	State titling agencies, which send data to NMVTIS every 24 hours (28 CFR 25.54)	A brand changes retail value and what you must disclose
Junk, salvage & total-loss	Insurers (monthly, 28 CFR 25.55) and junk yards, salvage yards and salvage auctions (monthly, 28 CFR 25.56)	Catches a car whose brand was washed off in another state
Odometer readings	Mileage recorded when a title was issued, plus later readings	A reading lower than an earlier one is the rollback signal
Liens & impounds	Title and commercial records	Payoffs and a clear title before you fund the deal
Auction sales & photos	Auction sale records	Damage evidence before you spend money on recon
Service records	Repair shops and dealer service departments	The section that sells a clean car to a retail buyer
Open recalls	NHTSA recall data	Safety, and repairs that are free at franchised dealers

What the federal record can establish

The NMVTIS regulation, 28 CFR 25.53(b), says the system must let a user establish, instantly and reliably:

- whether a certificate of title is valid;
- whether a VIN is titled in a particular state;
- whether it is or was a junk or salvage automobile;
- the odometer reading at titling, and later mileage if the state noted it;
- whether it was reported as junk or salvage by a yard, auction or insurer.

What no dealer report shows

- **Owner names and addresses.** NMVTIS may not give them to an individual prospective purchaser (28 CFR 25.53(c)), and the DPPA limits owner data from DMV records to permitted uses.
- **Events nobody reported.** A cash repair that never reached an insurer or a state leaves no record.
- **The car's condition today.** Only an inspection shows that.

A blank section is not a clean bill of health

"No records found" means no source reported anything, which is narrower than proof that nothing happened. And brands mean what the issuing state says: DOJ notes that state definitions of "junk" and "salvage" differ, and NMVTIS doesn't change them.

CHAPTER 3

THE APPRAISAL & TRADE-IN CHECK

The appraisal is where a history report earns most of its money. Run it before you write a number on the worksheet, not after the customer has heard one.

A six-step appraisal routine

1. **Decode and match.** Decode the VIN from the dashboard and the door label, not from the paperwork, and confirm the year, engine and body match the car in front of you.
2. **Read the title section first.** Note every brand, the state that issued it and the date. A salvage or rebuilt brand from another state is the classic washed-title pattern.
3. **Line up the odometer readings.** Mileage should only go up. A later reading that is lower than an earlier one needs an explanation before you price the car.
4. **Check total-loss and auction records.** An insurer total loss or a salvage-auction sale with photos tells you what the recon budget really needs to cover.
5. **Check lien records and get a payoff.** A lien on record means a lender has to release the title before you can retail the car.
6. **Run open recalls.** NHTSA's free lookup at nhtsa.gov/recalls searches by VIN; recall repairs are free at franchised dealers.

Red flags that change the number

- **A brand the seller didn't mention**, especially one issued in a different state from the current title
- **A total-loss record with a clean-looking current title**: ask how the title got clean
- **Mileage that went backwards**, or a long gap with no readings at all
- **A recent auction sale** whose photos show damage the car now hides
- **Several owners in a short time**: a car being passed on quickly
- **An open lien** that the customer believes was paid off

The federal odometer rules at the desk

Federal odometer law is 49 U.S.C. Chapter 327. Model year 2011 and newer vehicles need a written odometer disclosure on transfer until they are 20 years old; model year 2010 and older are exempt. When intent to defraud is proven, the civil remedy is three times actual damages or $10,000, whichever is greater, plus attorney's fees. NHTSA says more than 450,000 vehicles are sold each year with false odometer readings, so a history report's mileage timeline is worth reading line by line.

AT THE APPRAISAL DESK

Enter the VIN at **carcheckervin.com** for a free decode and a preview of damage, auction and recall counts. If it shows damage or auction sales, unlock the full report (brands, odometer, liens): $14.99 retail, or the $5 wholesale rate on the **dealer program**.

CHAPTER 4

AUCTION BUYING & RUN LISTS

At auction, time is the constraint. A run list can hold far more cars than you can afford to report on, so spend money only on cars that survive a free first pass.

The three-pass run-list method

1. **Decode everything, free.** NHTSA's vPIC API decodes up to 50 VINs per batch request; on carcheckervin.com you can paste a list of VINs. Drop any car whose decoded year, engine or body doesn't match the listing.
2. **Report on the shortlist.** Pull history only for cars you'd genuinely bid on. Bulk uploads make this a single step: CarCheckerVIN's dealer page lists uploads of up to 1,000 VINs.
3. **Inspect the finalists.** Read the condition report and walk the car if you can. History tells you what was recorded; the car tells you what was fixed.

Salvage auctions are NMVTIS reporting entities

The federal NMVTIS rule treats salvage auctions as salvage yards. Its definitions (28 CFR 25.52) say that salvage pools, salvage auctions and "other types of auctions handling salvage or junk vehicles (including vehicles declared a 'total loss')" are included in "junk or salvage yards", which must report the junk and salvage vehicles they obtain every month. DOJ also warns that a significant number of junk and salvage vehicles bought from salvage pools have had their VINs or titles used to create cloned vehicles. So a car with a salvage-auction past should normally leave a federal record, and a car that claims a clean past but shows up in salvage-auction records deserves a hard look.

Run-list triage

What the report shows	What to do
Clean title, steady mileage, no auction or total-loss records	Bid on condition and market value
Prior salvage-auction sale with damage photos	Compare the photos with the car; budget the recon or pass
Insurance total-loss record	Expect a brand somewhere; check which state and when
Brand from one state, clean title from another	Treat as a possible washed title; most buyers pass
Odometer reading lower than an earlier one	Pass unless the auction documents a correction
Lien record still open	Confirm how the auction handles title release

Dealer-only vs salvage auctions

Dealer-only auctions mostly sell trade-ins and off-lease cars; salvage auctions mostly sell insurer vehicles. Same questions, very different odds of a brand.

BULK CHECKS

Paste a run list at **carcheckervin.com/bulk-vin-check**, or use the dealer program's bulk upload and API at **carcheckervin.com/dealers**.

