

Welcome To The F1 AutoCash Formula 2.0



“How To Buy and Sell Cars and Profit, -Even In This Economy”

By Tony Bandalos

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Everybody person has their own unique level of passion and desire to become successful. Exercising personal growth and implementing what you learn here is your own personal choice.

Introduction

Hi, my name is Tony Bandalos.

The goal of this manual is to help individuals like yourself identify profitable car deals, implement proper negotiation tactics and to develop the 'know how' to perform a professional vehicle inspection which will allow you to lower your risk of loss when making a vehicle purchase as an investment.

I've spent tens of thousands of dollars and many years gaining a skill that will always make me money whenever I want, wherever I want.

I believe that you can do the same, but in a shorter time by learning from the mistakes that I've already made for you.

I've went through tons of cars during my years. During some of the beginning times, I lost money, a lot of money as I was going through the school of hard knocks so to say...

Standing at scorching hot automotive auctions learning how to properly bid and buy used cars to turn a profit.

Learning how to weed out the gems from the garbage wasn't always easy and it took a lot of time to learn. Through years of experience and hard work, the formula

that I've finally created, fine tuned and perfected made it all well worth it.

If you follow and apply this material, you'll see that it's truly a shortcut to finding the golden nugget deals that will put thousands of dollars of easy profits into your palms of your hands rather quickly.

All you need to do is APPLY what you learn from this manual.

What you have at your fingertips are YEARS of my success tactics condensed into a powerful little book that will give you an instant competitive edge over any rival that's thinking of buying and selling cars, and actually succeeding in doing it.

I suggest that you have at least \$1,000 cash in capital to start with. More the better. I find that the sweet spot is at \$2,500.

Your initial \$1,500 investment will also cover small costs of starting and setting up shop. More on that a little later in this manual.

Whether if you're in the market looking to buy & sell cars for a profit, buy a personal car to get a great deal, or maybe you're just looking to sell one of your own personal cars and make a profit rather than getting dealer price for it, this book will help you save and gain the maximum amount in profits each and every time you make a deal for whichever you decide.

Knowing how to buy right and having the right timing is the #1 rule for success with any arbitrage method.

It can be cars, real estate, gold and silver bullion, stocks or any investment that you wish to profit from.

If you aren't capable of identifying a good from a bad car deal, then you are stuck at a loss of \$1,000 or even \$5,000 - \$10,000 with a junker that you may not know what to do with.

With all of that said, Maybe you might even be lucky to recoup your initial investment.

You're now getting access to 15 years of my in-the-field experience, knowledge, secret tactics and negotiation strategies that will propel you into the field of buying and selling cars without the beginners slump.

You can literally start from \$1,000 then reinvest your profits into better deals each time. Upgrade your ride one by one.

I'm not writing this book to exaggerate income claims saying how much you will or can make. All income claims in this book are from my personal 'done deals' as well as some friends and F1 students that have had extraordinary results using these tactics.

This book will give you a strategic view on how to make money with cars, and it doesn't matter how old or outdated this book is. The strategies and foundation are timeless. They will ALWAYS work for you.

These powerful strategies are proven to work - if you follow the steps and take action.

Taking action is the most important step in personal development and for achieving success.

Nothing will ever happen without you actually taking a step.

The best part, the fact that you're reading this book right now means... You Took ACTION! Give yourself a pat on the back for that. You're on the way to success my friend.

If you became a member of my F1 Autocash video course (The 8 week course) you'll have complete access to the private training video modules in your members area at: <http://www.members.f1autocashformula.com>

You'll have an insider view of how to find deals by using your computer. Using this technology as one of your tools to successfully bring home the cash over and over again.

Here is a partial view of the (F1 2.0) Video Training Course.

- Setting Up Shop
- Creating On-Line Accounts and Getting Started
- How To Find Deals On-line Using The (PME) Tactic
- Negotiation Strategies
- Buying and Selling
- Live Calls and Tips
- Vehicle Inspection Series
- How To Inspect Cars Yourself and KNOW what you're

looking at.

- Bonus Instant Profit Points
- Video Marketing with YouTube
- AC Systems & The “HL” Tactic Series
- Plus Much More!

Each of these modules will have many detailed videos using real cars and real live deals.

“My Story... And How I Got Started Buying and Selling Cars for Profit”

It was the summer of 1995, I just turned 13.

I started a newspaper route delivering newspapers in my local neighborhood with my new Mongoose 21 Speed Mountain Bike.

I was making a “measly” \$120.00 a month delivering papers everyday to about 300 homes daily ...again this was back in 1995’

I would deliver papers everyday after school and on Sunday mornings. Sundays were a real bummer... I had to wake up at 4:00am just to bundle each of the 300 sets of papers up into a plastic bag so the rain wouldn't get to them.

It would rain hard some mornings. That's the Hawaiian winters for you. I know your thinking... “winter in Hawaii?”

Well, our winters are not as bad as the east coast but it does rain pretty darn hard in the early mornings.



A pic of me and my Aunt in front of the house busting my butt on that paper route.

My Paper Job Lasted For 6 Months! I finally got sick of it.

WORKING for pennies! Knowing that I was WORTH A LOT MORE.

Besides, who wants a boss anyway? I think at that point in my life I discovered a new word called “Entrepreneur”

I always wanted a moped (you know the 50cc scooters that people use to scoot around town with that get like 50 mpg?).

One day in the local penny saver I saw one for sale. It was a 1994 Honda Elite S.

My Eyes Were Opened With JOY!

So, with my hard earned paper route savings I managed to take a look at it and I bought it for \$500.00. At the time, I think they were selling for a little under \$1,900 brand new.

I bought it from a young lady who was moving back to her country and she needed to sell it ASAP.

I ended up getting a really good deal on it.

It had a few scrapes and cracks on the plastic panels but nothing crazy that I couldn't easily fix and it also ran pretty good.

At the time my father ran an auto body shop, so by hanging around in that environment I quickly learned how to fix just about anything.

I wasn't painting with real spray guns and car paint at the time, but I did start using Home Depot spray paint to paint my mopeds.

I would buy 2 – 3 cans of paint, put on a mask and paint the plastic panels under the house.

I was working on the mopeds from home (where I lived with my mother) because my parents had been split up at the time and I wasn't hanging around the shop much.

I had fun riding the mopeds while I had them for up for sale, tuning the engine, cleaning the spark plugs, taking

the carburetor off, cleaning it, drilling holes in the plastic air box and muffler so it would get more air flow and make it eventually ...go faster. All that stuff. I did it.

My neighbors didn't like it from the looks that they were giving me. It definitely sounded much louder though lol.

So, after my experiments of mechanical intrigue wore off on the mopeds that I was working on, I bought an ad in the same local penny saver that I found the moped in.

Since I knew that they sold for around \$2,000 new, I wrote an ad that said something like:

1994 Honda Elite (1 Year Old) Paid \$2,000 New
For Sale: \$1,200
Call 888-555-5555

I paid about \$35. for the ad. Three days later, I get my first call.

Turns out the guy really liked it. When he came to see it, he offered me \$900.00 Big Ones!! on the spot... I took It!

During those days... I didn't know how to counteroffer, let alone negotiate. If I did I would have probably got 1,100 of it. But, a \$400.00 profit for a few hours of work fixing cracks and a can of spray paint from Home Depot.

Not to shabby for a young kid.

...Plus at the same time getting “off” on the mechanical coolness of tuning it – Needless to say, I was floored by

the easy money. If I knew what I was doing I could have made a lot more.

“That was like three months of earnings on my newspaper route!”

From that point on I started flipping mopeds like hot cakes...making as much as \$1,500 profit in a single good month!

My average month was around a thousand dollars...yes, a thousand dollars a month at 14 years old.

It made me happy for sure ;)

I got in the car game when I was 15 when I finally got my drivers license.

Then I went through many years of learning how to properly buy and repair cars, and also learned some auto body and painting techniques from around the body shop.

Today, I'm here to offer you ALL of my collected experience and my so called formula for making money with cars.

By the way, I do not consider myself a master at this at all, although I joke about it sometimes when I talk about it saying that “I've Mastered The Game”

...But what really happened was, a few of my friends thought I was doing really good and making a ton of money for a young kid. They wanted to know what the hell I was really doing to make all of this money.

So, I showed them “the formula” (this was I was 19-20 years old) and surprisingly within a couple short weeks my friends started flipping their own deals and started to turn some big profits too!

The funny part was that they had no experience with cars at all. They never had a father who owned a body shop or any mechanical “know how” whatsoever. That’s when I had my first Ah Haa... moment.

I told myself maybe I can teach this to more people and help them make some money

...but because of my ‘busy’ teen years, the idea quickly faded and I didn't do anything with my idea of writing a book.

And now, finally I’ve written a manual that contains a formula that anybody can use, to make money with cars. If some of my 70 year old students can do it. You can do it.

This is not my whole story, just a part of it. I don't want to bore you with my whole life story here. Besides, this is a book about making money with used cars.

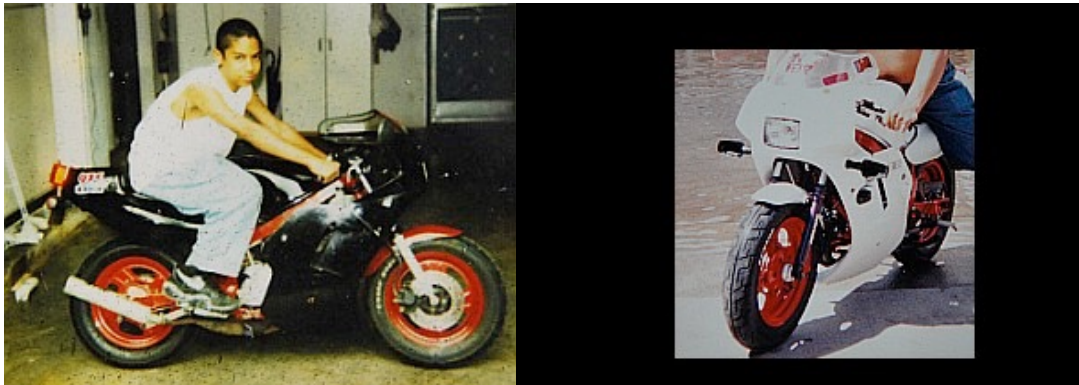
There was a section in my life where I totally stopped the car thing and actually tried to live a normal life working as a buss boy in a restaurant while attending college full time. That didn’t work out so well. LOL.

I simply have more fun doing what I want to do, not what other people tell me to do.

Ok, so lets get into it.

Below are a few pictures of when I started the Moped/ Motorcycle Business.

This is me at 13 years old. I remember buying this 1991 YSR 50 for \$1,300. Yes, that was a lot of money for me at the time but, like many of us who want cool things - I was driven by emotion and had some help with the cost to pay for it from my mother (Thanks Mom!)



1991 Yamaha YSR 50 Before Paint and repairs. (bought for \$1,300) ...and After Paint (Sold for \$2,500.)

I fixed this Yamaha YSR 50 up doing a frame off restoration and then painted it with professional car paint. It was my first real paint job ever. And it came out MINT.

I sent the motor to Yamaha and had the engine fully balanced and blueprinted. Two months later I had sold it for \$2,500 cash.

I didn't profit much - but it was more of a learning experience for me. I never really want to sell it but I needed the capital to keep moving forward in my moped motorcycle business.



Here's a couple pictures of mopeds that I bought and sold. On the left 1994 Honda S. On right, mid 90's Yamaha Razz.

Ok, enough of my story, let's get into the meat of this so YOU can start making some money with this stuff ok?

OK, Rock On!

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Chapter 1 Market Research

Online And Offline Resources

My number one market research method for you to use to get started when finding deals is to properly learn how to **keep your eyes open for opportunity**.

That means looking in papers, looking online, and that means keeping your eyes peeled on the streets too.

For online scanning, Craigslist is one of my main sources for finding deals.

You must constantly scan Craigslist a minimum two times daily. It only takes about 20 to 30 minutes each time to scout for deals.

Simply go to <http://www.craigslist.com> and create an account. You will need a free email like Yahoo, Hotmail or G-Mail to open an account.

You'll also need to provide Craigslist.com with a valid telephone number to verify your account.

Craigslist has a 'top posting rule' meaning that you may not post your exact free ad more than once every three days.

How it works: when you post an ad on CL, it will be posted in order received - so if 50 other car listings are posted after your post - your ad will be buried 50 listings down

and people will need to scroll down to see your ad. This makes it unlikely that your ad will be seen right away.

Being too far down (like 2 or 3 days down) leaves you at 500 – 1,000 postings down and possibly further down. The chances of your ad being seen gets much lower during each passing hour and day.

To offset this, you want to be able to get your ad on top everyday.

God o this, you'll need to simply create 3 accounts on CL or write "totally new ads" in a whole different format.

I prefer to have 3 separate accounts and emails, and I will explain the whole process in chapter 10 of this manual.

This method of finding and selling cars will work with any other online classifieds that are popular in your State, City or Country.

Another way to find deals are newspapers, classified ads, penny savers or any local ad magazines on the streets.

Other online classifieds that you may use include:

<http://www.craigslist.com> (Most popular)

<http://www.backpage.com>

<http://www.ebay.com>

<http://www.kijiji.com> (now known as ebay classifides)

<http://www.gumtree.com>

<http://www.sell.com>

<http://www.pennysaverusa.com>

If you want to find more places to get cars simply use google and do a search for auto classifieds and your location name: “Automotive Classifieds Los Angles” for example.

Honestly... myself, my friends and most of my students only use Craigslist.com

The screenshot shows the Craigslist website for the SF bay area. The page is organized into several sections:

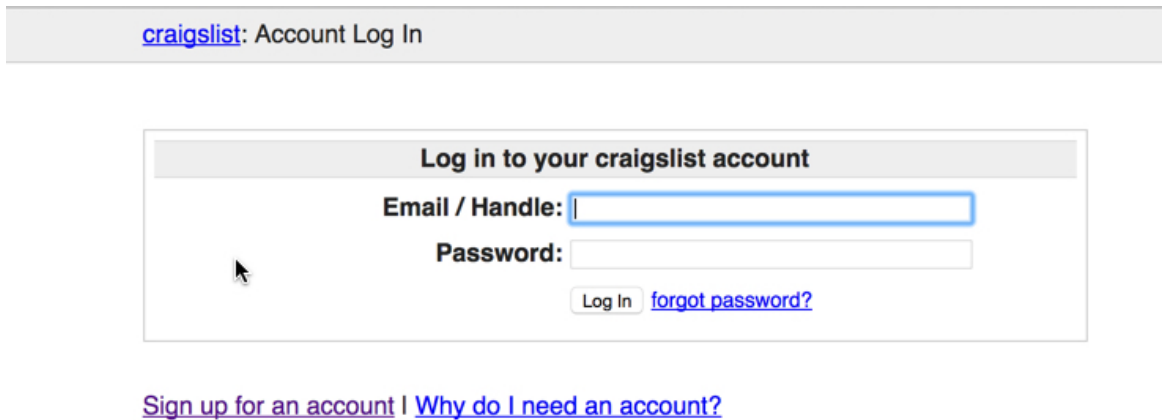
- Navigation:** "post to classifieds", "my account", "help, faq, abuse, legal", "search craigslist", and "for sale" dropdown.
- Event Calendar:** A calendar showing dates from 5 to 11.
- Community:** activities, lost+found, artists, musicians, childcare, local news, general, politics, groups, rideshare, pets, volunteers, events, classes.
- Housing:** apts / housing, rooms / shared, sublets / temporary, housing wanted, housing swap, vacation rentals, parking / storage, office / commercial, real estate for sale.
- Jobs:** accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, food / bev / hosp, general labor, government, human resources, internet engineers, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support, transport, tv / film / video.
- Personals:** strictly platonic, women seek women, women seeking men, men seeking women, men seeking men, misc romance, casual encounters, missed connections, rants and raves.
- Discussion Forums:** 1099, gifts, pets, apple, haiku, philos, arts, health, politic, atheist, help, psych, autos, history, queer, beauty, housing, recover, bikes, jobs, religion, celebs, jokes, rofo, comp, kink, science, crafts, l.t.r., shop.
- For Sale:** barter, arts+crafts, bikes, auto parts, boats, baby+kids, books, cars+trucks, business, cds/dvd/vhs, computer, clothes+acc, free, collectibles, furniture, electronics, general, farm+garden, jewelry, games+toys, material, garage sale, rvs, household, sporting, motorcycles, tickets, music instr, tools, photo+video, wanted.
- Services:** beautv, automotive, tv / film / video.
- Location Selection:** "SF bay area" with links for sfc, sby, eby, pen, nby, scz. Lists of "us cities", "us states", and "countries".

Simply go to Craigslist.com then click My Account and sign up. This is what the sign in process looks like:

You can also post free ads without creating an account but you must verify your post through a valid email address

each time. It's up to you if you want to create an account or not to post ads on CL.

Having an account linked to an email address just makes the process simpler for yourself.

