

EXAMPLE CLIENT BRIEF — NOT A REAL TRANSACTION

Your Vehicle Options

Here's what a completed brief looks like. This example is built to match a common search — a 2021–2023 Toyota Camry, budget \$28,000–\$32,000, used, low mileage prioritized. Every real brief is customized to your own search, not this template.

MAKE/MODEL	YEAR RANGE	BUDGET	PRIORITY
Toyota Camry	2021–2023	\$28,000–\$32,000	Low mileage
Used · No major must-haves beyond low mileage and a clean accident history			

Option A 2022 Toyota Camry SE \$27,800

24,500 mi · Dealer A · Jacksonville area

MARKET CONTEXT

Comparable SE trims with similar mileage are listing \$27,500–\$29,000 in the local market. This asking price sits at the low end, which is a good sign, not a red flag — the listing has been up 11 days.

TRADE-OFFS

Clean single-owner history. Cloth interior only, no sunroof. Slightly below your preferred mileage target already, which helps long-term value.

WATCH FOR

Dealer's listed price includes a \$599 “dealer prep” addendum that's negotiable — this would be one of the first things raised in negotiation.

Option B 2021 Toyota Camry XLE \$29,950

31,200 mi · Dealer B · Jacksonville area

MARKET CONTEXT

XLE trims with leather and the larger touchscreen typically run \$1,500–2,000 above SE trims at similar mileage — this is priced in line with that gap.

TRADE-OFFS

More miles than Option A, but meaningfully more equipped (leather, larger touchscreen, upgraded JBL audio). Two prior owners per the vehicle history report.

WATCH FOR

No manufacturer incentives currently apply to this one. Standard doc fee only — nothing unusual flagged.

Option C 2023 Toyota Camry LE

\$31,400

12,100 mi · Dealer C · Jacksonville area

MARKET CONTEXT

Near-new with very low mileage for the model year — pricing reflects that, sitting close to the top of your budget range.

TRADE-OFFS

Lowest mileage of the three by a wide margin, and still under factory warranty. LE trim is a step below SE on some features.

Tightest fit against your budget ceiling.

WATCH FOR

Listing includes a \$895 “certified inspection” add-on. Worth asking whether this is required or optional before negotiating the base price.

MY RECOMMENDATION

Option A is the strongest starting point — it's priced below comparable local listings, already meets your low-mileage priority, and has the cleanest ownership history. I'd start negotiations there, using Option B as leverage on equipment and Option C as a fallback if you'd rather pay up for a near-new example.

IF YOU MOVE FORWARD ON ANY OPTION ABOVE

Flat fee for this price range: \$350, approved by you in writing before I contact the dealer.

Nothing is owed for the research above — this brief itself is always free.

This is an illustrative example built to show the format and depth of a real brief — the vehicles, dealers, and pricing above are not real listings and do not represent an actual client transaction. Your own brief will reflect real, current listings researched specifically for what you're looking for.