CHAPTER 5

RETAIL LISTINGS & FREE REPORTS FOR SHOPPERS

Shoppers check history whether you show it or not. The federal Buyers Guide on every used car you offer to consumers tells them to: the FTC says the Guide directs buyers to get a vehicle history report and to visit ftc.gov/usedcars.

How the two big brands reach your listings

CARFAX FOR DEALERS

CARFAX Car Listings and free reports on dealer ads

In its SEC registration filing, S&P Global Mobility describes CARFAX Car Listings as a dealer subscription product that lets dealers post vehicles for sale on CARFAX's website and apps, and says every vehicle listing includes a free CARFAX report, a history-based value and verified reviews. Separately, many dealers include a free Carfax on their own listings; the dealer pays for it, not the shopper.

AUTOCHECK FOR DEALERS

AutoCheck reports on Kelley Blue Book and Autotrader

In June 2025, Kelley Blue Book and Autotrader (Cox Automotive brands) announced co-branded Experian AutoCheck reports on KBB.com and Autotrader.com vehicle listings. Cox's dealer page says that on subscription those integrations are activated, and that dealers can turn on others, such as dealer websites, group sites and auction platforms, by sharing their AutoCheck ID.

YOUR OWN WEBSITE

A report link, or a white-label report

On your own vehicle detail pages you can link a report, embed a summary, or hand shoppers a white-label PDF that carries your dealership's logo (Chapter 12). Whatever you show, date it: a report is a snapshot of the records on the day it was run.

When the report shows a problem

Disclose it, price it, explain it. A rebuilt brand or an old total loss doesn't make a car unsellable, but it makes it a different car. Shoppers forgive a disclosed history far more readily than one they discover on their own phone in your showroom.

Keep the ad consistent with the report. If the report you're showing lists a brand, your description can't say "clean title".

Follow your state's disclosure rules. California, for example, requires a posted disclosure statement on a displayed vehicle whose NMVTIS report shows a junk or salvage history or a title brand (Chapter 6b).

Save the copy you showed. Keep the dated PDF in the deal file so you can show later exactly what the customer saw.

CARCHECKERVIN FOR LISTINGS

Reports are print-ready and ready in under a minute. On the dealer program, carcheckervin.com/dealers lists white-label PDF and HTML reports branded with your logo, colors and contact details.

CHAPTER 6

COMPLIANCE: THE FEDERAL RULES AROUND HISTORY REPORTS

History reports sit next to several federal rules that dealers already live with. None of them is a history-report law as such, but each one touches the records a report contains.

Rule	Citation	What it requires	Where a report helps
FTC Used Car Rule	16 CFR Part 455	A Buyers Guide on each used vehicle offered to consumers; a Spanish Guide if the sale is in Spanish	The Guide sends shoppers to get a history report
Federal odometer law	49 U.S.C. Chapter 327	Written mileage disclosure on transfer (model year 2011 and newer, until 20 years old)	The odometer timeline
Driver's Privacy Protection Act	18 U.S.C. § 2721 et seq.	Owner information from DMV records only for permitted uses	Reports show history, never owners
NMVTIS	49 U.S.C. 30501–30505; 28 CFR Part 25	Monthly reporting by yards, auctions and insurers; state title checks	The federal title and brand record
Recall sale limit	49 U.S.C. § 30120(i)	No sale or lease of a *new* vehicle with an open recall until it's remedied; rental companies too	The open-recall section

The FTC Used Car Rule in practice

Who it covers. Under 16 CFR 455.1(d)(3), a dealer is anyone who sells or offers a used vehicle after selling or offering five or more used vehicles in the previous twelve months. Banks and financial institutions, sales to a business's own employees and a lessor selling a leased vehicle to its lessee are excluded.

Which vehicles. The rule covers motorized vehicles other than motorcycles with a GVWR under 8,500 lb, a curb weight under 6,000 lb and a frontal area under 46 sq ft (455.1(d)(1)).

How the Guide is shown. It must be displayed prominently and conspicuously, with both sides readable (455.2(a)(1)). You may take it off for a test drive but must put it back as soon as the drive ends.

What it says about history. The FTC's dealer guide says the Buyers Guide tells consumers to get a vehicle history report and to visit ftc.gov/usedcars, which covers how to get one and how to check for safety recalls.

Penalties. The FTC says dealers who violate the rule may face penalties of up to $53,088 per violation in FTC enforcement actions.

Where history reports fit

The Used Car Rule is about the Buyers Guide and warranty disclosures. Pointing shoppers to a history report is part of the Guide's wording, so a dealer who hands over a report up front is answering a question the federal form has already told the customer to ask.

General information, not legal advice. State laws add their own disclosure, title and odometer rules; check your state motor vehicle agency and your counsel.

CALIFORNIA'S NMVTIS RULE & OTHER STATE RULES

California is the clearest example of a state turning NMVTIS into a dealer duty. Other states have their own brand definitions and disclosure rules, so never assume one state's rule applies in another.

California: an NMVTIS report before display

The California DMV says that California-licensed dealers must obtain an NMVTIS report from an approved provider before a used vehicle is offered or displayed for sale. If that report shows the vehicle is or has been junk or salvage, or the title carries a brand, the dealer must post a disclosure statement on the vehicle while it is displayed. The DMV lists only two exceptions: when the dealer tries to get a report and NMVTIS has no record for the vehicle, and motorcycles, recreational vehicles and off-highway vehicles subject to identification under CVC § 38010.

The rule came from California Assembly Bill 1215, which DOJ's NMVTIS team says took effect on July 1, 2012. In its AB 1215 FAQ, DOJ answered that all brands require disclosure under California Vehicle Code § 11713.26(b), including a brand due to prior rental use.

A California dealer's routine

1. **Pull the NMVTIS report at intake**, before the car goes on the lot, online or in an ad.
2. **If it shows junk, salvage or any brand,** post the disclosure statement before display and keep it on while the car is offered.
3. **If NMVTIS has no record,** keep proof that you tried; that is one of the two listed exceptions.
4. **File the report with the deal** so the disclosure can be shown later.