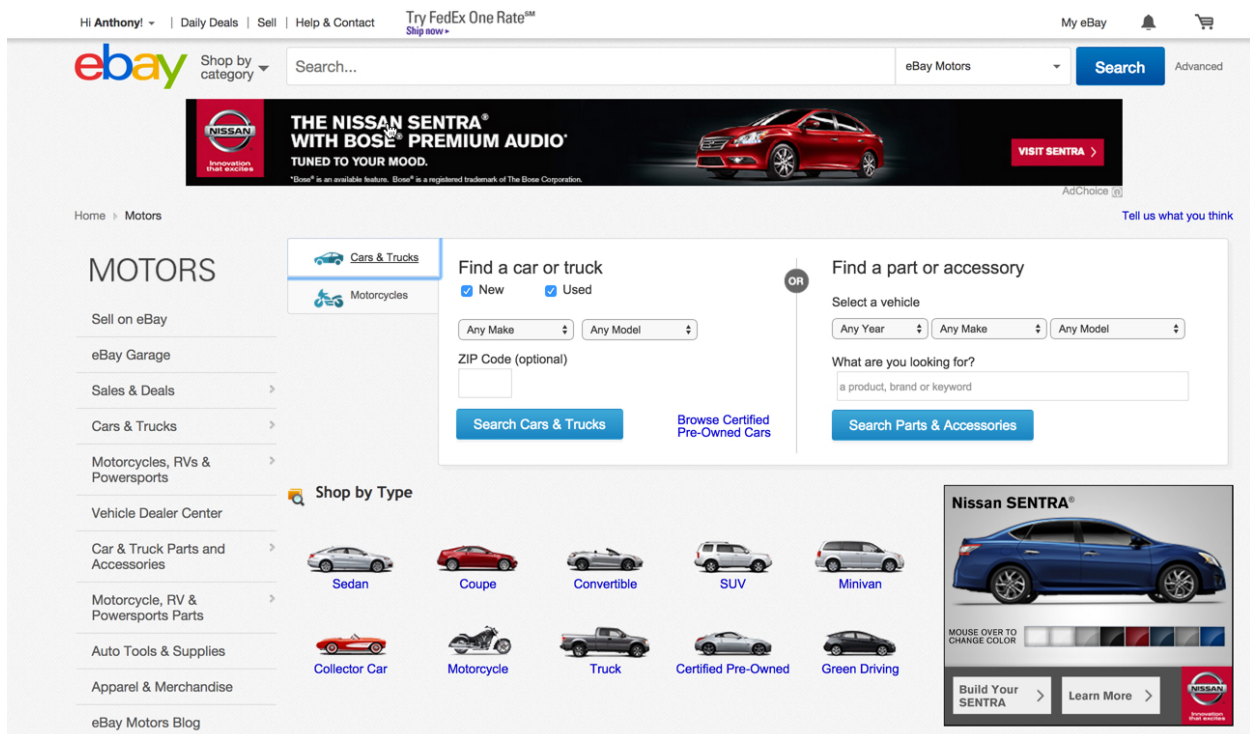


The screenshot shows the Craigslist account login interface. At the top, there is a header bar with the text "craigslist: Account Log In". Below this is a main form box titled "Log in to your craigslist account". Inside the form, there are two input fields: "Email / Handle:" and "Password:". Below the password field is a "Log In" button and a link for "forgot password?". At the bottom of the page, there are two links: "Sign up for an account" and "Why do I need an account?".

Go ahead, create a craigslist account if you don't have one.

Go to: <http://www.craigslist.com> and click on "My account" at the top left, then "Sign up for an account"

Simply follow instructions when signing up It's easy.



Signing up for Ebay bidding <http://www.motors.ebay.com/>

Ebay is another excellent source for finding deals.

You can bid auction style and sell auction style or have a “buy it now” offer which means that you sell it for a set price.

You can also have a “best offer” sale and see what the best offer you can get is.

Ebay is great for selling in the States; unfortunately, in Hawaii, using Ebay is not the best method. I’m sure it can be a great resource for you people living in the States.

As I rewrite this new updated version of the manual I will say that I have successfully bought and sold many cars from eBay and it’s easy as hell!

If you buy a car on eBay and need to have it transported, eBay works with a company called uship.com and you can basically setup a bid style auction to have transporters give you a bid on picking up the vehicle for you and deliver it to your door.

I recently did 2 motorcycles and 3 cars that way with no problems whatsoever. Bikes cost from \$200-400 to ship and cars can go anywhere from \$300-\$800 depending on the distance. It's pretty cool.

I just sold a 1960 Chevy Belair for 10,000 cash on eBay from a buyer in Germany! And he didn't even come to look at the car! How crazy is that? He wired me 10k cash to my bank. Two weeks later he had a trucker come and pick it up. Simple as that.

You don't even have to know how to sell when using Ebay. Just list your add and in 7 days SOLD!.

I'll have the details of this deal in my course videos, so look out for it. If you look in the course and you don't yet see it, don't worry, I am still in the process of updating the video course and it will be in there soon!

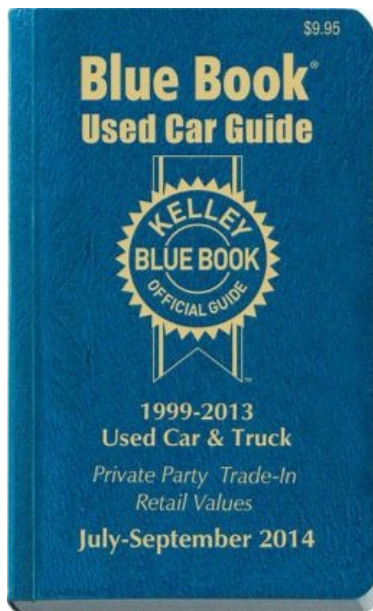
If you are interested in buying or selling on ebay visit:

<https://scgi.ebay.com/ebaymotors/ws/eBayISAPI.dll?RegisterEnterInfo>

Ebay has a extensive help section that will help you with setting up an account and listing your first online auction.

The “PME” Profit Margin Estimator Tactic: Introduction

Here is an example of the PME tactic. First you'll need to go to your local bookstore and purchase a Kelly Blue Book. If you don't already have one, get one. Not the dealers version - but the original used car and truck consumer version. <http://www.Amazon.com> is another great place to get yourself a copy.



Here is a picture. It's only \$9.95 and they come out with a new version every six months. I use the same book for a year and recalculate the estimated price subtracting a hundred or two off the current value every year.

Auto values depreciate a few hundred dollars each year...No Big Deal.

Inside the book you will see that all of the autos are organized alphabetically. Trucks and SUV's are located at the back of the book.

You ask, why can't I just use the Apple application Tony?

Good question. When in the field, looking at cars at auctions or when on a computer, it's actually faster to research when you have the physical book in your hand. Seriously. At least try it out.

But of course, it's also nice to have the App. Do a search from your phone and get one installed.

Here's the App site: <http://www.kbb.com/company/mobile/>

When in the book, you'll see auto values in this order:

Trade-In Value Fair & Good - Good - Retail Excellent.

The Retail Excellent is what a dealer may sell it for if the car is in excellent condition.

The Trade-In value Fair & Good values will be your best friend. You want to try to buy below the Trade-In Fair value. If not - then as low as possible near that price range.

Then you look over to the Pvt-Party Good Value to see what you can get for it. Depending on the condition of the vehicle (if the car has LOW miles and is in Excellent Condition), I will price the car between Pvt-Party Good and the Retail Excellent Condition Value.

Most of the time I like to sell at a nice competitive attractive price to blow the car out FAST! So I usually price them a few hundred dollars below the Pvt-Party Good condition value. This is what you will want to do when selling your cars.

Sometimes when you scoop the car very low you can blow it out in a day or two by selling it for Trade-In Good

condition...It all depends how FAST and how much money you want to make.

Try not to get greedy and ask too much or you'll just be sitting on the car for a while longer.

A few friends that I taught this to use this method of selling cars at a higher price point. YES, they might make more money per car but they end up sitting on it for weeks at a time.

I personally do not like this model. You'll come to figure your own method after going through this course. See what works for you best.

The money is in the numbers. Car deals are abundant - They are everywhere! I am happy at 1-4k profit per car sometimes less. We all need to enjoy life too. Can't let that pass us by right?

Example of the (PME) Tactic. As of Nov 2014 Kelly Bluebook Online Version.

I just picked up a 2009 Honda Odyssey LX Van with all of the standard options on it. Nothing special.

Look at it online at the KBB site here: <http://www.kbb.com/honda/odyssey/2009-honda-odyssey/lx-minivan-4d/?category=&intent=trade-in-sell&pricetype=trade-in&condition=excellent&persistedcondition=excellent&quizconditions=&options=&path=&vehicleid=226652&mileage=100000>

As you'll see, you have three options to choose from. 1. Trade in to a dealer, 2. Get an instant cash offer (which we don't use) and finally, 3. Sell to a Private Party tab.

1st. You want to look at the (**Trade-In To A Dealer Tab** to get some info on what dealers are paying for the vehicle. Browse all of the tabs. Fair through excellent. You can see the values are around \$7,300 - \$8,200. Remember these prices are a general ballpark quote, they may pay more or less depending on the condition of the vehicle.

The screenshot shows a webpage for a 2009 Honda Odyssey. At the top left is a photo of the silver minivan. To its right, the title "2009 Honda Odyssey" is displayed, with a dropdown menu for "Style: LX Minivan 4D". Below the photo are links for "Edit options" and "Check specs". To the right of these links is a "Mileage: 100000" field with a "Change" button and a Facebook "Like" button with a count of 2. A navigation bar below the photo contains three tabs: "Trade In to a Dealer" (which is selected), "Get an Instant Cash Offer", and "Sell to a Private Party". A "Print report" icon is also present. The main content area features a "Trade-in Value" of \$7,820 in green text. Below this is a "TRADE-IN RANGE" graphic consisting of a semi-circle divided into three segments: red (\$7,396), green (\$7,820), and grey (\$8,236). A "KELLEY BLUE BOOK OFFICIAL GUIDE" seal is overlaid on the green segment. Below the graphic is a button for "Excellent Condition" with left and right arrows. At the bottom of the graphic area, it states "Trade-in Values valid for your area through 11/6/2014" and "Track this car's values". To the right of the graphic area, there is a section titled "Price a New Car" with the text "Then browse reviews, photos, specs and more." and an orange button "See what you should pay". Below that is a section titled "Instant Cash Offer" with the text "Find local dealers ready to buy your car - today!" and a button "Get your offer". At the bottom of this section, it says "powered by AutoTrader".

2nd. Click on the (sell to private party tab) check out the all conditions value. You'll see that they range from \$7,800 - \$9,500 were in excellent condition. Now, if you look in the

2009 Honda Odyssey
Style: LX Minivan 4D

Edit options | Check specs

Mileage: 100000 Change

Like 2

Trade In to a Dealer | Get an Instant Cash Offer | **Sell to a Private Party** | Print report

Fair Condition \$7,826 | Good Condition \$8,773 | Very Good Condition \$9,093 | Excellent Condition \$9,507

PRIVATE PARTY RANGE

KELLEY BLUE BOOK OFFICIAL GUIDE

All Conditions

Private Party Values valid for your area through 11/6/2014
Track this car's values

Price a New Car
Then browse reviews, photos, specs and more.
See what you should pay

Sell Your Current Car
Reach millions of buyers on KBB.com and AutoTrader.com
Place an ad

physical KBB Book, you'll see a price tab that says RETAIL. This is what a dealer will try to list the car for in most cases unless they are wholesale dealers.

This retail price is a price that you CAN USE to your Advantage when listing the vehicle for sale in your advertisement, but It's a price that you really don't want to sell at.

For example, I would say in my ad:

Retail Bluebook \$14,500

Asking Only \$10,500 OBO (Or Best Offer) You always want to seem negotiable. You will get more interested callers.

If you do that, it looks like you really are offering a deal. And it works. Plus if you got the car for around \$7,000 like I did, you have room for negotiations to make the deal even sweeter!

If a buyer came to look at the car and offered you \$9,500 would you take it knowing that you just made a 2,500 profit? I'm sure you would.

But, never take the first offer because you can make the deal more enticing to the buyer by being reluctant on the first offer. And if you did take the first offer to quickly don't you think the buyer would think....

"Wow, he took the offer so quickly. I could have probably have gotten it for less"

So after getting your first offer and by saying things like...

"Let me think about it, I have other interested people" to the seller makes things more real and natural.

Continue on saying things like "It's a really great and dependable ride and I know I can get a little more for it"

...And just say a few PROS about the vehicle to make them think about it and want it even more.

Give him or her another 2 minutes to think it over quietly, then you come off and say...."OK, I'll tell you what...Give me 10k and it's yours".

Most times, if they really like the car, you would have made an instant sale and an extra \$500 in your pocket.

Maybe they would counter offer and say, "ok I'll give you \$10,300" ...Then the ball is in your court.

I usually say fine. It's yours. and Boom, an extra \$300 for 3 min and a little negotiation. Thats a big payoff. That's a awesome night out, more savings, whatever.

Remember, your goal is to buy your cars below or near the trade in values and this is easily done every day just by searching the private party market in your local area.

You just need to be persistent at it and search every day. Every morning and night before you go to sleep to jot down numbers to call or text in the AM. I prefer calling if there is a number. But email works if there is no other option.

What I like to do if I have to use email is put my best number in and say to call me as soon as they can and that I'm very interested.

You need to be fast. Deals are scooped by the faster person. I will talk more about this in detail.

Now that you know how to research the price points - where to look and where you can sell at.

90% of the time I list my cars for sale BELOW the (Private Party Good/ Value) even though the car is in Very Good or EXCELLENT condition.

Back to the 2009 Honda Van that I just picked up. The owner was asking \$8,700 for it on Craigslist. I was the FIRST to call him, the FIRST to look at it and the first to make an offer.

I managed to scoop it for \$7,200 - cash on the spot. \$1,500 less than what was advertised!

How and why was I able to do that? Good question. I looked at the van and felt the seller out. He really wanted to get rid of the van because of a recent new truck purchase that he made.

When negotiating a deal you can start a bid extra low because of the natural bid bounce back that will occur OR have a GOOD reason why you will stick at your initial offer.

My initial offer was \$7,000 cash. I knew that he would make a come back of \$7,500 - \$8,200, and he did at \$7,800...I gave him a small smirk on my face ...like a "I'm Not so sure look" ...not a happy smirk, plus a sigh...

but a Thinking Smirk!... You need to use your bluff sometimes...

Before looking at the car I had formulated a game plan of what to say when we were in negotiation mode.

I said to myself, "I'll tell him that I'm also going to look at another 2010 Honda Van. A newer one (with a little more miles) that was going for \$8,000..." \$700.00 less than his listing price and a year newer. This tactic really put's the heat on sellers.

I made-up a competitor! Sellers have no clue of the other cars that you plan to look at, so simply make one up! Just use my example.

What I was basically saying was "Look, I have \$7,200 cash now. If you're not interested than I will look at this other 2010 Honda Van and the seller is only asking \$8,000". But, the reason I like yours better is because your van has a little less mileage on it.

I also said that I have cash right now in my pocket and I am ready to buy. He looked at his wife and talked to her for a minute first then looked back at me and said ok... You got a deal.

DONE DEAL! He had the title with him and signed it off to me on the spot. I mentioned that I was buying the car for my sister-in-law and asked if he would mind leaving my name off the title so I would be able to transfer the title directly to her name when she arrived town ...which was true btw, and he did. He signed the title over to me, I have him the cash and walked away with the van and title in hand.

Another way to bid...

You can bid extra low at first and get the price that you really wanted to pay in the first place.

Example, “Look I'll give you \$1,400”...he will bounce to \$1,700 or \$1,800 and you can say ok, I'll meet you in the middle... how about \$1,650? get the idea?

It is always best to have a game plan in your mind before you buy or sell a car. It is the art of negotiation (Be Prepared To Win!)

You'll most likely do this with every deal to create a deal. This is how the profits add up. You can easily add up profits by using this method and also by applying the quick bonus spruce up tactics that I talk about later.

IMPORTANT TIPS:

Always try to be the FIRST to look at the car and the FIRST to make the deal. Calculate your (PME) and do your market research. Look at the car and see if you can make a profit that fits your personal method and budget.

See what the car needs. You might need to put a little elbow grease into it and clean it or doing some minor body work or a little tune up.

Maybe the car really doesn't need anything but a light wash and a detail – maximizing your profits needn't take much time or a huge investment.

Work on your negotiating game plan. The more you do it, the better you'll get.

How To Find Profitable Deals

I like to buy at the (trade-in value) or as low as possible when buying from private personal sellers.

When buying at auctions I like to try start a bid at 50% or lower of the (trade-in value) keep in mind costs for repairs such as body work or mechanical work etc. It will cost you more out of pocket if you plan to have this work subbed out.

It will also be to your benefit to form and maintain respectful relationships with specialized mechanics and auto body men as you start to buy and sell more vehicles.

Using this method of bidding and combining it with searching for deals on the computer and applying savvy negotiating strategies will skyrocket your chances for success. It is a very simple model of automotive arbitrage.

The Best Vehicles To Buy & Sell In This Economy

When buying a car to resell make sure that it's a In Demand vehicle. Nowadays, light cars & trucks, and small SUV type vehicles move fast - especially when fuel prices are up.

I've had good luck with Japanese and Korean sedans and also many types of light trucks vans and SUV'S. Which are

the typical 4 cylinder good on gas transportation cars. 6 cylinder vehicles are also good.