Other states

Title brands, the damage thresholds that trigger them and the paperwork for rebuilt vehicles are all set by state law. DOJ says plainly that NMVTIS requirements don't alter state laws and that state definitions of "junk" and "salvage" differ. Read every brand with its issuing state, and check your own state's dealer disclosure rules with its motor vehicle agency.

Open recalls on used cars

The federal sale limit in 49 U.S.C. § 30120(i) is written for *new* vehicles in a dealer's possession and for rental companies' covered vehicles. For used inventory, check your state's rules and make the recall check part of intake anyway: the NHTSA lookup is free, and recall repairs are free at franchised dealers.

Which providers count for California?

The DMV says the report must come from an approved provider, meaning one on DOJ's list (Chapter 7). That list includes commercial-only providers: BJA notes that CARFAX offers NMVTIS data to commercial customers in California only, and in its AB 1215 FAQ DOJ answered "Yes" when asked whether AutoCheck and Carfax are approved NMVTIS data providers.

NMVTIS TITLE RECORDS

Every CarCheckerVIN report includes NMVTIS title records alongside the rest of the history. Check any VIN free at **carcheckervin.com/nmvtis-vin-check**.

CHAPTER 7

NMVTIS FOR DEALERS: WHO CAN SEE THE FEDERAL RECORD

The National Motor Vehicle Title Information System is the federal title and brand database run under the U.S. Department of Justice's Bureau of Justice Assistance. For dealers it is two things at once: a record you can buy, and, for some businesses, a record you must feed.

Dealers are "purchasers" under the rule

The NMVTIS regulation defines a purchaser as an individual or entity buying or financing an automobile, and says purchasers include dealers, auction companies, businesses that buy used automobiles and lenders (28 CFR 25.52). The operator must make NMVTIS information about a vehicle available to a prospective purchaser on request (25.53(a)(3)). DOJ's consumer page makes the same point: commercial consumers include lenders and automobile dealers. In its FAQ, DOJ tells dealers they can see salvage history by buying an NMVTIS vehicle history report, and that approved providers can set up an account to fit.

Where a dealer buys an NMVTIS report

For commercial and public customers (12)

Bumper.com, Carsforsale.com, Carvertical.com, Checkthatvin.com, Clearvin.com, EpicVin.com, GoodCar.com, Titlecheck.us, Vinaudit.com, Vindata.com, VinReport and Vinsmart.com. Some own additional websites listed under them.

For commercial customers only (6)

OneAIB (autobureau), add123.com, CARFAX.com, Vitu.com, Experian.com and Yassi.com. BJA notes beside Carfax: "CARFAX offers NMVTIS data to commercial customers in California only."

BJA also states that consumers cannot receive NMVTIS vehicle history reports from Carfax, DMVDesk or Experian, because those entities provide information only to car dealerships. That is a rule about who may receive the report, not a statement about what data those companies hold.

What an NMVTIS report shows

The current title state and brand, the brand history, the last odometer reading recorded at titling, and total-loss, junk and salvage records reported by insurers, yards and auctions. BJA publishes a Consumer Access Product Disclaimer that explains what an NMVTIS report can and can't include; read it once, so you know the edges of the record.

Verify a provider yourself

Type vehiclehistory.bja.ojp.gov into your browser rather than following a seller's link, then match the domain character for character. An "approved" badge on a website proves nothing; the .gov list does.

STRAIGHT ANSWER

CarCheckerVIN is not itself on the BJA list. Its reports include NMVTIS title records, and its site states that its reports are sourced from ClearVin, which BJA lists. See **the provider list explained**.

NMVTIS DUTIES OF JUNK YARDS, SALVAGE YARDS & AUCTIONS

The federal record exists because certain businesses must report into it. If you buy wrecks to rebuild, run a salvage auction or sell parts cars, you may be one of them.

Who has to report

Under 28 CFR 25.52, a **salvage yard** is an individual or entity in the business of acquiring or owning salvage automobiles for resale in their entirety or as parts, or for rebuilding, restoration or crushing; a **junk yard** is the same for junk automobiles. A note adds remarketers, recyclers, shredders, scrap processors, pick-apart yards, salvage pools, salvage auctions and other auctions handling salvage or junk vehicles.

Salvage automobile (25.52)
Damaged so that salvage value plus repair cost would exceed its market value just before the damage. Total losses declared under state law or by an insurer are included.

Junk automobile (25.52)
Can't operate on public roads, and has no value except as a source of parts or scrap.

What goes in the monthly report (28 CFR 25.56(b))

- Name, address and contact information of the reporting entity
- VIN
- Date the automobile was obtained
- Who it was obtained from (DOJ says this is shown to law enforcement and government agencies only)
- Whether it was crushed or disposed of, for sale or other purposes, to whom, and whether it is intended for export

The exemptions

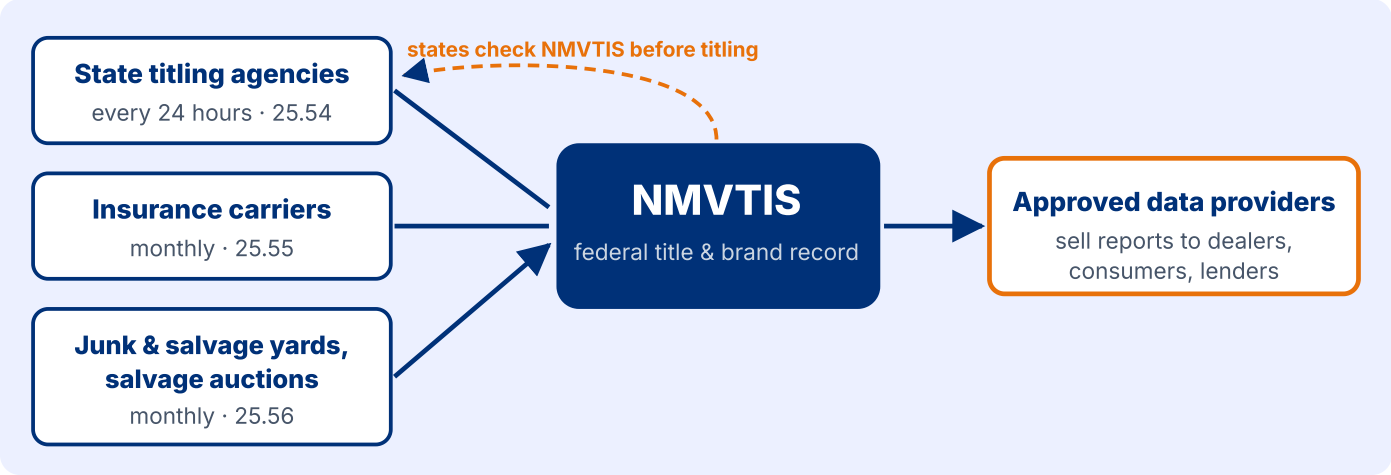
Exemption	Rule
Fewer than five salvage, junk or total-loss vehicles a year	Not required to report under the salvage-yard requirements (25.56(g))
Vehicle found not to be salvage or junk	After a good-faith, independent physical and value appraisal (25.56(g))
The state already reports for you	If the state passes your data to NMVTIS (25.56(c)); DOJ says you must make sure it does
An authorized third party reports for you	No duplicate reporting needed (25.56(f))
Scrap processors and shredders	Skip vehicles their source already reported (25.56(h))

Do car dealers have to report?

Not just for being dealers. DOJ's FAQ says that if you meet the junk-yard or salvage-yard definition and handle five or more junk or salvage vehicles a year, you must report every vehicle that meets those definitions. A retail lot that never buys salvage cars is unlikely to qualify; a rebuilder or a regular buyer of total losses may.

HOW THE FEDERAL RECORD IS BUILT

Three groups feed NMVTIS on fixed schedules, and approved providers sell what comes out. Here is the flow, as the regulation describes it.



Insurers (28 CFR 25.55)

Every month, insurers report each automobile of the current model year or the four prior model years that they obtained in the past month and decided is junk or salvage, including vehicles they determined to be a total loss. The report names the insurer, the VIN, the date, who the vehicle came from and the owner at the time of filing.

States (28 CFR 25.54)

States send titling information, including every brand and the odometer disclosure at titling, every 24 hours. Before issuing a title to someone claiming to have bought a vehicle in another state, the state is to run a title verification check through NMVTIS.

What it means at your desk

A car an insurer totaled in its first five model years, or one sold through a salvage auction, should normally have a federal record even if its current title looks clean.

How yards and auctions report

Through DOJ-approved third-party data consolidators. BJA lists the AAMVA Single VIN Reporting Service, Solera/Audatex, Auto Data Direct and ISO ClaimSearch. Reporting can be as frequent as you like but not less than monthly, and DOJ says a supplemental report may be needed at disposition or within 30 days of it. Disposition codes are SCRAP, CRUSH, SOLD, or blank if not yet known.

Penalties

The statute sets a civil penalty of up to $1,000 per violation (49 U.S.C. § 30505(a)). DOJ's inflation-adjusted figure is $2,111 per violation for penalties assessed after July 3, 2025 (28 CFR 85.5). A prior junk or salvage report can't be deleted by anyone (25.57(b)).

Buying from a salvage auction? Check its reporting

BJA offers a public "Confirm the Last Date a NMVTIS Reporting Entity Reported" search. A seller that should report but hasn't recently is a reason to read its paperwork twice.

CHAPTER 8

CARFAX FOR DEALERS: WHAT THE PROGRAM COVERS

Carfax is the report many shoppers ask for by name. Carfax, Inc. was founded in 1984 in Virginia and is part of Mobility Global, whose SEC registration filing describes its dealer products as subscriptions.

The Carfax dealer products, as the filing names them

VEHICLE HISTORY

CARFAX Advantage

A dealer subscription that provides CARFAX vehicle history reports and related insights: what most people mean by "Carfax for dealers".

MARKETPLACE

CARFAX Car Listings

A dealer subscription for posting vehicles on CARFAX's website and apps; every listing includes a free CARFAX report, a history-based value and verified reviews.

SERVICE

CARFAX For Life

A dealer subscription aimed at service retention and customer loyalty.

Scale, per the filing

More than 40,000 CARFAX dealer customers and more than 38 billion vehicle history records from more than 177,000 sources, as of December 31, 2025. Most offerings are sold on monthly, annual or multi-year subscriptions.

Carfax and NMVTIS

DOJ lists CARFAX.com for commercial customers only, noting it offers NMVTIS data to commercial customers in California only. Consumers can't get NMVTIS reports from Carfax.

Strengths for a dealership

- **Service records** are Carfax's known strength.
- **Recognition:** a shopper who asks for "the Carfax" wants that document.
- **Buyback Guarantee:** pays when a report missed a DMV-issued title brand; accidents are excluded, deadlines apply and the payout is capped.

Limits to weigh

- No public dealer price: you get a quote (Chapter 8b).
- A retail report is widely quoted at $44.99: what shoppers pay if you don't include one.

COMPARE

See how a per-report dealer program compares with a Carfax subscription at **carcheckervin.com/carfax-for-dealers**.

CARFAX DEALER PRICE & COST PER RETAIL UNIT

Search for a **Carfax dealer price** and you'll find forum threads, not a rate card. Quotes are individual, so the useful skill is judging the quote you're given.

Why there is no public number

Carfax publishes no dealer rate card, and S&P Global Mobility's filing describes the dealer products as subscriptions. Subscriptions are priced per account: rooftops, volume, bundled products and term. Any figure you read online is one dealership's quote on one date, so we print none.

The only comparison that holds up: cost per retail unit

A monthly subscription and a per-report price can't be compared directly. Divide the subscription by the vehicles you actually retail, and by the reports you actually pull, and you have two numbers you *can* compare:

```
per unit   = cost ÷ units retailed
per report = cost ÷ reports pulled
break-even = cost ÷ per-report price
```

If your quote is *X* a month, divide it by 5: that is how many reports a month you must use before the subscription beats a $5 per-report price.