A few good examples in order are Toyota, Honda, Nissan, Subaru, Suzuki, Mazda, Hyundai, Kia, VW, BMW, Mercedes and Volvo.

Then come the American trucks and vans Chevy, Dodge, Ford and Pontiac being the most popular.

Asian trucks and vans do very well also. I try to stick with the Asian ones the most. But you can find Chevy, and Ford deals out there too! Don't pass them up if you see you can make a good profit on them.

As for the German cars, many people like the 3 series BMW and the C class Mercedes Benz. The VW Jetta and Golf do very well also. The 98-2006 4th Gen E46 BMW 3 series is a very popular model and can be purchased relatively cheap. http://en.wikipedia.org/wiki/BMW_3_Series

Another popular one is the Mercedes C Class W203 body style 2000-2007. http://en.wikipedia.org/wiki/Mercedes-Benz_C-Class

Please keep in mind that these are the cars that are very popular in my City and State. It will vary in your's, maybe you're in a town that has a rush for big trucks or American cars. The (PME) Tactic will help guide you on your profit margin.

Remember, the more luxury the vehicle the (Higher Your Target Market will be). This means you'll be asking more for your cars. Most times the higher the vehicle price, the longer it will take for you to sell. But it will sell for the right price. Anything will sell for the right price!

The art of flipping quickly (my favorite money making method) is to stay below the \$8,500 end sale price range.

You'll appeal to the masses that are looking for a great little dependable economical light car or truck. The best part is that these kinds of buyers are all over. Even better if you stay in the \$5,000 range.

Make sure you're selling 10 year old vehicles or newer. If you sell much older cars, they tend to need more work and are less valuable. Classics are another ball game and we will get into classics a little later.

Staying below the 5-8k selling price range means...

You'll flip more cars quickly which means more money for you. Besides, this is the end goal right? (To make fast money).

This means you want to try to buy between the \$1,500-4,000 range, but by all means if you want to invest in higher priced vehicles which may make you higher profits, then go ahead. I've had my best flips buying and selling cars at this lower price range and selling at around 5-8k

Try to stay above the year 2000 cars unless you find a deal for a few hundred bucks and you know you can make

a quick \$500 or a \$1,000 on it. Just use the (PME) for all years - IT WORKS!

If you have really new cars like the affordable Hyundai or Kia's Try and sell them at a competitive price. They are cheap cars and you can actually buy 2002 – 2006 for a few thousand dollars. Again it all depends on the (PME) just do your research.

The reason why I like to say to stay above the year 2001 is, people like newer cars. Selling older cars are fine but when you have something in the year 2001 and up range consumers love it and they sell much faster.

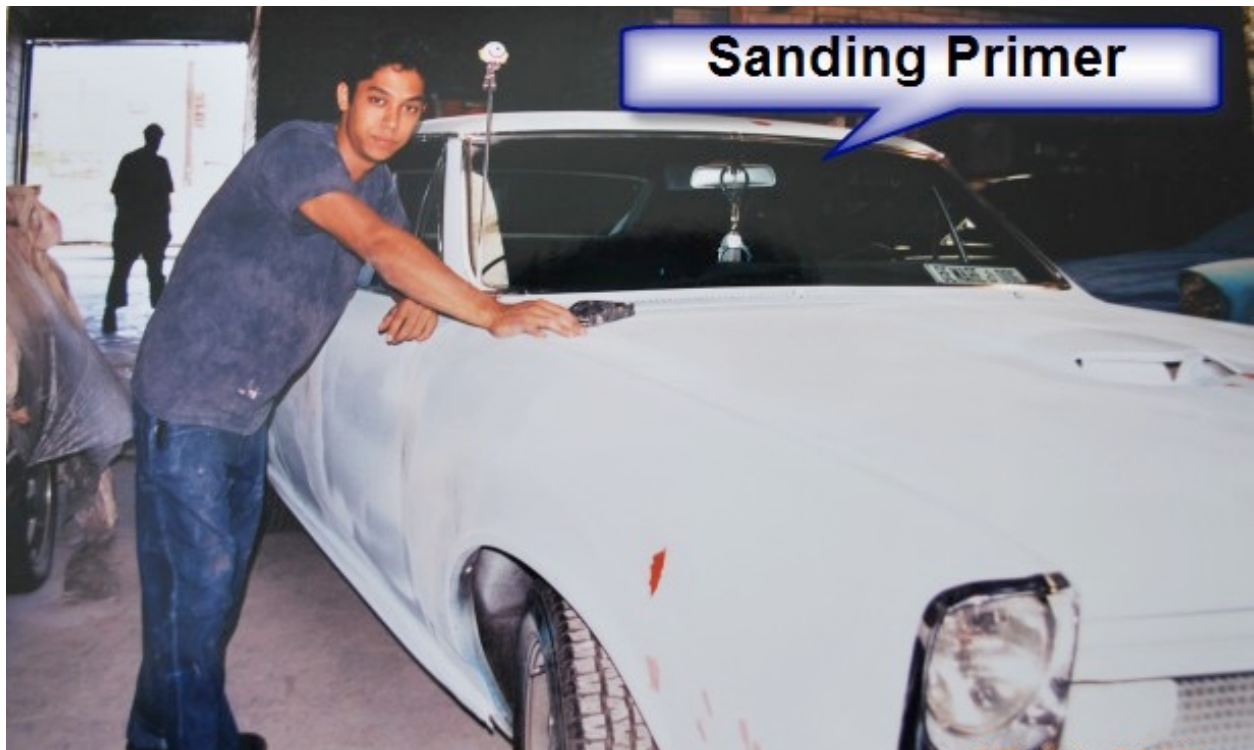
Think about it, the 90's vehicles are old. 2000 are in and even better if you deal with the 2004 and up vehicles. I like to stay within 10 years old. Just like the 80's...would you buy an 80's car now? I don't think so.

Now, when it comes to classics and collectibles that's another genre. I've had my share of classics cars such as a 1966 Pontiac GTO, 1967 RS Camaro, 1960 Chevy Bel Air, 1957 Chevy, 1955 and 54 Chevy and even a 1969 Buick Riviera. All beautiful cars - perhaps this is when America really built cars!

There is nothing like American muscle cars!

This 66 GTO that I had was purchased for \$3,000. I painted it tangerine orange and sold it for \$8,500 only three weeks later - profiting an outstanding \$5,000 after subtracting paint materials.

1966 Pontiac GTO Painted Tangerine Orange With Silver Metal Flake Bodywork And Paint Finished On The 66 Pontiac GTO. Sold For \$8.5k



Painted Tangerine Orange With Silver Flake



**1966 Pontiac GTO.
Painted it Tangerine Orange With Silver Flake!**



Below is a 1967 Camaro. It was bought for \$1,800. It didn't even have a front end on it. At that time of my life I LOVED working on Classics. I invested about \$10,000 in it and sold it a year later for \$19,000.

It was more of a learning experience for me rather than a motive to make money. The profit that I made on it was not worth the time and effort that I put in that car.

Many weekends and nights were put in over 9 months for a complete restoration. New everything - from the engine, suspension and interior. The only thing I worked on that wasn't completely new was the body. Here are a few before and after pictures of the Camaro.

When buying cars to flip, do your market research. It's the most important part and is fairly easy to do.

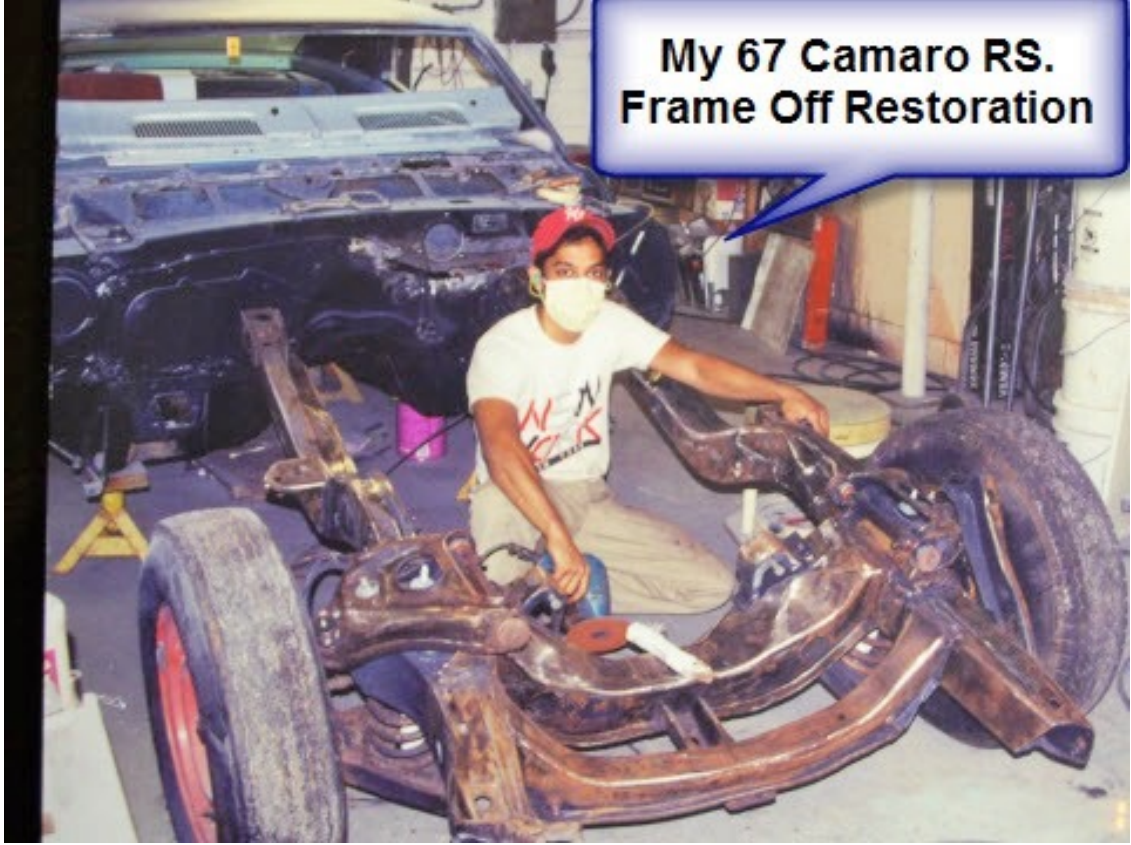
Popular cars in my State may not be as popular in yours. See what everyone is driving. What do your friends and family drive?

Chances are if they all drive trucks then you know you need to look out for truck deals. You might be living in the Colorado Rockies filled with truck fanatics.

Cater to the trend and what the masses are looking for. This way you'll always make money.

Simply search for the car you plan to sell or are selling on the online classified and compare prices. See what note what people are asking for cars.

**My 67 Camaro RS.
Frame Off Restoration**



**67 Camaro Painted!
Looking MEAN!!!**



Some cars may be too competitive to buy and sell. Out of all the cars that I sell Honda's are only about 20% of my flips -

Honda's are highly priced in advertisements and sell very quickly! I don't find many Honda deals but when I do they usually sell within the first day of my ad posting and I make very good money with them.

Here are a few cool pictures of my recent trip to Japan of a few mini cars that we don't really see much.

This is a Suzuki Twin. 3 cyl 0.7l. Cold ac, no power windows...lol



A Daihatsu Honda Life

I just thought you'd like to see some cool small cars from Japan.



Chapter 2

Salvage Title Verses Clear Title

A 'salvage title' is often issued by states when a vehicle is damaged by accident, flood or theft.

How they determine that a car should be labeled as salvaged is by calculating the cost to repair VS the current market value of the vehicle.

For example: A car is worth \$10,000 on the street if it was in ok running condition with no major damage.

But, instead ...the car got into an accident resulting in over 7-10k in damages. Now, that car is not worth for the insurance company to repair. They would just pay out to the owner what the car was insured for.

Then, the car is marked salvaged and sent out to an auction for parts, or for a rebuilder to repair it, get it salvaged certified and back into the market and up for sale.

Again, this may be associated with an insurance company declaring a vehicle a total loss. Sometimes these severely damaged vehicles are rebuilt, and issued a rebuilt or reconstructed title.

In many states, this requires a inspection from a certified salvage repair shop that issues a rebuilt certificate so you can get it registered and on the road again.

To get a salvage rebuilt certificate, you need to have it inspected from a salvage rebuild inspector. Some body shops do this if they hold the license.

This is something where (if you have the connections) you can get a certified slip for a few hundred bucks without even having your repairs inspected. This is where it can get dangerous because these salvage rebuilt guys, just do it for the money.

A problem often occurs when a salvaged and rebuilt vehicle is sold in another state.

Sometimes these so called “salvaged titles” do not transfer to other states and the title automatically becomes a “clean title” which leads to unscrupulous sellers increasing their profit margin by using this method of “cleaning” the titles and fooling naive car buyers to purchase their so called “clean title” car.

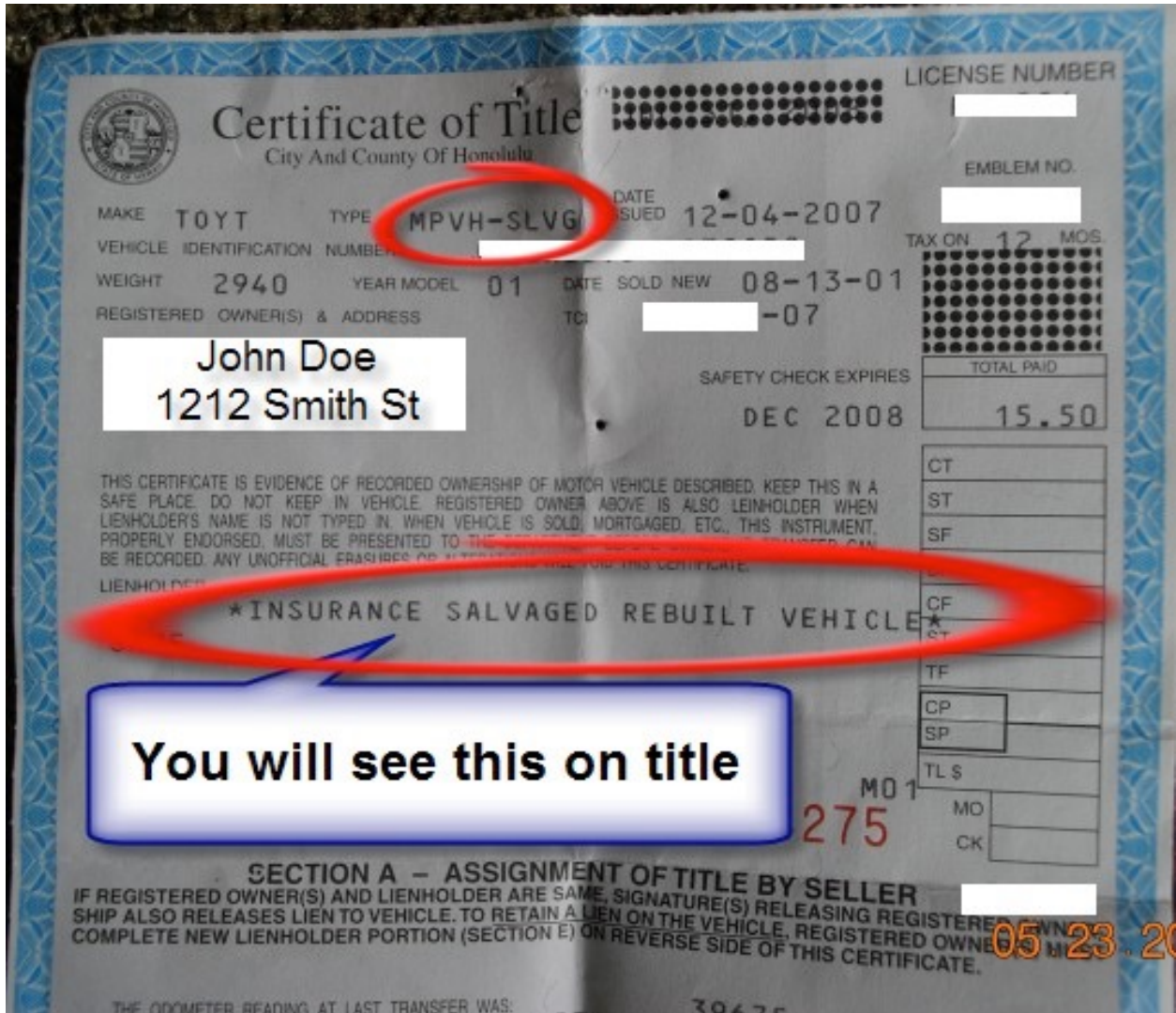
From what I know, the only way to really find out about a vehicles salvage history on paper is to acquire a CarFax from CarFax.com or AutoCheck.com.

Clear Title

A ‘clear title’ means that the title is free of liens and legal questions as to ownership of the property which is also a requirement for the sale of real estate.

This can also be called a “just” title or simply “free and clear”.

Here are a few pictures of what a Salvaged Title may look like and a screen shot of Carfax.com and Autocheck.com if you want to do a check on a car.



Here's where you want to get your car reports from to further investigate your vehicle if you want to.

Just on a side note, I don't really recommend buying and selling salvage cars.

Maybe if you can get a really good deal on it and you KNOW EXACTLY what you are getting and plan to keep it for yourself, then it can be worth getting a SLVG car.