Worksheet: price your own quote

Monthly subscription quoted: _____

Reports pulled last month: _____

Units retailed last month: _____

Cost per report (quote ÷ reports): _____

Cost per retail unit (quote ÷ units): _____

Break-even at $5 per report (quote ÷ 5): _____

What to ask before you sign or renew

- [ ] How long is the commitment, and what does leaving early cost?
- [ ] What volume does the quote assume, and what happens above or below it?
- [ ] Which products are bundled, and what is the price without them?
- [ ] How has the rate changed at past renewals?
- [ ] Can you give a buyer an NMVTIS-sourced report through this account?
- [ ] Whose name and branding appear on the reports your customers see?

When Carfax is the right answer

If your shoppers routinely ask for Carfax by name, and service history closes your deals, the brand is worth paying for. The point of this chapter is narrower: know your cost per retail unit, know the price is negotiated, and know that screening reports at appraisal and auction can come from a cheaper source. More at carcheckervin.com/carfax-dealer-pricing.

CHAPTER 9

AUTOCHECK FOR DEALERS

AutoCheck is Experian's vehicle history report. It is known for auction data and for the AutoCheck Score, and since 2025 it reaches many dealers through Kelley Blue Book and Autotrader.

What Experian and Cox Automotive say it offers dealers

The AutoCheck Score

Cox's dealer page describes it as a clear 1–100 score that summarizes Experian's AutoCheck data, meant to help shoppers judge vehicle quality, compare similar inventory and understand predicted reliability, including the likelihood of a vehicle being on the road in five years.

Auction data

The same page claims 329 million-plus auction announcements from 98% coverage of U.S. auction houses. Those are Experian's and Cox's own figures.

On KBB and Autotrader listings

Kelley Blue Book and Autotrader announced on June 10, 2025 that they would co-brand Experian AutoCheck reports on KBB.com and Autotrader.com vehicle listings, available on all eligible listings.

Elsewhere

Cox says that on subscription the KBB and Autotrader integrations are activated, and that dealers can enable dealer websites, group sites, auction platforms and other listing sites by sharing their AutoCheck ID.

AutoCheck and NMVTIS

Experian.com sits on DOJ's list for commercial customers only, and BJA states that consumers can't receive NMVTIS reports from Experian. Price: no AutoCheck dealer price is published; Cox's page asks dealers to request a demo.

A score is a summary, not an inspection

A high score means the records behind it look good. It says nothing about damage nobody reported, and it doesn't replace reading the title and odometer sections yourself.

Carfax for dealers vs AutoCheck for dealers

	Carfax for dealers	AutoCheck for dealers
Owner	Carfax, Inc. (Mobility Global)	Experian
Known strength	Service and maintenance records	Auction data and the AutoCheck Score
Listing reach	CARFAX Car Listings; dealer-shared reports	Co-branded on KBB.com and Autotrader.com
How it's sold	Dealer subscriptions	Dealer subscription
Dealer price	Not published	Not published
NMVTIS	Commercial customers only; California only	Commercial customers only

SIDE BY SIDE

The full comparison is at **carcheckervin.com/autocheck-vs-carfax**. For internal screening at appraisal and auction, many dealers add a per-report source such as **CarCheckerVIN's dealer program**.

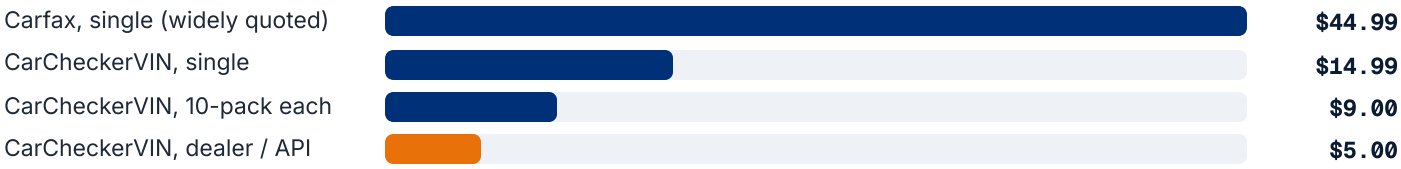
CHAPTER 10

COST PER REPORT, BUILT FROM PUBLIC PRICES

Only some history-report prices are public. This table uses those and nothing else; where a vendor publishes no dealer price, it says so.

Option	Public price	Notes
NHTSA vPIC decoder & API	Free	Specs only; up to 50 VINs per batch request
NHTSA recall lookup	Free	Open recalls by VIN
NICB VINCheck	Free	5 searches per 24 hours; insurer theft and total-loss records; not a full report
NMVTIS title record alone	“Up to $4” (DOJ guidance)	DOJ: title, odometer data and certain damage history, from an approved provider; not a full report
CarCheckerVIN single report	$14.99	Full report, no subscription
CarCheckerVIN packs	3 for $35.99 · 5 for $54.99 · 10 for $89.99	$12, $11 and $9 a report
CarCheckerVIN dealer & API	$5 per report	Listed for under 50 and 50–500 reports a month; custom above 500
VinAudit Vehicle History API	$100 a month + $1 per query	Self-service plan; free trial of up to 10 queries; enterprise by quote
Carfax	Single report widely quoted at $44.99	Dealer subscriptions: not published
AutoCheck	Not quoted here	Dealer subscription via Experian, KBB and Autotrader

Fixed per-report prices, side by side



Subscription vs flat price

A plan with a monthly fee gets cheaper per report the more you use it. VinAudit’s public API plan ($100 a month plus $1 a query) costs the same as a flat $5 at 25 queries a month, less above that and more below it. Run the same sum on any quote, and compare what each report actually contains, not only what it costs.

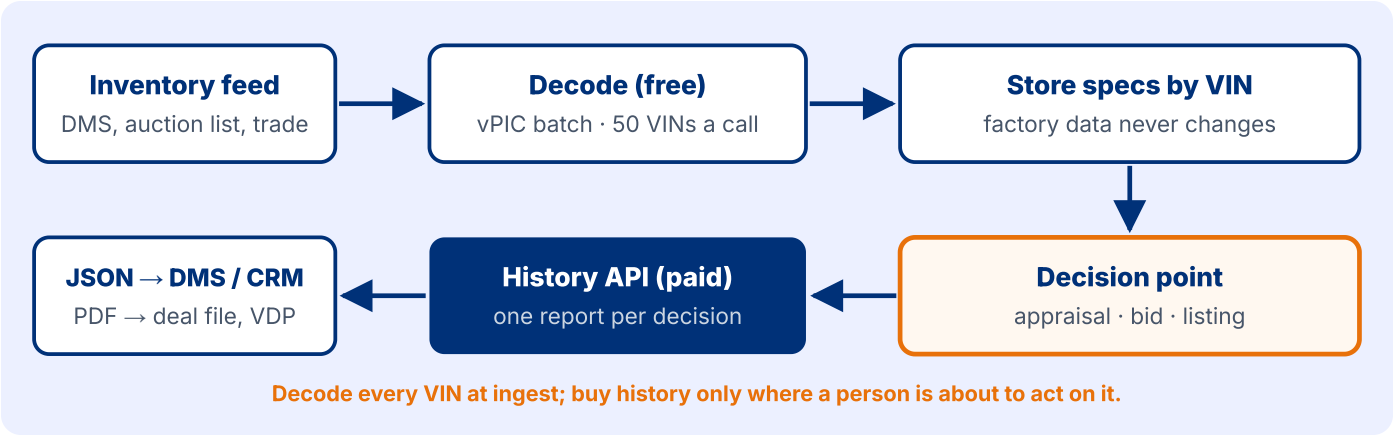
Per month	Flat $5	$100 + $1 each
10 reports	$50	$110
25 reports	$125	$125
50 reports	$250	$150
100 reports	$500	$200

Prices as published in November 2026. Other approved NMVTIS providers publish their own business plans; compare their rates, contents and terms too.

CHAPTER 11

VIN CHECK API & VIN DECODER API FOR DEALERS

A **VIN decoder API** and a **VIN check API** share an input, the 17-character VIN, and almost nothing else. One reads what the factory built, free; the other returns what happened since, per report. Good dealer software keeps them in separate steps.



The free half: NHTSA vPIC

NHTSA's vPIC API decodes VINs from manufacturer-reported data. Its batch method, DecodeVINValuesBatch, takes up to 50 VINs per request, returns JSON, XML or CSV, and needs no API key. NHTSA applies automated traffic rate control, so batch your calls, and it offers standalone databases for heavy users. CarCheckerVIN's vin-decoder-api page counts 154 fields in a vPIC response; none of them is a title brand or an odometer reading.

The paid half: a history API

CarCheckerVIN's API pages say access is by request, with no self-serve signup. An on-demand API report is $5, and committed bulk volume is the same $5 per report. Sandbox and production keys are issued on request, authentication is a bearer token over TLS, responses are JSON with a link to a downloadable PDF, and webhooks can push report-ready and recall-update events into a DMS or CRM.

	VIN decoder API	VIN check (history) API
Answers	What is this vehicle?	What has happened to it?
Typical cost	Free (NHTSA vPIC)	Per report or per query
When to call	Every VIN, at ingest	At appraisal, bid or listing

Three integration mistakes that cost money

- **Buying history at ingest.** Pulling a paid report for every VIN in a feed means paying for cars nobody ever looked at. Decode at ingest; buy history at the decision.
- **Regenerating the PDF.** Store the report a customer was shown, with its run date, instead of producing a fresh one later that may differ.
- **Ignoring partial decodes.** A decode with blank fields (common for very new models) should be flagged, not silently matched to the wrong trim.

Details at **carcheckervin.com/vin-decoder-api** and **carcheckervin.com/vin-check-api**.

PLUGGING A VIN API INTO YOUR WEBSITE OR DMS

Most dealers don't write code; their website vendor, DMS or inventory tool does. Your job is to know where history data should flow and what to ask for.

Five places history data belongs

Where	What it needs	Trigger
Inventory ingest	Decoded specs: year, make, model, trim range, engine, plant	Every new VIN, in batches
Appraisal tool	Brands, odometer timeline, liens, total-loss and auction records	When the appraiser opens the car
Vehicle detail page	A dated report link or white-label PDF	When the car is listed
Deal file / F&I	The PDF the customer saw, with its run date	At sale
CRM	Recall-update events for cars you sold or service	Webhook, when a vendor offers it

An illustrative response shape

```
{
 "vin": "<17 characters>",
 "decode": { year, make, model },
 "title_brands": [ { state, brand, date } ],
 "odometer": [ { date, miles } ],
 "total_loss": [ … ],
 "recalls": [ { campaign, open } ],
 "report_pdf": "https://…",
 "run_date": "YYYY-MM-DD"
}
```

A generic shape for planning, not any vendor's actual schema. Ask each vendor for its real sample.

Store the brand text exactly as received

States use their own brand words. Keep the original string and the issuing state; map it to your own categories only for display.

Questions for any API vendor

- [ ] Can we test with sandbox keys before any billing starts?
- [ ] Is decoding billed separately from full reports?
- [ ] What are the rate limits, and how are errors returned?
- [ ] Does every response include a PDF, and can it carry our branding?
- [ ] Which approved NMVTIS provider supplies the NMVTIS data? In writing, please.
- [ ] How fresh is a report? Is a cached copy ever returned, and with what date?
- [ ] Is there a bulk endpoint, and how many VINs per call?
- [ ] Are webhooks available for report-ready or recall events?

Privacy: keep owner data out

History reports for dealers shouldn't contain owner names or addresses, and your integration shouldn't try to add them. Owner information from DMV records is limited to permitted uses under the Driver's Privacy Protection Act (18 U.S.C. § 2721 et seq.).