The only bad thing about salvage cars is, people are afraid of them and the resale values are horrible.

carfax.com or autocheck.com



Chapter 3

Auto Auction's & Dealers Information

Here's why I say, stay away from the auto auctions and start small from home if you're totally new to this:

...but if you're not a beginner, then auctions can be a great place to get deals.

Here are a few pros when starting small from home.

You'll have very low to no overhead costs when you start from home. You can take your time and complete one successful flip, learn the game, start making an immediate \$1-2k a month just by flipping one car a month.

If you think about it, that's a nice extra stream of income and it's very easy to do.

As you start to gain experience at finding deals and learning how to buy right, you'll automatically get better at your negotiation tactics as they start to come more naturally to you.

Then you can try to flip two or three cars a month, then maybe even move to one or two cars a week while profiting 1-2k each. It is not a hard or far out goal to achieve at all.

This is how the most successful ethical dealers become dealers, they start small from home at first. They learn how to buy good cars and learn negotiating.

I have many friends that are auto dealers and that's how they did it. They started small.

Unfortunately because of this new world and new economy, one of them is out of business working for another car dealer because his huge inventory and high overhead costs just ate him up.

The other is struggling to just pay the rent and to keep the doors open.

The reason why I think auto auctions are not your best bet (if you're a newbie) is because you'll have many costly overhead fees. Why put yourself in another rat race situation if you don't have to.

Not only will you incur costly auction membership fees, but most auctions will hit you with buyer fees, pull-out fees and taxes which can add up to 10% – 15% of the bid price.

Again, there are many newbies hitting this market thinking that they know how to properly buy and sell cars, but in reality they don't know how to properly buy right.

They get into these auto auctions all hyped up without a clue in mind, they bid the prices up cutting everybody's margin down to almost nothing!

This is the cut throat style of buying cars from public auto auctions. Back in 2001 - 2004 you were able to buy many cars for hundreds of dollars each and you had a realistic

and easy \$1,500 – \$5,000 profit margin per vehicle. Back when there was no competition.

I'm talking about buying a 1996-1998 Mazda Miata for \$300 - \$500 and with just a wash and quick detail it brought you in a quick \$3,000 ...and the best part was, you only had a few people bidding for each car.

Maybe 2 or 3 people and you knew them! You would hook each other up and just give and take. "You take that and I'll take this one" ...cool? yeah sounds good!"

Fast forward into 2010-2015 you have over 150 people at these auctions, and not to mention the online bidding services that have incorporated into the system which allows bidders bidding from across the whole nation.

This means that you're not only competing with local bidders on the floor, but you're also competing with bidders across the whole nation.

This is why you have the advantage of starting small from home and still make a killing!

When buying cars at auctions (if you're not a dealer) the vehicle must go into your name first before you can actually sell it.

That's another negative aspect to auction-buying. They limit your inspection time per car and you can't personally check the car out or look at the engine before buying the vehicle. This wasn't the case back in the day.

This is for “IAAI” Auctions in Hawaii.

The only time you can look at the car is when the drive through is active. Then you have 20 – 50 people scrambling all over the car driving the bid prices up and the worse part is that you don't really know what you're getting yourself into.

You start bidding on forced hype. **Never fall for forced hype bidding.** Always keep your cool.

Get good at knowing what you can get for the car and figuring out how much is needed to get it ready for sale before or while you are bidding. Once you get that down the world is you're oyster.

That's why if you decide to get into auction lot bidding, be sure to have your physical car bluebook guide. It will be much faster to research prices.

“This has been true for the auctions that I've been involved with. Other auctions may have fewer fees and fewer people bidding on cars.

Again, just because I don't buy cars from auctions like I used to doesn't mean that they're not an excellent source for getting super steals. Just make sure you know what you are bidding on and always refer to the (PME).

Auction Bidding

Say the (**Trade-In Dealer Value**) on a 2008 Honda Accord LX Standard sedan with 70k miles is \$8,000. Depending on the condition of the car and how much work is needed I

would start a bid at 40-50% of the value (4,000) and also to keep in mind what the dealer excellent condition value is (\$9,500) and Private Party Good is at (\$9,995) And Excellent private party is at (\$10,670)

I know that I can very easily blow out the car for a competitive price at around \$9,000 – 10,500 making a few thousand dollars of profit instantly if I got it for around 6k plus repairs needed, say 1k for repairs. My total investment would be 7k, then try to blow it out for 9k and change.

Sometimes, you'll be able to get slightly body damage cars like this in the same year range for 3-4k. A lot lower than you think. But you'll have the repair investment to consider.

Try to calculate selling most of your cars in the range of \$300 – \$1,000 below the (Pvt-Party Excellent Value) and you should be able to move them pretty fast.

The same bidding would apply when buying from a private party person. I will go over this in detail in my video and audio trainings for you so no worries :)

I like to try to get the car for \$200 minimal below the (Lowest Trade-In value). Sometimes right at it or a few hundred more. It all depends.

When using proper negotiating tactics you can easily drop the price with novice private party sellers.

I have gotten used cars from Pvt-Party sellers for 50% below the trade-in value...That's when you know you'll have instant profit when buying.

If unable to get it below (Trade-In Value), just go back to the (PME) tactic and see what your profit margin is. If you see that you can still make money and the car is a hot seller, go for it.

Dealership License

Here are a few references for auto auctions and dealers licenses if you want to buy at public auctions or become a dealer.

AUTO AUCTIONS

<http://www.iaai.com>

<http://www.manheim.com>

<http://www.copart.com>

The screenshot shows the Manheim website interface. At the top right, there are links for "Login", "Help", and "Contact Us". Below this is a dark blue navigation bar with "BUY", "SELL", "SERVICES", "MY MANHEIM", and "LOCATIONS" as menu items, and a "Vehicle Search" input field with a search icon. The main content area is divided into several sections: "Member Login" with fields for "Username:" and "Password:" and a "LOGIN" button; "Location Finder" with a "LOCATE" button; "Sales and Promotions" with links for "Condition Grade 5", "BMW Financial Services", and "GM Financial"; and a large yellow banner for "THOUSANDS OF SUVs & TRUCKS" with the text "Available Now" and a "LEARN MORE" link. The search form includes dropdowns for "Make", "Model", and "Years", and input fields for "Pickup Location" (with "Any distance" and "Miles" options) and "Postal Code". There are also checkboxes for "Inventory Source" (OVE, Simulcast Everywhere, Simulcast, In Line) and a "SEARCH" button.

If you're looking for auto dealership license information please read the Bonus Materials that were given to you from inside of the members area which will contain:

BONUS MATERIAL FOR DEALERS

- Auto Dealer Licensing Requirements In All 50 States
- How To Get an Auto Dealer License.

Chapter 4

The Major (4) Vehicle Inspection Checks

#1 The Interior Inspection

When performing an interior inspection on a car, it's basically pretty simple.

First, you want to take an overall look at the upholstery.

Make sure it is not too dirty where a detail can't help. Most car interiors that you look at may need a detail but this is not a biggie.

I'm sure that you won't buy a car that needs the whole interior changed because it's so bad that you can't even sit or smell inside of the car.

This is where your money will add up. You can really turn a car around with a nice interior and exterior detail. I have made easy money just giving a car a detail - I'm talking an easy \$1,000 - \$1,500 profit just on good buying and a detail. 2-3 hours of time max.

You can sub out interior and exterior detailing which costs from \$50 - \$150 anyway. I have a personal connection where they do my interior or exterior details for \$40 in or out and \$75 for a complete detail.

When you have a good relationship with other people in the field - mechanics, auto body men and detail shops,

suddenly business becomes a lot easier, and you get better deals. Here is an example on a few older cars that I flipped for profit.



Be Sure To Check All Mechanical Buttons and Switches!



Check the power windows, locks, cigarette lighter, power mirrors, wiper switches, dome lights..etc.

You may want to start the car and check for the engine light (making sure it doesn't stay on) If it does then you can use that as a negotiating point.

Usually, the oxygen sensor fails on cars with over 60,000 miles and that is what usually makes the check engine light appear.

Again, the check engine light is a MAJOR negotiating plus for you, but please do your due diligence on the engine.

Check all mechanical functions. If you're really serious about the car then you might want a mechanic to take a look at the engine code for you if you are not savvy and confident yet.

You can always buy the OBD2 auto code tester at most automotive parts shops for around \$200.00. Then you will be able to check the codes yourself anytime.



Here are a few tips on sensors.

Be sure to ask why the engine light is on and if he or she had any diagnosis from a mechanic.

The oxygen sensor is a small sensor that is screwed on the the

exhaust manifold or on the catalytic converter. The oxygen sensor makes sure the engine is getting proper fuel and air mixture ratio to the engine.

Usually when the oxygen sensor fails the car might run too rich or too lean...causing the check engine light to appear. Not a big issue, but something to fix and replace.

It can cost about \$150.00 - \$350.00 for repairs depending on the type of vehicle. This is a very common check engine problem...and a very good reason to get a better deal.

Sometimes when you reset the computer, the engine light will turn off for a few days or months. To reset the computer on most cars just disconnect the car battery.

First by removing the ground cable the (BLACK) and then the power cable the (RED) get in the car turn lights on and step on the brakes a few times.

This will drain the power from the system. Let it sit for 10 min then connect the power cable first (RED) then the ground cable (BLACK) then start the car and see if the check engine is gone.



WARNING!!!

Be sure to read the owner's manual and/or buy a Haynes or Chilton's Auto manual before performing this step. I will take no responsibility for any personal injury or safety hazards. Read Disclaimer section of this book.

You want to check all lights, brake, tail, signal and reverse lights; if some are not working you can use that fact as a negotiating point...bulbs are very easy to replace and install.

Make sure all doors open from inside and out. Sometimes latches and door locks are broken and the seller will not tell you. Usually they won't tell you unless you ask them! Unless they are very honest which occurs on occasion.

Check the seat belts, adjust seats etc... sometimes you may forget perform the following and go home with a small issue.

A recent car that I bought had an issue with the passenger seat not locking in position, the seller never told me about it and it was my fault for not checking.

You can also check to see if the AC/Heater works too. Make sure the car is running and the AC switch is on.

#2 Exterior/ Body/ Frame Inspection

The first thing you want to do is look at the body of the car. Scan to see if there are any major dents, sun damage on paint, peeling paint, scuffed up bumpers or dented fenders. Compare body panels to see if you notice major

color matching differences, which just means maybe some panels were painted. Check out moldings for paint on them.

Use the light as a reflection and glance the outer body by looking down the side of the car from one end. Make sure to use the sunlight or a garage light as a tool to check for ripples or dents. Most of the time, this is when you can tell if the car has been painted or repaired if the auto body man didn't do a good job.

If peeling paint is evident on top of the car like the hood, trunk, roof and top of fenders (which is very common) use that as a negotiating point.



Say that you want to get it painted and you know that it will cost around \$1,000 - \$1,500. Try to bring the price down.

Once you get the price down keep in mind what you plan to do, like getting it painted or not.



I'll get deeper into negotiating later. I can't stress enough about the importance of pointing out every little flaw to the sellers attention to get a better bargain (at the appropriate time).

Open the hood and trunk, check for rust near weatherstrip rails. Where I live, we can have major rust problems.

Open the hood and inspect the “radiator support” - thats the metal frame that holds the radiator in place. Make sure it is not bent or damaged. Inspect insides of fenders and under the hood. Sometimes you can see that the car has been painted.

You'll see some “over spray” which means that you will see paint on plastic parts of engine or on the inner fender

wells that were not masked off properly by the masker - leaving a rough paint or a overspray feel and look.

Be sure to bring that to the seller's attention by asking them what happened and why was it painted, or ask if it has been painted.

Make sure to keep eye contact when asking sellers questions.

You want to be sure that the seller is not lying to you. You can usually tell if someone is lying to you - we all have a innate sense for telling if you are being lied to or not.

Look in the trunk. You will want to pull up the carpet and check for the spare tire. Make sure that you don't see any



crinkle in the trunk pan or the floor of the trunk. You may spot damage or water buildup, meaning that there's a hole causing a leak from improper body repair or damage/rust around weatherstripping rails. You'll often smell mildew in a trunk if there is a leak. Here is a pic of a trunk pan.



Inspect for wrinkles and water and smell for mold.

Check all door hinges making sure that they are not loose or rusty - 95% of the time they are fine.

Remember to only do this quick inspection if you're interested in buying the vehicle. Make sure hood, door and trunk latches from inside also work correctly.

#3 The Suspension & Braking System

When checking the suspension system you'll want to walk around the outside of the car or truck and push down on each of the four corners a few times.

If the car bounces more than 2-3 times, the shocks need replacing. A good shock or strut will absorb any bounce ... and firming up after the 1st - 1.5 bounce. You can also just take a test drive. If you know what you're feeling for, you can easily tell if the shocks are good or not.

The fastest way of checking the shocks is to take a test drive. Just remember too bouncy is no good, it will feel like you're riding in a boat on a choppy day.

Usually a soft bouncy ride means you need new struts or shocks. A stiff hard bouncy ride could mean that the owner has lowered the vehicle by cutting the springs or installing performance racing springs.

In this case you'll want to ask the owner if he has tampered with the suspension system. If so, ask if the original springs are available or ask if the originals had been cut or not.

Money TIP:

People like to buy untampered cars, unmolested stock cars. If you're in the young kid race niche then you can sell lowered Honda's or Toyota's with big exhaust systems and big bulky body kits. That will be no problem if your in that

hungry market but I do recommend sticking with stock cars.

I'm teaching how you can make money with the mass market. You will have many more people looking for stock cars rather than modified cars.

People like to modify or customize their own cars.

Once I had bought a 2005 Pontiac Vibe at an auction. It was a salvage title theft recovery.

The vehicle was stolen and tampered with. The thieves had completely removed the springs dropping the car a good four inches.

I do not know what went through their minds when performing such a stupid act ...but they also spray painted the car windows from the inside with flat black spray paint to make it look like dark tint.

I had to use a razor blade to clean the paint off the glass.

I ordered a set of after market springs which cost me \$250. I paid a helper \$200 to sand and tape up the car so I could give it a coat of fresh paint.

Check out some of the before and after pictures below. Remember, you do not need to buy cars that need a lot of work like this.

I got it for a good deal and I had access and the skill to paint it myself which just made me more profits.



2005 Pontiac Vibe. Before and After Paint.



I painted the door jambs too. To learn more about auto body and paint so you can repair and paint your own projects check out: <http://www.learnautobodyandpaint.com>

Money TIP:

If you get a car that has been modified, try to restore it back to stock condition without putting in too much money to do it, otherwise it won't be worth it.

If you do something like the Pontiac Vibe that I did above you can make a hefty profit. I don't fully remember the exact numbers but I know I made about \$6,000 profit on that car investing about \$750. for help and all materials.

I don't recommend removing large modifications to restore a car back to stock condition ...such as taking off molded body kits, changing complete exhaust systems or changing full suspension systems. It's too much work and is not worth the hassle.

On the other hand, taking out a crazy over the top stereo system can be done within a couple hours, plus you can actually sell those items separately or put them in another vehicle of yours. I've done that many times.

If you have a car for sale with a leaky exhaust or a loud after market type exhaust and you really don't want to bother messing with it you can simply tell the buyer...

“Exhaust systems are very affordable to change You can have a stock muffler put on for about \$150 - \$200 I've already checked ”

Simple things like taking out a huge stereo system or lifting the car up again with minimal investment is what I mostly do.



Some cars might have coil-over springs, where all you need to do is make a few adjustments by hand to raise the car back up to stock height.

Checking The Suspension While Test Driving



You want to make sure the seller is not distracting you when performing this inspection.

Turn the radio off, roll the windows down and MOST IMPORTANTLY, don't let the seller distract you. I get sellers that try to hide the vehicle noises by constantly talking to you.

Here's a classic one that some sellers do to keep you oblivious to outer noises of a car. They keep the windows up and AC on won't stop talking about their life story.

Just make sure that you're aware of this and put a stop to it when you notice it. Don't be afraid to really test the car out. Step on the gas and check it out!

Tell him or her, "Excuse me but I'm trying to check the car out here"

Step 1. With the car running and in park, check the steering. Turn the wheel from left to right, if wheel shudders or squeaks when turning, you should know that you may be low on power steering fluid, or you may have

a problem with the power steering pump and or rack-in-pinion system.

*Check belts for proper tightness and check for leaks, usually a reddish fluid would appear if you have a leak in your power steering system.

Drive the vehicle around and just get comfortable with it. Feel like it is your own car. Feel the braking, steering and handling, when on a main road check for alignment.

See if the steering wheel is centered and if the car is pulling to one specific side or not. If you do notice a slight pull in direction check tire inflation and tire wear after exiting the vehicle.



When tire pressure is low the car will pull toward that low side causing improper alignment.



You also want to check the tire tread wear. If you see heavy wear on the inside or outer side tread of the tire you know that there may be a more serious alignment problem that you'll want to look into.

As you can see tire is worn inside. This could be because of improper camber alignment or because of lowering of the vehicle.

This is when you start to question the seller for accident history. It may also be because of simple lowering

modifications, a worn joint, a tie-rod, a bad lower ball joint, miss aligned camber and or toe alignments.

You can slightly peek your head under the car and check for control arm or spindle damage. 85% of the cars that I look at never have these problems but it is good to be aware of what may come up.

Just make sure that the car was not in an any major accident. Just because the car title is clean does not mean that it was never in an accident. By doing proper inspections you will be able to see if the car was in a wreck or not.

Don't worry, I have some pictures and descriptions of car parts and locations at the end of this book to help you find your way around a car.

The Brake System

When checking the braking system, take the car for a road test. Listen for noises while driving. If you hear a light scraping/scuffing noise without stepping on the brakes, your pads may be worn down and a piece of metal on the brake pad itself will touch your rotor and make that scraping noise.

It's used to let you know that the brakes are low and need replacing. It's basically a safety noise. Not a big deal, but it let's you know that the pads need replacing and the rotors should be checked out. A rotor is basically that metal disc that your brakes clamp on to stop the vehicle.

Feel the brake pedal with your foot when slowing to a stop. Is it a low pedal? Do you feel grinding in the pedal? If you do, then it means that you have went through your brake pads and are now feeling the vibration and grinding from the brake pad's rivets that are grinding on to your rotor.

This means that not only do you need to change your brake pads but you will need to resurface your rotors or maybe just get new ones.

If your brakes are firm and have plenty of meat left you'll have a high pedal and feel the car come to a good tight stop not pulling toward any one side.

If the vehicle Pulls to a specific side when braking it could mean that you are down on pads on that specific side.

When changing brakes I recommend to always to replace the pair together especially on the fronts. Never just put new pads on one specific side of the car. 60-70% of your braking power comes from your front wheels.





Here are some pictures of brakes and rotors:

First you'll see really bad worn rotors. The deep gouge is caused by broken pieces and or rivets from your brake pads grinding to a stop.



The second picture is a cracked rotor caused by severe heating that causes warping and cracking.

Finally the last picture is a new set of rotors. They should not be shiny but look scuffed looking.



The brake pads will have a nice stopping surface when the rotors are scuffed like this which is totally normal.

When rotors become very shiny they will tend to squeak when stopping.

You might want to have them resurfaced or replaced for maximum performance.



In this picture you'll see the difference of a bad pad and a new pad.

You'll also see the gold color metal guide that will start to hit your rotors when the brake pads start to get low.

The last picture here is a set of worn pads that need to be replaced with a new pair.

#4 Mechanical & Electrical Inspections

Engine Oils

You want to open the hood and check for oil and fluid leaks. Look all around the valve cover gasket, power steering fluid, & brake fluid reservoirs.

There may be a natural amount of dampness which is completely normal, just look out for heavy wetting. If you do find an area that has fresh oil dampness inspect area thoroughly and see where the oil is leaking from.

When checking the engine oil make sure that the oil is not a milky color. Milky oil means that you may have a internal water leak in your engine, caused by a blown head gasket or a cracked head.

If you keep running an engine with these symptoms you could be in for a surprise and the engine probably will overheat and or cease up on you. Here is a picture of milky engine oil, a bad sign.



Check the transmission oil. Make sure the oil isn't black.

Transmission oil is usually a red in color, the same fluid color as most power steering systems. In fact, most cars use the same oils for the power steering and transmission systems. Unlike checking the engine oil on a car. The car must be running on level ground to check the transmission fluid levels.



Just make sure the oils are clean and don't have a bad burnt smell. Black engine oil is not a great sign but it really means that the owner hasn't really cared for the engine much.



This black oil will result in low

power and maybe a slight noise/knocking in the engine because the oil is broken down and not as thick and how it should be.

A big cure for this is a fresh oil change.

You'll instantly feel and hear a night and day difference when changing the oil in a car like this, especially if you spent a few extra bucks and ran some good synthetic oil in it.

Here's a true story... I bought a 99 Acura CL. (*UPDATE: This also just happened to me again on a 2007 Toyota Corolla. Similar story about dirty oil!*)

Ok, back to the original story...

When I was taking it for a test drive it was very muggy on power. It wouldn't move when you stepped on the gas. Well it moved but it was very sluggish.

I knew something was wrong, but something simple. Another strange thing was when I stepped on the gas, I noticed white smoke flowing out of the exhaust as I was looking through the rear view mirror.

When I checked the oil after taking it for a test drive I noticed that the oil level was strangely very high. When I was in negotiating mode with the seller I said...

“You know I'm taking a big chance with this car”

The engine is shot. The piston rings are bad and I may end up needing a new motor for this car. “It's smoking like crazy!” and because of that, I was able to get the car for \$500.00!

I went home and drained the oil. **It had over 12 Quarts of oil in it!**

Be reminded that this 4 cylinder engine only calls for about 4.5 Quarts of oil. The engine was drowning in itself. That was the reason for the smoking and sluggish acceleration. I drained the oil out, added new oil and it ran like a champ!

I sold it 3 days later for \$4,200 and mind you, the car was clean in and out. All I did was drain the oil and add new oil to the proper level and sold it.

Engine Detailing

All cars have some type of small dampening or leaking from the engine. A simple engine detail will make under the hood look like new again. For a cleaning agent I recommend something called Oil Eater. They sell it at Costco & Walmart. It is an all purpose degreaser agent.



Oil Eater. And it doesn't have to be Oil Eater, it can be any degreaser.

Simply water it down for household use or use it straight for engines.

I'll show you on video how to do this step if you also got the video training part of this course.

If you can peek your head under the car and look for wet oil spots or dripping, the usual cause is a leaky valve cover gasket that will drip down and leave a oil trace down a side of the engine and on to the bottom of the oil pan.

This is a minor fix which requires a simple 10 mm socket or a screwdriver to take off the valve cover and replace the gasket. Sometimes all you need to do is tighten it up a little.

Costs range from less than \$40 depending on the vehicle if you decide to tackle it yourself.

A mechanic would charge you about \$60 - \$100. NOTE these are quotes for four cylinder engines, not six or eight cylinders. I know that some valve cover jobs on bigger engines are more work and could take a little more time replacing the gasket.

Reminder:

Make sure the oil on dipstick is properly in line with low and high mark on the dipstick. Be sure your oil is not sludgy or milky in color or texture, meaning that there is water in the oil.

Also known as the “Blown head gasket!” some repairs may be simple as changing the head gasket. Some engines may need extensive engine overhauling and head resurfacing to properly run right.

Be aware and well informed that if purchasing a blown head gasket car you may be looking at \$300-\$1,500 in repairs unless you have connections with mechanics.

Make sure to stay within your budget. Keep in mind the (PME) Profit Margin Estimator. You don't want to invest too much money in a car if it ends up taking away from your

end profit goals. Also, look in your radiator and check for oil floating in the radiator fluid. Another sign of an internal engine leak.

Noises In Engine. A Cheap Noise VS an Expensive Noise and How To Tell The Difference

If you hear a clicking noise which revs up in speed with engine acceleration, It may be sticky valve's or lifters which can be cured with an oil change and some oil thickening additive.

I recommend using STP. When inspecting a car with a light ticking noise check the oil. If you see that the oil is very black you know the oil hasn't been changed in a while, most likely that's why you hear the noise.

Do not say to the seller "ohh you need an oil change thats why your engine is making that noise" That's a NO NO.

You want to make a big deal about the noise and weave in to the conversation that you're taking a risk in buying the car. This why you can low ball your offer on the car to get it as low as possible.

I bought a 99 Kia Sportage once for \$400 the guy said it was running funny with no power whatsoever. I went to go look at It. By the way, he was asking \$1,000 for it.

When I started it up I noticed a "miss" a miss means that the engine is not firing in all cylinders which gives you a lumpy idle and rough acceleration with no power.

Usually a faulted spark plug or a blown head gasket. But there was no water in the oil, a good sign! If it was a blown head gasket or a major problem you would have water in the oil or oil in the water.

I offered him \$400 cash and during negotiating I told him “Look, I am taking a chance here, I hope it is not a major problem like a cracked head, or a jumped timing belt”. I made the problem seem worse than it was. He took the money in a snap.

I had it towed home with AAA. I recommend getting AAA

Member Benefits Chart
Choose the Membership that Fits Your Lifestyle

Benefit	AAA Premier [®] Join Now or Upgrade Now	AAA Plus [®] Join Now or Upgrade Now	Classic Membership Join Now
Towing Benefit – Across U.S. and Canada	200 miles (one tow per household, auto only, up to 100 miles on remaining tow)	150 miles	5 miles
Rental Car Benefits (with insurance)	Two-day complimentary rental car (standard car class)	Discounted rates plus free one-day class upgrade	Discounted rates
Emergency Fuel Delivery	Free	Free	You pay for fuel
Identity Theft Monitoring CreditWatch [®] Select	<ul style="list-style-type: none"> Free to AAA Premier[®] members Experian[®] Online Credit Report Daily Credit Monitoring Email Alerts Fraud Resolution Support 24-hour AAA Hawaii 	<ul style="list-style-type: none"> Free to members Experian[®] Online Credit Report Daily Credit Monitoring Email Alerts Fraud Resolution Support 	<ul style="list-style-type: none"> Free to members Experian[®] Online Credit Report Daily Credit Monitoring Email Alerts Fraud Resolution Support

road side assistance. They're a very affordable road side assistance program costing about \$120.00 a year. You get many services including 5 free tows a year and you can also add a family member for an additional \$30 a year getting another 5 free tows.

That's the plan I personally have, which gives me 10 FREE tows a year. That is excellent considering that one tow can cost at least \$100-\$200!

Loud Engine Noises

When you hear any loud noises coming from an engine (knocking) and when you rev the engine the noise gets louder - you should know that you have some serious issues.

You may want to step away from the deal unless you know that you can steal the car and have the motor replaced at a reasonable cost.

Example:

I recently bought a 2007 Toyota Camry SE. 87k miles very nice car but problem was that the engine was bad. The seller was asking \$2,500 obo Or Best Offer - I managed to scoop the car for \$2,000 cash.

Money TIP:

You want to be sure to be the first caller and the last caller when scooping the most profitable deals, anyway I was able to get a engine from a junkyard for \$1,500 it was out of a 2009 Toyota Scion with only 23,000 miles on it!

At that point I was in the car \$3,500 without my time and labor. It took me about a day and a half to (r&r) the motor remove and replace the engine. I did it at home in my garage.

The bluebook on the 07 Toyota Camry was about \$8,500 in good condition I listed it for \$7,500 or best offer and got \$7,250 cash a week later for a total profit of \$4,750 in eight days with two days worth of work invested. Wow!

Again, if you don't have the know-how to fix your own cars just simply make connections with mechanics and auto body repairman around your neighborhood and tell them that you may have some business for them in the future. Tell them that you work on cars and sometimes you like to sub out work.

You can usually have an engine replaced for about \$500-\$700 (again depending on the vehicle like Toyota's, Honda's and Mazda's) - mostly any four cylinder Asian cars engines are usually very affordable to repair.

American cars are very affordable too, but not very dependable, in the eyes of the masses. What do you think? do Asian cars have a good stereotype for dependability?

Your profit margin will be smaller if you sub out work, but you can still make hefty commissions.

Air Conditioning Systems

I would say about 30-40% of the cars I deal with have A/C problems sometimes (if you're lucky) all it will need is a simple can of freon.

You can buy these cans of AC charge at any local auto parts store and I'll show you how to do this on video.

Sometimes the problem may be more expensive such as a seized AC clutch, a bad AC compressor, bad evaporator or a dirty receiver drier (which is the AC filtering system). If you're unfamiliar with AC systems you can take it to a local air-conditioning specialists to have it looked at.

Yes, repairing the AC system can be expensive and you may want to stay away from having those repairs done and just selling the car with no A/C saying that you have no idea what's wrong but it might just need a simple A/C recharge.

People will usually think it's something simple. Give them a small discount to entice the purchase and make the sale.

Buying a can of freon and charging the system is well worth a try. Ive had many cars that I have fixed just buy adding a can of freon to the car.

Just make sure the system is not overcharged the usual low side reading is 45 – 55 psi and 225 – 255 psi on the high side. They also have cheap gages that you can buy and they hook up very easily.



Like I said, I'll also go over charging an AC system in the Video Training Formula section for you step-by-step.

Exhaust systems

Some vehicles may have exhaust leaks that come from the exhaust manifold which are the pipes that come out of the motor - very rare. To find holes in the muffler or exhaust pipes you may want to listen to the exhaust system while revving the engine up. Have a friend help you spot the exact location of the noise and leak.

When checking the car you'll most likely hear a "putting" noise out of the exhaust/ exhaust pipes. Jack up vehicle supported by using jack stands with the car running and inspect for leaks.

Most auto parts stores will usually sell exhaust tape which is a metal tape that you can use to cover holes. This is a quick fix for muffler systems but I very rarely see this problem. In fact I haven't had to do this in years.



Small Under The Hood Fixes That You May Need To Perform On a Vehicle For Quick Profits.

- Check or replace spark plug/Wires
- Check or replace air filter
- Check or perform an oil change
- Degrease and Clean Engine
- Check or flush radiator/add new anti-freeze (coolant)
- Clean battery terminals

-Degreasing Engine. Make sure to cover your distributor cap or any electrical connections with a plastic bag.

It's usually not a problem if light water hits them but try not to get electrical components soaking wet. Make sure to start the car up as soon as you're finished washing engine. Close hood and let engine run for 10 minutes and let the heat from the engine steam off the water.

If these quick fixes are too technical for you just sub it out.

Make sure you have a good relationship with a mechanic to get good prices on repairs. If you want to do it yourself I suggest to pick up a Chilton's or a Haynes repair manual at your local auto parts store.

They're available for most cars and trucks. For special manuals check ebay.com or google.com you will find everything you need on-line.

I'll also have most of these videos on "quick fixes" in the Video Training section of the members area.

Chapter 5

The Three Part Auto Rating Guide

I Like To View A Car From Three Main Points...

-The Exterior -The Engine -The Interior

If two of three are good and one needs minor repairs you got a deal or even better yet, if you get a car that has no issues and all you need to do is wash and detail, then that's a SCORE! Anyway, here are the example's

Example #1: Needs Exterior work.

Say you're looking at a 2006 Subaru WRX. The interior is clean the engine is excellent with only 87,000 miles on it, but the body has a few dents, or it may need a panel or two painted.

Then you'll want to look at the dents as cost per panel.

There are seven major body panels on a car.

The Hood, The Fenders, Quarter Panels, Doors, Trunk, Bumper Covers and the Roof.

I do most of my own paint repairs but you may want to look at it like this.

For each panel that has a major dent and needs body work and paint. You're looking at roughly \$300 - \$400 US. for paint repairs per panel. Use that as a negotiating strategy when making a deal.

This price is actually a high quality price. You can get them painted cheaper by shopping around.

Now, when I say major damage I mean pushed in 3 to 5 inches deep and maybe a foot long.

Minor coin size dings and dents are common and usually don't really turn people off, it is just normal wear and tear but, painting panels with small dings are less costly than a panel with major work needed.

You may find scuffs and scratches on the bumper covers of the car. If you see any paint marks on bumpers you may simply rub them off using paint thinner or nail polish remover. Paint thinner is better and stronger but nail polish remover will do.

“The Small Details Make a Big Difference!”

If you take the time and find touch up paint for your make and model and go around the car simply filling in the scratches with paint the car will look 10 times better.

I do this to every car that needs it and it completely gives it a face lift! This will increase your chances of selling because your first impression is the last impression.

You want to get it sold on the first viewing! Just make it look good!

Even if the paint doesn't match perfectly it will wipe out eye sore rock chips and other small defects.

Example #2: Needs Engine Work.

A 2005 Honda Civic nice interior nice body but needs a timing belt and water pump. Off the bat that is about an \$700 - \$800 job - maybe cheaper if you have connections with mechanics.

If you can scoop the car for \$1,200 - \$2,500 I say you have yourself a deal. Many people sell cars that need minor work, leaving you a nice profit to make. Or you may want to do the job yourself. It would probably cost you under \$300.00 in parts including new oil and spark plugs.

Example #3 Needs Interior work.

Ok, so lets say that you are looking at a 2006 VW Bug. The engine has 95,000 miles on it, the AC is cold the body is in excellent condition but the interior needs work.

The headliner is sagging, the vinyl on the door panels are peeling off and the carpet is stained with Cola.

You'll need a interior detail \$60-100. A new headliner and the door panel vinyl glued and repaired from a upholstery shop.

The usual headliner repairs go for about \$100 - \$125. Door panels are quite simple to fix you can easily buy some upholstery contact adhesive and glue loose vinyl yourself. Interior fixes are very affordable. I have had headliners and small rips in seats repaired very quickly and easily.

When negotiating, always make the problem seem bigger than it is. Make like your doing them a favor buy taking the car off their hands. This is how you get the deals.

So if you got the car for \$3,500 and put 500.00 into it and sold it for \$5,800 you make a nice \$1,800 very easily and by having other people do the work for you.

What Is Good Mileage On a Car?

The normal annual engine mileage estimate is roughly 10,000 to 12,000 miles per year in your average urban cities, but if you live in the country I know the mileage can be much higher. Maybe about 15 to 20,000 miles per year, maybe more.

So if a 2009 Toyota Camry is on the market now, what is good mileage? Do the math. Years old X 10k miles = answer. And it all depends on your area.

Sometimes you may get cars at this year with only 30,000 to 40,000 miles. Mostly owned by the elderly.