CHAPTER 12

WHITE-LABEL & WHOLESALE VIN REPORTS

A **white label vehicle history report** carries your dealership's name instead of the data company's. **Wholesale VIN reports** are history reports bought at a per-report rate for volume use. Many dealer programs sell both.

What white-label means in practice

The records are the data provider's; the presentation is yours. Your logo, colors and contact details sit on the PDF or web page, so the shopper stays in your conversation instead of landing on another company's site. On carcheckervin.com/dealers, white-label PDF and HTML reports are listed with exactly those three elements: logo, colors and contact details.

Where white-label helps	What to watch
Your own website and vehicle detail pages	Shoppers may still ask for a brand-name report; know your answer
Printed reports in the deal jacket	Show the run date and the data sources on the report
BHPH and finance customers who want one document	Your name on it means your credibility rides on it
Auction and wholesale sales to other dealers	Don't edit or remove records; a branded report must be complete

Wholesale VIN reports: the CarCheckerVIN tiers

As listed on carcheckervin.com/dealers in November 2026:

Tier	Volume	Price	What the page lists
Independent Dealer	Under 50 reports a month	$5 / report	No setup fee, pay-as-you-go, PDF and HTML reports, web dashboard
Volume Dealer	50–500 a month	$5 / report	Multi-user dashboard, bulk CSV upload of up to 1,000 VINs, basic REST API
Enterprise / Auction	500+ a month	Custom	Full REST API and webhooks, white-label reports, CRM and DMS integrations

Before you buy wholesale

- [ ] Ask for a sample report on a VIN you already know well.
- [ ] Check what the report contains, section by section, against your needs.
- [ ] Confirm the price holds at your real monthly volume.
- [ ] Ask who supplies the NMVTIS data.

GET A QUOTE

Tell CarCheckerVIN your monthly volume and the systems you use at **carcheckervin.com/dealers**. For a handful of cars, retail packs (10 for $89.99, $9 a report) need no account set-up.

CHAPTER 13

USED CAR DEALER TOOLS FOR HISTORY AND VIN CHECKS

The best **used car dealer tools** for history work are mostly free, and the paid ones are best saved for the cars that pass the free checks. Here is a toolkit by job.

Job	Tool	Cost	Where
Decode a VIN	CarCheckerVIN decoder; NHTSA vPIC	Free	**/vin-decoder**; vpic.nhtsa.dot.gov
Decode a list	vPIC batch API (50 per call); CarCheckerVIN list search	Free	**/bulk-vin-check**
Open recalls	NHTSA recall lookup	Free	nhtsa.gov/recalls; **/recall-check**
Theft / total-loss screen	NICB VINCheck	Free	nicb.org/vincheck
Plate to VIN	License plate lookup	Free to search	**/license-plate-lookup**
Federal title record	NMVTIS report from an approved provider	Varies	**/nmvtis-vin-check**
Full history	CarCheckerVIN report	$14.99; $5 dealer	**/vehicle-history-report**
Factory options	Window sticker by VIN	Free lookup	**/free-window-sticker-by-vin**
Software integration	VIN check API	$5 a report	**/vin-check-api**

FREE · OFFICIAL

NICB VINCheck

Free, five searches per 24 hours per IP address. It shows stolen-and-not-recovered records and salvage or flood total-loss records from participating insurers, which NICB puts at 92.49% of earned U.S. premium. NICB says it is not a full history report. It also covers some motorcycles and watercraft.

FREE · OFFICIAL

NHTSA recall lookup

Search by VIN or plate. It doesn't show recalls more than 15 years old (unless the maker offers more), some small and ultra-luxury makers, or very new recalls not yet loaded. Recall repairs are free at franchised dealers.

CARCHECKERVIN.COM

CarCheckerVIN

Free decoder and history preview, search by VIN, by U.S. license plate or by a pasted list of VINs, full reports in under a minute at $14.99 (packs down to $9), and the dealer program at $5 a report with bulk uploads, API and white-label reports. Refer a friend and get a free report at **carcheckervin.com/refer**.

CHAPTER 14

THE DEALER WORKFLOW CHECKLIST

Print this page for the appraisal desk. It follows one used vehicle from acquisition to the deal file, with the check that belongs at each step. Run them all at **carcheckervin.com/dealers**.

1. Acquire

- [ ] Decode the VIN from the car (dash and door label), not from paperwork.
- [ ] Run a history report before quoting a trade or placing a bid.
- [ ] Read title brands with their issuing state and date.
- [ ] Line up odometer readings; question any drop.
- [ ] Check total-loss and salvage-auction records against the car.
- [ ] Note any open lien and get a payoff letter.

2. Intake & recon

- [ ] Run the NHTSA recall check; book free recall repairs.
- [ ] California: pull the NMVTIS report before display; post the disclosure if it shows junk, salvage or a brand.
- [ ] Compare auction photos with the recon estimate.
- [ ] If you buy salvage vehicles regularly, confirm your NMVTIS reporting status.

3. List

- [ ] Fill in and display the FTC Buyers Guide (Spanish Guide for Spanish-language sales).
- [ ] Attach a dated report or report link to the listing.
- [ ] Make sure the ad text matches the report (no “clean title” on a branded car).

4. Sell & deliver

- [ ] Re-run the report if the first one is old; records keep arriving.
- [ ] Give the buyer the report you relied on, if your policy or state requires it.
- [ ] Complete the federal odometer disclosure for model year 2011 and newer vehicles under 20 years old.
- [ ] Never put owner names from any record into customer documents.

5. Keep the file

- [ ] Save the report PDF with its run date in the deal file.
- [ ] Save the California disclosure or the “no NMVTIS record” attempt, if applicable.
- [ ] Keep the Buyers Guide copy as your records policy requires.