Like I said, I had a 2004 Mini Cooper that had 31k miles on it! And it was 10 years old! That's why I got so much more over book value for the car when I sold it.

You will always get more for a car with low miles.

I've had some cases where I have picked up low mileage cars like this from the elderly because they just want to get rid of the car.

They don't drive them anymore or don't feel comfortable driving so they let them go very cheaply.

Money TIP:

This is when you will want to sell at a higher price range because of the extremely low mileage.

Always bring cash “money talks” be ready to negotiate, you can always bring your offer higher, so start with a low offer but now too... low to insult the seller.

Just make the offer and go with your gut! You can always bounce back up.

Now, if you go and look at a car and you know that the mileage seems little high for it's year... you might want to ask the seller:

“Was the car was used as a delivery vehicle?”

Or questions like “Why is the mileage so high?” “Have you had any major maintenance mechanical work done on it?” Such as timing belt, spark plug wires or transmission filters and breaks. Any services or flushes?.

Here's another example of a low mileage car that I recently purchased. 2007 Suzuki Grand Vitara (retail book value on it was about \$9,800) it only had 37,000 miles on it.

I got the car from a military couple that was in the process of moving and they told me that they had purchased the car a year ago from a elderly person and that it was a one

owner car. It sure looked like it was. the title was clean of course and overall it checked out fine.

When you hear things like that, it's excellent news for you. They were really in a rush to move.

It was a Sunday night and they were leaving the next day so I jumped on it asap. Although was it was a little far from my house maybe 40 miles...

I managed to jump on it and negotiate. They were asking \$6,500 (Keep in mind that the trade in good value was \$5,675) and it was already priced at a good deal considering the extra low mileage.

It was about 10 PM I closed the deal for \$5,700 cash (\$800 lower than the asking price). The car was very clean in and out it had 37,000 miles cold AC all it needed was a light detail.

I sold it five days later for \$8,200 cash. Private party value in good condition was listed at \$7,525. Why did I get \$8,200 so fast? Because of the LOW miles and the way that I wrote my ad. Here it is below:

So within 5 days I made \$2,400 cash. I spent \$100 for a complete mobile detail. A guy came out, spent 3 hours on it and fully detailed it. Interior, exterior and even the engine compartment.

During that time, I was on the computer searching for my next deal. Total time that I personally had in the deal was the buying and the selling of the vehicle. I say 2.5 hours.

2007 Suzuki's Grand Vitara - Only 37K Miles - Must Sell Moving!

Hey, guys I'm selling my totally dependable road runner Suzuki Grand Vitara.

Easily driven and elderly owned. I'm in the process of moving and I need to sell it asap. No low ballers and serious only. Call or send me a text to take a look at it.

I've been getting a lot of calls lately. I know that it will sell pretty fast. Thank you!

- Only 37k Miles
- Automatic, Cold AC,
- All Power/ Keyless Entry
- Am, Fm, CD Stereo.
- Runs Excellent, Like New.
- New Tires (paid \$750)
- Current Papers
- Non smoker
- Moving Must Sell By End of Month!

Get this dependable little truck before you miss out. It's very clean and runs excellent. Non smoker.

Retail Blue Book \$10,800

Asking ONLY \$8,900 obo

Call Tony at: 555-777-9999

(Of course I had a few more pictures but here's one).



I find it ok to inflate the retail value a little to make your asking price a little more easy on the eyes.. Just don't over do it. \$500-1,500 is fine on newer cars.

Chapter 6

The PME (Profit Margin Estimator) In-Depth

Before negotiating a deal, you need to know the value of the car that you're looking at. You need to know all of the values. Dealer and retail and... what you can list it as that will also make it look attractive in price.

You will be using my method using the Kelly Bluebook as your (**Profit Margin Estimator PME**). You can use the online version, or the book, or both.

We will use the Suzuki Vitara above as an example for this PME.

2007 Suzuki Grand Vitara

Now, when looking at the Suzuki in the bluebook, make sure that you are in the correct year (2007) and you have the correct model: Grand Vitara V6 (non 4wd) the basic model.

This deal was done in early 2014 and I want to show you how to bid with lower mileage cars.

The (PME) values shown here are from the Sep 2013 KBB Values

First I want you to look at the **Dealer Trade In Value**, They have a **Good** and **Very Good** pricing. This is the price that you can expect a dealer to buy your car for.

Sometimes for more or less. It depends on each individual car which will take into consideration the vehicles mileage and overall condition.

So as of Sept 2013:

Dealer Trade In Good Condition is \$5,675

Very Good is \$6,075

Private Party Good Condition is: \$7,525

Retail (what you can expect a dealer to sell for) is: \$9,775

Now, all this does is give you a BALLPARK number to work with. It's not set in stone.

If you have a car that's in exceptional condition or has very low mileage like my Suzuki, then you can bring up your prices like I did.

I said that the retail was \$10,800. You ask where I got that number? I simply just added about \$1,000 to what the book's listed retail was because of my low miles.

Dealer Trade-In Values.

Remember, just adjusting accordingly if you have a newer bluebook, (redbook or blackbook) if outside of the USA.

This information is truly timeless and can be applied 5-10-15 years from now. Nothing changes but the numbers and if you have a current bluebook or are checking online, then your perfectly fine.

Good Condition and Very Good Value - over on the left says \$5,675 and \$6,075 in my 1 year old bluebook. It will probably be lower if you actually look this up now.

Your goal is to buy in this price range or as low as possible. I bought this car in 2013.

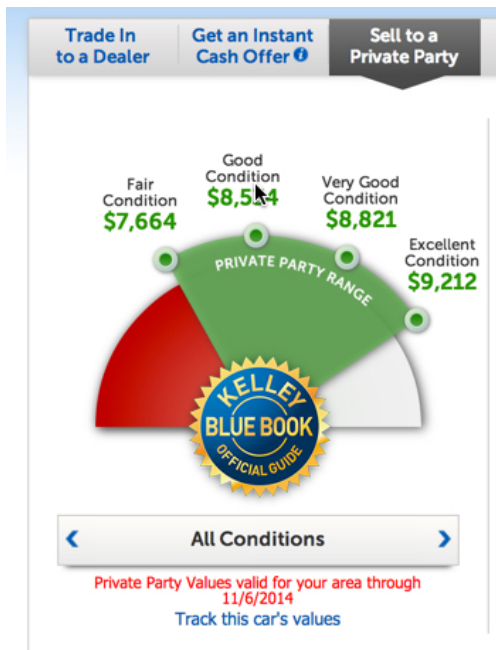
This is the best method that I created for myself from my early days. You want to buy at the (Trade in good Value or lower). You might want to pay a little higher if the car is in excellent condition with low miles.

This trade in value is what a dealer might pay you if you were to trade your car in for a new car at the dealership.

I said this is what they Might Pay, not will pay. Of course, they'll like to pay you as less as possible. I have never traded in a car so I can't give you an experienced answer on this one but I have heard stories from people that dealers don't give you too much for trade ins.

Next, you'll want to look in the bluebook (physical or online where it says **(Private Party Value Good Condition)**).

As of September 2013, it says \$7,525 this is what everybody sees if they ever look up the car's value on Kelleybluebook.com or in the consumer bluebook.



The same bluebook that you're using to get your PME.

I like to sell cars below the (Private Party Value Excellent Condition) and you can see these prices online or the image on the side here as an example.

I will ask a higher price if the vehicle is an excellent car with low miles!..

Usually in between the (Private Party Very Good and Retail Excellent Value) To test the market. If you get many calls then sell it. If not then gradually lower your price until you blow it out. Depending

on how quickly I want to sell, I'll lower the price of my ad every 3 days to a week by a few hundred dollars.

This way you really have a competitive advantage for blowing the car out as quickly as possible.

Other people may be asking \$5,000 - \$4,800 for the car and you come up and put it in for \$4,250 obo while applying a sense of urgency in your ad.

That will really get your phone ringing off the hook.

Depending on the vehicle's condition you can price it below or above the private party values, just do a little market research and see what other similar cars are going for and you'll want to try and compete by giving a better deal.

Yes, there are slow weeks and great weeks...

Do not be discouraged if you're sitting on a car for more than two to three weeks. If you have the budget, you should be sitting on 2 cars at all times anyway to give yourself a better chance to sell one in rotation.

I saw this 2005 Toyota Corolla S, in mid 2012 priced at \$5,800...it had about 85,000 miles on it. I knew it was an immediate deal, I knew that if I even gave them the full \$5,800 that they were asking without any negotiating I could probably still make an instant \$1,500 - \$2,000 on it. The more I bargain lower than \$5,800 the more profit in my pocket!...

So getting it for \$5,200 was not a bad deal! You may be asking... “Tony, HOW did you get it so cheap?”

Well, it did need a front fender and a headlight. Basically \$400 in parts and material. So with that, I was able to negotiate and lower the price an additional \$600 bucks.

I ordered the parts online and it literally took me a half day to paint the fender and install both the light and fender.

If you're not auto body and paint savvy, then you could have easily bought the fender and took it to your local auto body shop (of course you'd want to find a place with the best deal and get pretty good work quality) You'll have to spend a few hundred more to get it fixed, but still, you would make a profit in the thousands.

In fact, there are a LOT of guys who just do this. They buy cars with light to medium body or mechanical damage, get them repaired at cheaper Korean or Asian body shops and still make a killing. They forge and build a good relationship with these shops and keep going back to them. It's a win-win.

Again if you have an interest and want to do your own auto body and paint work on your cars, check out my other popular course on auto body here:

<http://www.learnautobodyandpaint.com>

Anyway, I made a cool 2,000 on that Toyota deal rather quickly. And Like I say, if you want to sit on your cars longer and make more money, you can.

I know that if I sat on that Toyota for a few more weeks I would have probably made an additional \$800 bucks. I know it. But I would rather get rid of it quick, make the buyer super happy and move on to the next. It's your choice on how you want to do this.

My father does it the opposite way from what I do. He would be firm on his prices, sit on the cars longer and make more money on each sale.

Once he sat on a classic car for 6 months, then one day out of the blue a lady was walking by his apartment complex and seen the car and fell in love with it. She offered to buy it for his full asking price on the spot! I think he sold it for \$17,000 cash.

He had a for sale sign on it and she took it without negotiation. She said it was for her husband and he had that car when he was a kid. I think it was a 1954- 1955 Chevy.

Negotiation

When negotiating with somebody in person and when looking at a car, you never want to rush anything. Stay calm, just like a poker game, you need to keep your bluff.

Even if you're serious, and you LOVE the car, you even have cash in your pocket - **never looked too excited.**

Always feel the seller out. I always ask, "what is your best price if I gave you cash right now?"

Then they usually come down a couple hundred bucks instantly or they'll ask you for an offer.

This is when you need to ask extra questions like...

“have you done any maintenance work to it?” “Are there any problems with it?”

Double check everything, ask the same questions twice ...not right after the same question but later in the conversation.

Make them prove to you that they are honest.

Ask... “is the title clear?” (of course you'd want to have already done this on the phone before seeing the car in person because you don't want to waste your time looking at a SLVG car).

Point out small fixes that you would like to do if you decide to buy it.

“ohh...it looks like it needs a ?????” or “this dent over here I know my wife wont like” ...etc. Use other people like your wife or brother, sister...etc for stories.

“I am buying this car for my sister she'll be in town next week and I know she will want this painted etc...”

From there, I take it down starting from at lower offer...

Not too low to insult the seller but just enough to create a deal between us, a win-win situation. Check the (PME).

Depending on how bad they need to get rid of it you can make an instant deal. Find out their story for selling and ask why they are selling.

So for the Toyota that I wrote about above, in the ad it said they were asking \$5,800 and told me that they would take \$5,600 cash when I had asked them in person for their best price.

Already, that's an extra \$200 in my pocket.

After hearing that they said they'll take \$5,600 I made a smirk on my face and kept looking at the car... showing that I wasn't happy with the price.

By inspecting it and taking my time walking around the car letting them think that maybe \$5,600 was still too high and letting them question themselves if the \$5,600 was it the right price or not.

You need to let them think too!... Take your time, sneak under the hood, ask more questions, even if you know you're already getting a deal, stay calm because every hundred that you can take off the top is all extra gravy in your pocket.

This is the art of negotiation. Hey, I know people who do this with Real Estate, chopping off a whopping \$30,000 - \$40,000 and more off of a single deal.

That extra \$200 or \$300 you take off can be a night out with friends or family to dinner. Think of it that way.

So I said “Look, I like the car, I'm getting it for my wife - money is tight for us right now. I'll give you \$5,200 cash right now! And held my breath.....

Great thing they said ahhh ...OK! Because I couldn't of held my breath that long. You need to take chances.

Sometimes you need to make the offer and walk away. You might not want to walk away but doing so makes you much more stronger and confident.

Sometimes you'll get the seller calling you back while you're walking away or when your in the car 5 min away only finding out that the seller wants to sell the car to you.

Then you go back and get your deal! This has happened to me quite a few times.

TIP:

When you make an offer in person always tell them that you'll give them \$x,xxx amount.

Not, ”will you take \$x,xxx amount?” Why do you think I’m saying this?

You don't want to give them a chance to say NO.

If you ask them, “Will you take \$x,xxx? amount” You give the seller more of a chance to say NO. But if you say “Look, I'll give you \$x,xxx amount” you’ll be in charge of the offer and you’ll have a better chance of getting it on your terms.

Here is another example of the (PME) Tactic:

2008 Nissan Sentra GXE.

Look in your Kelly Blue Book under Nissan, you will see the year at the top of the book.

Once you get to the 2008 Nissan Sentra standard model.

1st. You want to look at the (Trade-In Good) Value. It should say \$7,150 if you're using the late Sept 2013 blue book like I'm using right now as an example.

Remember, the prices are not important right now, it's where to get the prices so you can get an average of what the vehicle is worth. So if you're using a newer book or an older one you'll probably see different prices from what I see right now. You can also do this online at kellybluebook.com

Body Type	VIN	List	Trade-In		Pvt-Party Retail	
			Good	Very Good	Good	Excellent
2007 NISSAN						
3.5 SL Sedan 4D	BL21E	29015	12000	12600	14500	18100
MAXIMA—V6—Equipment Schedule 4						
WB. 111.2"; 3.5 Liter						
SE Sedan 4D	BA41E	28665	8775	9275	10800	13650
SL Sedan 4D	BA41E	30915	9800	10350	12050	15150
350Z—V6—Equipment Schedule 3						
WB. 104.3"; 3.5 Liter						
Coupe 2D	BZ34D	28515	10000	10550	11700	14200
Enthusiast Coupe 2D	BZ34D	30600	10350	10900	12100	14650
Enthusiast Roadster	BZ36A	37175	11550	12150	13450	16350
Touring Coupe 2D	BZ34D	33200	10950	11500	12750	15450
Touring Roadster 2D	BZ36A	39525	12150	12750	14150	17100
Grand Touring Coupe	BZ34A	37725	12650	13300	14650	17750
Grand Touring Rdstr	BZ36A	41875	12850	13450	15000	18150
NISMO Coupe 2D	BZ34D	38695	****	****	****	21300
2008 NISSAN — (1N4,JN1or3N1)(BC11E)—8—#						
VERSA—4-Cyl.—Equipment Schedule 6						
WB. 102.4"; 1.8 Liter						
S Sedan 4D	BC11E	14170	6275	6700	7925	10150
S Hatchback 4D	BC13E	14270	6475	6900	8175	10400
SL Sedan 4D	BC11E	16120	6850	7300	8600	10950
SL Hatchback 4D	BC13E	16470	6875	7325	8625	11000
Manual, 6-Spd w/Overdrive			(425)	(425)	(565)	(565)
SENTRA—4-Cyl.—Equipment Schedule 6						
WB. 105.7"; 2.0 Liter						
S Sedan 4D	AB61E	17730	7150	7625	8950	11350
Manual, 6-Spd			(450)	(450)	(600)	(600)
SENTRA—4-Cyl.—Equipment Schedule 6						
WB. 105.7"; 2.0 Liter, 2.5 Liter						
Sedan 4D	AB61E	16375	7025	7475	8725	11050
SL Sedan 4D	AB61E	19305	7600	8075	9475	11950
SE-R Sedan 4D	BB61E	20305	8775	9275	10600	13150
SE-R Spec V Sedan	CB61E	20805	9300	9825	11200	13950
ALTIMA—4-Cyl.—Equipment Schedule 4						
WB. 105.3"; 109.3" (Sed); 2.5 Liter						
2.5 Sedan 4D	AL21E	18855	9050	9550	10650	13000
2.5 S Sedan 4D	AL21E	21630	9550	10100	11200	13650

2nd. Look to the right and view the (Retail Excellent Value) which is: \$11,300 in my book.

This is what the Dealer would ask for the car if it were in Excellent condition. You Never want to sell at this price unless you don't want to sell the car. Just use it to market your vehicle and I show you how to do that in the ads.

3rd. Take a look at the (Private Party Good Value) \$8,950

Now that you know the most important part. Your Price points.

80% of the time I list my cars for sell BELOW the (Private Party Good Value) using the RETAIL price to compare it with to make it look like a great deal and way lower than retail pricing.

2007 NISSAN

Body Type	VIN	List	Trade-In		Pvt-Party Retail	
			Good	Very Good	Good	Excellent
3.5 SL Sedan 4D MAXIMA—V6—Equipment Schedule 4 W.B. 111.2"; 3.5 Liter.	BL21E	29015	12000	12600	14500	18100
SE Sedan 4D	BA41E	28665	8775	9275	10800	13650
SL Sedan 4D	BA41E	30915	9800	10350	12050	15150
350Z—V6—Equipment Schedule 3 W.B. 104.3"; 3.5 Liter.						
Coupe 2D	BZ34D	28515	10000	10550	11700	14200
Enthusiast Coupe 2D	BZ34D	30600	10350	10900	12100	14650
Enthusiast Roadster	BZ36A	37175	11550	12150	13450	16350
Touring Coupe 2D	BZ34D	33200	10950	11500	12750	15450
Touring Roadster 2D	BZ36A	39525	12150	12750	14150	17100
Grand Touring Coupe	BZ34A	37725	12650	13300	14650	17750
Grand Touring Rdstr	BZ36A	41875	12850	13450	15000	18150
NISMO Coupe 2D	BZ34D	38695	****	****	****	21300
2008 NISSAN — (1N4,JN1or3N1)(BC11E)—8—#						
VERSA—4-Cyl.—Equipment Schedule 6 W.B. 102.4"; 1.8 Liter.						
S Sedan 4D	BC11E	14170	6275	6700	7925	10150
S Hatchback 4D	BC13E	14270	6475	6900	8175	10400
SL Sedan 4D	BC11E	16120	6850	7300	8600	10950
SL Hatchback 4D	BC13E	16470	6875	7325	8625	11000
Manual, 6-Spd w/Overdrive			(425)	(425)	(565)	(565)
SENTRA—4-Cyl.—Equipment Schedule 6 W.B. 105.7"; 2.0 Liter.						
S Sedan 4D	AB61E	17730	7150	7625	8950	11350
Manual, 6-Spd			(450)	(450)	(600)	(600)
SENTRA—4-Cyl.—Equipment Schedule 6 W.B. 105.7"; 2.0 Liter, 2.5 Liter.						
Sedan 4D	AB61E	16375	7025	7475	8725	11050
SL Sedan 4D	AB61E	19305	7600	8075	9475	11950
SE-R Sedan 4D	BB61E	20305	8775	9275	10600	13150
SE-R Spec V Sedan	CB61E	20805	9300	9825	11200	13950
ALTIMA—4-Cyl.—Equipment Schedule 4 W.B. 105.3"; 109.3" (Sed); 2.5 Liter.						
2.5 Sedan 4D	AL21E	18855	9050	9550	10650	13000
2.5 S Sedan 4D	AL21E	21630	9550	10100	11200	13650

PME Example:

Lets say you're looking to purchase a 2004 Toyota Rav-4. 2WD

Say you look at it and see that it needs the hood painted and a detail. Your looking at about a \$400.00 - \$500.00 investment.

The sellers are asking \$7,500 for it.

Here are the PME numbers.

Trade in Good: \$6,250

Private Party Good: \$8,150

Retail: \$10,550

What is a good price for you to buy it for to make \$1,500 on it?

Say you listed the ad like this when it was ready to sell:

04 Toyota Rav-4 Runs Excellent yada yada yada... This is an example ok so bear with me here.

You have your ad content here:

You have your ad content here:

Must sell!

Retail \$10,550

Asking Only \$8,900 obo

Call me at 888-8888

So if you planned to sell it for around \$8,500, list it higher like I did to give you buyer some room for negotiation.

Plus if he got you down to \$8,500, you got what you anticipated anyway. This is what you need to do every time. You need to already have sold it in your mind.

Your bottom line price in your head. Mine was \$8,500. Not too high, not too low, a good price.

Now this couple is asking \$7,500 for it right? and it could use a \$500 investment.

So, I know that retail is \$10,550, private party good \$8,150 if it's in better condition, you can raise it up an extra \$500 or more.

And you know that this car in good condition (which you will be sure that it is) can sell for \$8,500 without a problem.

Now it's a matter of getting the car for less than \$7,500 right?

I would start the game at \$6,000. But first, I'll see what they will lower it down to.

Say. something like... "I like the car, it needs some TLC, some paint, and I do have another one to look at later today...what's the best you can do if I paid cash right now...?"

They may shoot out the gate with \$7,000. And if they do... play the game more...

Give them a big SIGHhhh. “Well, listen I really want the car and I only have \$6,300 on me right now”

...Then you wait. And be prepared to walk away at that point. See their reaction. They may grab it, they may not.

If you really want it, I would make the “phone call” call your friend or somebody and talk to them about it for a bit.

Or head over to your ride if somebody went with you to look at the car and ask them to give you the extra \$200 to get the deal.

Most likely this was your money (that you gave to your buddy before you planed to look at the car) anyway.

...you can always come back and said, look, my bother said he would give me an extra \$200. I have \$6,500. Let's close the deal right now. Then you either hit or miss at that point. Don't feel bad if they don't budge.

You'll get a better deal on the next one. It's always like that. Seriously. You may be bummed out that you didn't get it, but keep looking a better deal arise. They always do.

Say they did say yes and you got the Rav for \$6,500 which is still a little high in my opinion, but you can still make money on it.

Total invested for \$7,000 with your 500 in repairs.

When you go to list it, you can even start high just to test the market!

Start your ad at:
Retail \$10,550
Asking \$9,700 or best offer!

Remember, nothing is set in stone. You may surprise yourself oneway and get a buyer who want's it for \$9,500, then what have you made? ...a cool \$2,500!

I've done this many times and made 4,000 profit on a weekend. It all comes down to how low you get the car for.

Exercise this and buy and sell 5-10 cars in the local private party market. Once you do this, I think you'll have a good feel for buying and selling in general and you'll know hoe to use the PME. the goal is to make money at this point.

Then once you feel comfortable at this, hit the auctions. If you know how to buy, you can really get the deals there.

Go where it takes you. You may want to get big and get a dealers license. But be prepared, once you do that, THEY will keep more of an eye on you. I prefer to stay small.

All cars and all deals will be different. These are just a few examples to get your mind working and to see how you can estimate your profit margin before you actually invest your time and money in each vehicle.

Your local market might be different. As long as you scan the papers and Internet for deals you will know what cars go for what prices and you will start to learn the market prices on cars.

PME Review - Never Loose Money!

By using the (PME) when buying and pricing to sell your cars you will never lose money.

Use this method as your guide in buying and selling. Remember, I like to sell my cars below Retail Excellent Value always! And you should too.

Price them between Private Party Good and below if you have the margin.

If you have a Excellent car with low miles try to sell it between the (Retail Excellent Condition Value) and the (Private Party Good or Excellent Value).

If the car that you have is in good condition try to sell below the private party good value. This will make sure you sell the car fast -

Or you can do like others do and ask higher prices and sit on the deal a little longer. Like I said the choice here is yours.

Be sure to buy low to give yourself enough room to profit when selling at or below the private party excellent value. If you sell your vehicle near or at the 'private party' value ranges you know that you'll make money guaranteed.

You can also start and ask higher prices like I did in the Toyota example above. You can always drop your prices. Start high to test the market then drop your prices every three days and see if your phone calls start to come in.

Even if you make a quick \$500.00 - \$1,000.00 take it and roll it into the next car to make more money.

Time is money. Save 50% of all your profits to invest in other money making vehicles.

Once you see what types of cars sell best at a specific price range you'll know the market and become even more confident in buying and selling and soon you will master it.

It's like anything else, the more you do this the more it will become natural for you. Remember to take action and just do it. If you listen to how I teach you to buy, you should not loose any money.



Chapter 7

Negotiation Tactics When Buying and Selling

Making Money On The Buy:

When it comes to successfully making money on any car, it boils down to one thing. Buying the car as cheap as possible...or even better, getting it for FREE.

That's essentially where the free money comes from.



There are many ways and places to get cars at a very low price or even for free. Again, I always say, keep your eyes open. Open on the street open on the net and open in the papers too. As of now I have actually scored about 15 – 20 free cars. I don't know the exact numbers but it is somewhere near those numbers.

I've even put notes on cars that I've noticed sitting in drive ways, parking lots and on the streets for a long time.

A simple card that says "Hey I am interested in your car, please call me (phone number)" Sometimes people just don't have the time or the know how, to sell a car and they just do nothing with it and let it sit and rot in their driveway or on the street in front of their house.

They even let tow companies pick up the car and give it to them for free, yes free!



Tow companies are another great secret resource where I pick up cheap or free cars.

I have a few tow buddies and they

actually hook me up with cars for a few hundred bucks, sometimes free! even if you sell a free car for \$500 bucks, it's \$500 in profit.

You need to be serious and start making friends in the industry if you are looking to making money with this long term. It will only become easier and easier to scoop deals.

I had a friend whose uncle left town and he had a nice Triumph Spitfire that he just gave me for free. He had ordered a new interior set for it too. It cost him \$300 and he insisted me to take the car for free. I felt bad about

getting it for free so I gave him the \$300.00 that he paid for the interior kit.

I painted it blue. It took me about 2 days for paint prep and I sold it within 2 weeks for \$5,000 cash.

The guy who looked at it fell in love with it and paid me on the spot. I was so surprised of the quick sale I sent my buddy an extra \$500. I had made 4.5k in only 2 days, I was Happy! ...and so was my friend!

When buying a car calculate the cost for repairs as best as you can then make your offer and bid.

NEVER get on a emotional high and over pay for a car.

I've learned the hard way and paid too much for many cars in my early days. Never go over your final bid price - just stick to your guns, most times the seller will call or email you back for you to buy the car, and at that point you are in control.

If the seller calls you back in a day or two because nobody wants to buy his overpriced car thinking your offer was low until he got lower offers on it you are now in control.



You can easily make up a story saying that you're looking at another car and...maybe your initial offer to him or her might of been too high anyway...

Then offer the same seller a little less for the car, and a lot of times, you can still get the car. This way you get an even better deal. You'll see this happen to you at one time or another for sure.

“Getting Paid On Your Terms”

When it comes to getting the price you want, you must know how much profit you'll be happy with in the end.

I usually say to myself, if I can make a quick \$1,000 - \$3,000 per car I'll flip, just let it go.

Even though I know I could make a little more profit if I waited for a few more calls, showed it to a few more people or waited a few more weeks.

Timing and speed is everything. Keep moving and keep searching for deals. Flip faster. You'll get what you want.

Buyers will be silly happy that he or she got a DEAL and everyone is happy! Try to create a win-win situations.

This is why I like to try and sell below the private party excellent condition values.

The buyers check the blue book and see that they are getting a deal while your profiting \$1,000 - \$2,000 per car.

“Negotiating Over The Phone”

You'll often have people call you to make an offer for your vehicle over the phone on a car they haven't even seen.

When people do this to you don't take them seriously at all. They're just tire kickers and lookie lous. They are not serious - I usually say...

“how can you make me an offer, if you haven't even seen the car yet?”

They usually reply with something like... “well \$2,000 is all I have and I wanted to know if you would take it?”

If this was for a car that I put on Craigslist for \$3,500 obo I simply say that I already have an offer for \$3,000, are you still interested? They usually say no and hang up.

Sometimes you'll get people calling you offering you crazy amounts of money. I had one college girl call me when I was selling a car for \$4,500 and she said she has \$1,000 in cash.

I said... “why don't you go look for a car in that price range - I already have an offer for \$4,000 thank you goodbye”.

This is how you weed out many of the tire kickers so you don't waste your time on showings. Try to get rid of them on the phone call or email and text stage first.

Say... you have a car for sale at \$4,750 and you know that if you got \$4,500 personally, you would be happy.

Then you'd want to tell callers that you just got an offer for \$4,200 and you are trying to get a little more and that the car is worth it. It is in excellent condition, the AC is cold and blah blah blah...whatever the hot points are on that specific car you're selling.

When a potential buyer calls, you must pay attention to their voice and enthusiasm. Try and listen to their questions and concerns about the car that you have for sale.

If you hear a low voice low enthusiasm person most likely you know that they are tire kickers. You will get many people calling you and actually say that they will call you back and even make appointments to see the car and never call back or see the car ever.

This is just part of the game, there will be a flake rate. Just like anything else people flake out on decisions. Every minute people change their minds for no reason at all.

You could have the best car deal, the best little beater in town and get a person who is so serious, even give you a deposit after a test drive and never hear from him again. Well, thanks for the free money.

I've had a guys give me a cash deposit for \$300, \$500 and flake out.

On the contract I had wrote that there will be no refund of deposit because I will turn other potential buyers down to show the car. I would be losing money.

When making appointments make sure to tell the person to confirm the appointment and hour before your meeting.

This way, you know that the buyer is on the way and you don't need to drive to the meeting location or wait outside your house for 30 minutes for nothing.

Example phone call questions that you can use to learn more about your vehicle:

Hi I'm calling about your 2006 Honda Civic...

1. How many miles are on it?....(remember 10-12k a year is average) unless the car was used to travel really long distances.
2. Is it a clear title or a salvage title? (of course a clear is best). I recommend not buying salvage title cars from private party sellers unless you plan to keep it for a while and know exactly what kind of damages it had.
3. Are there any problems with the car?
4. Does the AC work?, are there any oil or water leaks?
5. How are the tires, the brakes etc...?

6. Are the papers current, registration, safety, smog inspections?
7. How is the interior clean, dirty?
8. Finally, you'll want to ask if they have gotten any offers on the car yet. They might try and fake you out with a number, but don't take any number seriously at that point.
9. Are you negotiable on the price a little? I ask this sometimes, not always. Just go on your gut.

If they say yes and they are negotiable, then ask how much they're willing to let it go for...

If they hit you with a price - don't take it seriously, if they say no, don't worry, you can still schedule a time to look at it and make a cash offer.

You always want to try to be the first person to look at the deal, you'll have a better chance to negotiate and grab the deal.

I've scored many deals this way. be the first to look at it, the first to negotiate and the first and last one to close the deal.

It's a lot easier when you're out in the field and actually doing this.

The reason why I say not to take the price that the seller just quoted you too seriously is because this is how you'll also play the game to weed out tire kickers when your selling a car. Think about it... That's what there probably trying to do.

Say, someone calls you for a car that you're selling and asked you if you got an offer on it...

I usually say yes even though I haven't, to make it appear that the car is going to move fast if they don't take action on it soon.

For example, say that I'm selling a 2004 Toyota Camry for \$3,995 obo and I have a total of \$2,200 invested in it.

If I get asked by a caller ...if I had gotten an offer on it, I would say yes that I just got one for \$3,200 and would like to get a little more for the car and it is still available.

While on the phone, I would continue to sell the car...I would mention that it has new tires, and that it runs very good.

I'll mention that I've been getting many calls on it and ask if they would like to see it. I might even say that I would consider letting it go for around \$3,500.

Most likely if they come to see it for \$3,500 then it means that you have a serious buyer on your hands and may want to negotiate when it's time.

By taking off an extra \$100 when dealing you might just make their day. For a sale of \$3,400 you've made a quick

\$1,200. Of course, you can play with the price points and make more or less. It's really all up to you and your personal goals.

When you know the market value of a car and you know that your asking price is already a deal, you'll be in control of the asking price and get what you have in mind when it's time to sell.

This is when you know that you're starting to master the game. When you can give the buyer a discount on the price of the car and get what you wanted in the first place.

The buyer feels like he got a super deal, you came down a few hundred to be cool and you got what YOU wanted all along.

This is why you must study the market. Gain the sense and know what your car is worth. Offer a competitive price and you'll always sell them fast!

Sometimes I probably could have sold a car and made an extra \$500 - \$1,000 on it easily if I waited.

I usually have goal in mind saying to myself "I'll be happy if I make X on this car".

The game is a numbers game. The better the deal you have for the buyer the quicker it will sell, which leads to more turn around power. You can quickly double your money every month or week depending on how good you get with this.

One Month I needed to make some money fast to pay some bills, I simply sold 5 cars in one month by starting with a car that I purchased and had a total investment of \$2,500 into it. It rolled into \$4,000 (Boom, \$1,500 profit)

Then I bought 2 more cars with that \$4,000 sold one for \$3,500 and the other for 3,750...(Boom, turned \$4,000 into \$7,250) Profit of \$3,250

Then, I did it again, I got 2 more cars under \$2,500 each for a total investment of around \$5,000 both cars (car price and repairs included)

And sold those. One sold for \$4,000 and the other for \$4,800. I made about \$3,800 profit from both cars.

Let's do the math. I flipped 5 cars. I made:

1,500 on the first one

3,250 on the second set. And...

3,800 on the last two cars for a total of

\$8,550 Pure profit.

...All starting with \$2,500. Let me say that again, I had a total capital of \$11,050 starting with \$2,500!

I ended up making a profit over \$8,000 that month. Remember this was all part time...I don't think I had a weeks work in all cars.

A weeks time meaning 8 hour days 5 days a week totaling 40 work hours.

This is why I say, stay in the \$3,000 - \$5,000 selling price range. It's the best overall price range to buy and sell at.

You'll have people calling you consistently. With the right car, good mileage and a attractive ad with a sense of urgency built in, you will sell cars quicker and I'll show you how to write killer ads in a little bit.

I always try to sell a few hundred below the (Private-Party Excellent) condition value. Unless you have a top shape low mile in demand car, why not ask top dollar? you can always drop the price down as you go.

You can always test your market by asking high at first then lowering the price of the car every few days or so.