Who owns each check

Role	Owns
Appraiser / buyer	Decode match; history report before the number; brands, mileage, total-loss and auction records
Used-car manager	Recall check at intake, California NMVTIS disclosure, recon budget against auction photos
Internet / BDC	Report on the listing, ad text consistent with the report
Office / F&I	Buyers Guide, odometer disclosure, dated report in the deal file
GM / dealer principal	Monthly review: reports pulled vs units retailed, cost per retail unit, supplier mix at renewal

REFERENCE

DEALER HISTORY REPORT GLOSSARY

Approved NMVTIS data provider
A business BJA lists as approved to sell NMVTIS vehicle history reports, to the public and businesses or to commercial customers only.

AutoCheck Score
Experian's 1–100 summary of a vehicle's AutoCheck records.

BHPH
Buy here, pay here: a dealership that finances its own sales.

Bulk VIN check
Running many VINs in one step, by upload, pasted list or API batch.

Buyers Guide
The FTC window form required on used vehicles offered to consumers (16 CFR Part 455).

Data consolidator
A DOJ-approved third party through which yards and auctions report to NMVTIS.

Dealer VIN check
The habit of running a VIN at each hand-off: appraisal, bid, listing and sale.

Disposition
What a reporting yard did with a vehicle: SCRAP, CRUSH, SOLD, or blank if unknown.

DMS
Dealer management system: the software that runs a dealership's deals, inventory and accounting.

DPPA
Driver's Privacy Protection Act (18 U.S.C. § 2721 et seq.): limits use of owner data from DMV records.

Junk automobile
Can't operate on public roads and has no value except as parts or scrap (28 CFR 25.52).

NMVTIS
National Motor Vehicle Title Information System: the federal title and brand database under DOJ.

Purchaser
In the NMVTIS rule, a buyer or financer of an automobile, including dealers, auctions and lenders.

Run list
An auction's list of vehicles in a sale, usually published before the lanes open.

Salvage automobile
Damaged so salvage value plus repair cost exceeds pre-damage market value; includes total losses (28 CFR 25.52).

Salvage pool
A business that gathers junk and salvage vehicles from many sources for resale at one point of sale.

Sandbox key
A test credential for building against an API before live, billed calls.

Title brand
A state label on a title, such as salvage, rebuilt, flood or junk, describing a past condition.

Title washing
Moving a branded vehicle through another state to get a title without the brand.

Total loss
A vehicle whose repair costs exceed what the regulation or insurer allows; reported to NMVTIS by insurers.

VDP
Vehicle detail page: the listing page for one car on a dealer or marketplace site.

VIN check API
An interface that returns a vehicle's history records, usually per report.

VIN decoder API
An interface that returns factory specifications from a VIN, such as NHTSA's free vPIC.

vPIC
NHTSA's Product Information Catalog and Vehicle Listing: the official decoding database and API.

Webhook
A message one system pushes to another when something happens, such as a report being ready.

White-label report
A history report presented under the dealer's own name and branding.

Wholesale report
A history report bought at a per-report rate for dealer volume.

ANSWERS

VEHICLE HISTORY REPORTS FOR DEALERS: FAQ

Which vehicle history reports do dealers use?

Carfax and AutoCheck dealer subscriptions for branded reports, NMVTIS reports from approved providers, and per-report sellers such as CarCheckerVIN at $5 a report for screening and API use.

How much is Carfax for dealers?

Carfax doesn't publish dealer pricing; its parent describes the dealer products as subscriptions and dealers are quoted individually. A single consumer report is widely quoted at $44.99.

How much is AutoCheck for dealers?

No public price. AutoCheck dealer subscriptions are sold through Experian and through Kelley Blue Book and Autotrader; ask for a quote.

Can dealers get NMVTIS reports?

Yes. The NMVTIS rule counts dealers as purchasers, and DOJ says dealers can buy NMVTIS reports from approved providers, some of which serve commercial customers only.

Do car dealers have to report to NMVTIS?

Only if they meet the junk-yard or salvage-yard definition and handle five or more junk or salvage vehicles a year. Then they report monthly.

Do salvage auctions report to NMVTIS?

Yes. 28 CFR 25.52 includes salvage pools and salvage auctions in "junk or salvage yards", which report monthly.

Do dealers have to give buyers a history report?

The federal Buyers Guide tells shoppers to get one rather than requiring dealers to supply it. State rules vary.

How many VINs can I check at once?

vPIC decodes 50 per batch; CarCheckerVIN's dealer program lists bulk uploads of up to 1,000 VINs.

Must California dealers run NMVTIS?

Yes. California-licensed dealers must get an NMVTIS report before a used vehicle is displayed for sale, and post a disclosure if it shows junk, salvage or a brand.

Is there a VIN check API for dealers?

Yes. CarCheckerVIN's API returns JSON and a PDF at $5 a report, with keys on request: carcheckervin.com/vin-check-api.

Is there a free VIN decoder API?

NHTSA's vPIC API is free, needs no key and decodes up to 50 VINs per batch. It returns specs, not history.

What is a white label vehicle history report?

A report shown under your dealership's logo, colors and contact details instead of the data company's.

What are wholesale VIN reports?

History reports at a per-report dealer rate. CarCheckerVIN lists $5 a report under 500 a month, custom above.

Can dealers sell used cars with open recalls?

The federal sale limit in 49 U.S.C. § 30120(i) covers new vehicles and rental fleets; check your state for used cars, and run the free NHTSA lookup anyway.

Do dealer reports show owner names?

No. NMVTIS may not give owner details to individual purchasers, and the DPPA restricts DMV owner data.

Can I show free reports on my listings?

Yes: Carfax and AutoCheck subscriptions put reports on listings, or use white-label reports on your own site.

FOR DEALERS & AUCTION BUYERS

Wholesale history reports, $5 each.

Dealer tiers, bulk uploads of up to 1,000 VINs, a VIN check API and white-label reports. Free decode and history preview for any VIN.

carcheckervin.com/dealers →

Scan for dealer pricing

Sources

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How we made this guide: written by CarCheckerVIN with AI assistance, from the public sources listed above; figures, prices and links checked November 2026.

More free tools at carcheckervin.com

VIN check API
VIN decoder API
Bulk VIN check
Carfax for dealers
AutoCheck vs Carfax
NMVTIS VIN check
VIN decoder
Recall check
Vehicle history report

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