Sometimes I'll drop the price \$100 every other day until I start getting more calls.

There was a car that I did a few years ago, it was a Chrysler PT Cruiser. The mileage was a little high 122k miles, he was asking \$3,800 which was a good selling price. I ended up buying it for \$3,200 and invested \$400 into it for minor repair.

A mistake it was!

This is why I'll tell you not to buy on emotion. Just because it looks cool or you always wanted one does not justify you buying it.

Always ask yourself why am I doing this? I've made many mistakes because of buying on "cloud 9" the emotional high. I sat on the car for three weeks trying to sell it for

\$4,250 obo. I finally got \$4,100 which meant that I only made \$500 on it.

It was not a loss but not a great investment considering the time it took me to buy a fender and paint it. It was like doing a paint job.

I simply paid too much for the car, the ideal buying price would have been around \$2,000 - \$2,800. in order to make a profit that was worth the time.

Hey for you \$500 profit might be a great goal! But as you get better, you'd want to try and make at least 1,000 per flip. Then it makes it all worth it. Do a few a month and you'll have a nice extra income.

Leaving Emails & Voice Messages

1. When replying to ads on craigslist you will see a URL like this sale-q3veh-1219284801@craigslist.org just copy and paste it into your mail box and write a simple letter such as..

“Hi I am interested in your 07 Ford Focus please call me at 888-888-8888 Thanks,

Tony.”

I usually do this for ads that don't have any phone numbers in them or when it's late at night and it is not the best time to call the seller. You can also just text.

By being one of the first in their email box, chances are they will call you first thing in the morning and you'll have first crack at the deal.

If they do have a number and you get a voice mail just simply leave a message like this...

“Hi, I'm calling about the xxxxx if it's still available please call me back at 888-888-8888 I have a few questions and might want to look at it. Thanks, my name is Tony”

Again, you can always just phone text nowadays.

Just remember that you may not get calls back within the next day or two. Sometimes I get calls a week later for cars that I emailed or called and I have no idea what car they're talking about.

If this happens to you, just say, “I'm sorry what car was this and how much are you asking for it again? Sorry, I was calling a few sellers”

Then begin to ask about the car. You'll begin to have people call you about cars that you inquired on weeks or days ago.

When you're at this stage, you're basically just planting the seeds for deals.

Then gather the information either in your head or if you are not sure about the PME on the spot tell them that you will call them back in 10 minutes and that you're a little busy at the moment.

Get the PME values down then ask more questions and you may want to take a look at it.

“Types Of Sellers, ...The Peoples Game”

There will be many types of sellers that you'll end up talking to and meeting once you begin to look for deals.

The ignorant seller who doesn't know crap

The first type of seller is the one who doesn't know crap about cars and doesn't even know the real value of their own car.

They might price it way over bluebook or way under bluebook values.

When you spot the kind of seller who prices their car way below bluebook value, you want to make sure to jump on that car asap!

Get it and move on, and get the deal. Do whatever you need to do to close the deal and get the car home before he starts to get a boat load of calls on it, then realizes that he had priced the car way too low.

TIP:

Never leave a deposit on deals like this. Always bring cash and close the deal asap. Get the title and take the car home immediately. Even if it means leaving your own car down the street just arrange to pick it up later. A done deal is a done deal. :)

This is why I'll urge you to use a simple Bill Of Sale just to cover your butt if something ever comes up.

The overpriced seller

The second kind of seller, the seller that over prices his car like he's on drugs... and he has no idea where he got the price from.

Maybe he's pricing it high because he invested hundreds or thousands of dollars into a low valued car and thinks he can get his money back.

Yeah right. He will be sitting on his car for a long long time.

You'll want him to sit on the car for a few weeks and as you see his price dropping in his advertisements. You might want to give him a call and find out what the story is.

Maybe you can scoop a deal. As time goes on, days and weeks... sellers change their minds.

Think about it.

I've had times where I was selling a car one week, turn down a (not too bad offer) then end up sitting on the car for a few weeks beating myself up because I could of sold it weeks ago if I wan't greedy. ...”Now, I'll be happy if I got offered that price again... then finally selling it lower than my original offer because of just wanting to get rid of it.

It happens. So, don't be greedy.

The desperate seller

The next seller is the desperate seller and really knows what the car is worth but advertises it for a super steal just to get rid of it asap.

This is why I'll tell you to stay on top of deals online or off line. If you snooze you lose, these are the sellers where you can make an easy \$2,000 - \$3,000 dollars off the car without doing much.

Maybe a wash and a detail. These deals really do come along. I say you will get one every few months if you stay persistent.

“Types Of Buyers, The Peoples Game”

Just like many sellers that you converse with, you'll have a gang of weird buyers calling you for a deal.

You'll get the caller who's slow talking with a 'not so sure attitude' when asking you questions about the car then all of a sudden turning into an extremely responsive buyer.

Try to excite the caller by saying YES it's a great car, the AC is super cold, nothing is wrong with it. It has a new timing belt, New tires etc

...and just see what happens. People get hooked on other people's enthusiasm - it really rubs off. Then you make an appointment to show the car. He looks at it and makes you an offer! WOW.

Make sure not to get too excited about vehicle showing appointments that you make until you get the confirmation call.

You must always tell them please call me when you leave the house or when you're on the way.

The “double caller” meaning that they called you back after they said they would. Usually these buyers will buy your car if it is what you say it is because they are interested.

After setting an appointment with a potential buyer, for your own sanity, just make like they never called you in the first place.

This way you won't ponder or wait for the call.

50% of the time they won't call you back anyway so just forget it. You'll start to tell the serious from the flakes the more you do this.

Don't get excited on every call you get because most people are shoppers. I say, for every 4 – 8 calls 2 - 4 will see the car and 1 will buy.

But, I've also had many first look buyers too, that's always nice!

The other type of buyer is the one who sounds very enthusiastic, says he loves the car, loves the price, makes an appointment and never calls back.

Don't worry about these people - they're a dime a dozen.

Then you get the callers that really want your car. They won't even negotiate with you. You can make them more hungry by telling them that you just had a person who looked at it and they really like it but they said that it would take them 2 days to get the money.

Tell them that you want to get rid of the car asap and wouldn't take a deposit so if you are interested come take a look. Chances are you'll sell it with a quickness!

The best way to avoid the cocky buyer who wants to give you \$800 for a \$2,500 car that you have for sale is by getting rid of him at the phone stage by saying that you already have an offer for ...x,xxx.

Not to say nothing and let him waste your time by setting a time for a viewing and all he does is say how bad your car is and how much work it needs etc etc....and he'll give you \$800 for it.

These are the people who try and scam for cars, they think they can buy and sell cars and they only wish that they can.

You'll come across many types of buyers and sellers in this game, just make sure to keep your cool and be cool.

If you sell the cars that I recommend to sell, good on gas 4cyl clean cars you'll won't have a problem selling any of them.

Chapter 8

Bonus Profits Revealed

You might be shocked by this but it's very simple.

Many people don't know how to market their cars for a sale.

The first thing that you need and should do to every single car that you sell is give it a nice wash, a simple interior/ exterior detail and pick up a few new items for the interior:

1.) New floor mats – if old ones can be cleaned and look like new it's not necessary to buy new ones.

2.) New steering wheel cover – any Wal-Mart, Target, Kmart or big store will have these items in the auto section.

3.) Seat Covers - make sure it matches the interior color ...make it blend.

4.) Nice smelling air freshener – Febreze works well, just a few sprays before each viewing. Not too much.

All of these interior spruce ups should not cost more than \$50. Prices will go up over time but try and limit your budget for this as low as possible.

I literally get my floor mats and steering wheel covers from Wall-Mart for \$6.50 each. You should buy them in bulk, this way it saves you time and money so you don't have to go back and fourth to the store for every car that you sell.

You may want to shop around for seat covers. They can be expensive. Again if the seats in the car look good, it is your choice to get them or not. I usually get them for the new smell that it adds to the car.

The smell and scent of a vehicle is very important when selling a car.

Think of it - what do most people like when they buy a new car? The new car smell of course.

For the exterior of the car you always want to have the rims & tires looking nice. Buy a few cans of tire foam. The tire shine stuff (any brand will do).

I use TireFoam. If the car has damaged or no hubcaps please pick some new ones up and put them on because they are so cheap and easy to pop on. \$35.00 hub caps will make the car look so different it will amaze you.

I have literally bought many cars that just needed these things mentioned above and made an excess of \$1,000 profit on these cars. Just a detail, new hubcaps with some nice car smell and a few good pictures combined with a killer ad will make you thousands of dollars over and over guaranteed.

TIP:

Make sure you have at least a half tank of gas in the car that you're selling. People don't want to see a car or test drive a car that is on empty. Sometimes I will fill up the car

before showings. People like to see that the car has a full tank of gas.

The small things like this are very important when making a quick sale. Always use your enthusiasm, but not too much. You need to make the buyer think in “his or her mind” that they are getting a great deal.

“The Secret Headlight Tactic”

So here is my super secret that not many people at all know about. You can literally start up a business of this method alone and charge an easy \$150. for 12 min of work.

In fact, I just recently started to see a guy advertise on Craigslist “Headlight Reconditioning” Mopeds and Motorcycles \$59 Cars and Trucks \$99.00 and the Headlights and taillights for \$150.00. I have been doing this for about 10 years “Making old grummy headlights look like new again”.

As I rewrite this manual and update it, a lot of guys are doing this as a business now, haha. You’ll even see these ‘headlight restoration kits’ in stores now. Have you seen them? ...But trust me, you don’t need to buy them.

Do you see how dull and yellowish many millions of cars headlights look? I’m talking about the plastic headlights not the old glass ones.

I’ve been secretly making these headlights look almost brand new for many years on customer cars and the cars

that I sell. It really makes an old looking car with a dull front end look alive again while also improving the distance of your headlight brightness by 10x.

Just look at some of cars the next time you go out. You'll see millions of cars that suffer from these dull looking and faded headlights.

To perform this tactic you'll need a few tools and materials.

You will need a car buffer. Not the orbital vibrating ones but the circular buffers. Here are a few pictures of different buffers you can get. They cost about a \$60 for a cheap one from harborfreight.com or \$200 for the good ones. The cheap ones will work :)

You can easily get a used one off of Craigslist relatively cheap or maybe someone you know might let you use or borrow one. You will need to get some rubbing compound and sandpaper. I suggest



using any car buffing compound and some 1500 – 2000 grit wet dry sandpaper.

First wet the headlights then get a piece of sandpaper. The sandpaper comes in sheets and I usually cut the sheets into four quarter pieces so that it fits in the palm of your hand. Once you have wet the sandpaper and the

headlights you want to simply sand off all of the yellow and grime off of the plastic while rinsing it with water when it starts to cloud up.

This step should only take you 2 minutes. Don't be afraid of scratching the plastic you're using a fine paper that will just clean and remove old and dirty grime and plastic from the surface. It will look dull and cloudy at this point when you are done sanding.

The compound will easily buff out the headlights leaving a NEW looking headlamp within 2 minutes of buffing it down.

Don't worry I have complete videos for you on this in the video members area of this course.



Just sand the headlights in a circular motion. You will see the dirt, yellow and brown washing away. Make sure to

keep wetting the lights with water washing away the muck.



Apply a strip of the compound on the headlight and buff it out. Make sure to keep the buffer moving on the surface.

Do not stay in one place too long you will burn the plastic and melt it. 2000 – 2500 rpm is a good speed to use.

Here are more pictures of a Mazda Protege Headlight Tactic. If you got the (VTB) course this will also all be on video step-by-step.

Dull Headlights

1. Watersand with 2000 grit sand paper.



2. Washing off dirt, then apply compound.



Buff for 2 minutes and reapply compound on dull areas to



buff again. Below are before and after pictures.



Be careful not to buff in one section too long or you will burn the plastic headlight. Keep the buffer moving and not staying in one section for more than 3 seconds.

I'm telling you, just doing this to the headlights of a car will make the front end look so good, it will amaze you.

Please watch the videos on this. You'll have a better idea of how easy it is to do.

Here's the before and after pic of the Mazda Headlight Tactic. Just with some sanding and buffing!



Chapter 9 Got a Deal ...Now What?

First, you'll want to analyze and see what needs to be done to the vehicle asap.

If it needs mechanical fixes, that's what you'll probably want to jump on first. If you plan to fix them yourself, I'm sure you may have the tools and mechanical 'know how' to do so.

If you plan on subbing out the mechanical fixes be sure you know and can trust the mechanic or shop that will be performing the repairs for you.

Second, you want to make sure that you can get the work done within your budget that you've calculated using the (PME).

After mechanical issues are taken care of, or if the vehicle didn't have any mechanical work needed you'll want to get the car cleaned up and perform the steps that I talk about in chapter 8. The bonus spruce up tactic.

Once the car is spruced up and ready for sale. The final step is to take a few nice digital pictures of the car using a digital camera or your fancy pants smart phone. I use my iPhone for this.

If you don't have a digital camera I recommend getting one. They are very affordable nowadays and can be bought at any big store such as K-mart, Wall-Mart or Target for about \$50.00 or less.

If you don't have the budget to buy a camera at this point that's fine. You can still get many calls from text ads if you write them right.

But by having pictures, your ads will be more responsive for you and buyers can actually kinda get an idea of what they're looking at... you know?

YouTube Video Marketing To Sell Your Car

Youtube is a BIG deal nowadays. I've been testing video ads for the past few years and they've been my newest secret to selling cars even faster while only attracting the best of the best of buyers.

I suggest you make a 1-2 minute video walking around your vehicle that you're selling showing the complete outside, inside, engine bay and all. Give them the full tour.

When you do this, your prospects will really filter themselves out. They say... "a picture is with a thousand words"

Have you ever heard that saying?

Well, I say... "A video is priceless".

When you have a video up of a car that you're selling, people can basically click from your ad to watch a video of your car on YouTube! Cool thing is, they can even do it from their smartphone too and get a complete idea of what you are selling.

When you do this, or have this available for people to look at, they KNOW what they are looking at, and by the time they get you on the phone and call you, they are serious.

Get one of these callers to see come out and see your car and the'll buy it!

Let me give you some stats on this stuff.

When I post these video ads I get a 50% shot that the guy who comes to look at the car is gonna buy it.

So it means out of every 2 showings, I'll have my car sold.

If the first guy who comes and looks at it doesn't buy it, the 2nd will. That is how much this stuff works. And I've sold many care like this on the FIRST showing!

Well. I'm not gonna guarantee it, but try it out for yourself! Yes, do it on your next or first car flip!

Moving on.

Once the car is cleaned up and running great, it's time to write eye-catching ads that will get your phone ringing and have people calling you to give you money!

The fun part. Let's head over to the next chapter on marketing to sell and writing ads.

Chapter 10

Marketing To Sell (101)

When you're ready to market your vehicle for sale, you have three options. You can market it online, offline or both.

Some offline methods are newspapers, the pennysavers, classified ads and also posting a For Sale sign on the car itself.

I don't usually put for sale signs on cars because of the fact that I usually don't drive them a lot when they're for sale.

I keep them clean as possible and in my garage so I don't need to waste my time cleaning them up again before each viewing.

Most cars that I have for sale don't have insurance on them. So I wait till I get a call then I'll show the car. I have the buyers come to me, or I meet them around the block at a local shopping center.

The main method I use for marketing is online classifieds such as craigslist. In many cities it's free to post a vehicle for sale - if not free then it might be a buck or five at the most.

Craigslist has a top posting rule when posting ads for automobiles. This means that if you post a car for sale on one specific day you can't post the same ad with the same

pictures on the next day. You must wait 3 full days before you post your ad for that specific car again.

The reason that you want to post everyday is that you want to get on top of the listings everyday.

For example. Say you post your car, a 07 Honda Civic for sale on Craigslist on Monday morning around 8:30AM. By 12:00PM there will be about 50 – 200 cars that were posted after your post depending on the city you live in and how many people are selling cars.

This will make your car drop down in the rankings with every passing hour. People are constantly posting ads and your ad exposure will get lower by the day. To offset this problem, I'll show you how to post your ad everyday on any online classified that does not allow you to post the same ad daily to get more views.

For Craigslist, you'll want to open at least three separate accounts in total. You'll need one dedicated email address per account.

In the video course, I showed you how to open a free email and Craigslist account. You'll want to open two more so you have three in total.

Now, when you have your three accounts open you can use all accounts and switch them in rotation using the same ad and pictures.

By posting your ad daily your chances for maximum exposure really kicks in.

After creating your first car ad and post it in your account, on day two you'll want to log in your Craigslist account and click accounts ...then you'll see your recent post that you just created a day ago.

Click edit and copy your whole ad by highlighting it with your mouse ...it will become blue when highlighted. Just left mouse click over the text while holding the click down you want to drag your mouse over the whole text area until it's all highlighted.

Then you want to right click in the highlighted area and click on copy. You may want to open a notepad or MS Word and right click and paste to see if you copied it correctly. Once you have correctly copied the ad simply delete the old posting and log out of your account.

Log into your new Craigslist account or any other online classified that your using and click post ad in your specific state and city. Click for sale and click on cars and trucks by owner.

You always want to sell your cars by owner. People like to buy from private party we all tend to think we get better deals buying from private party sellers. No taxes no hidden fees ...etc.

Just simply select your city and in the section where you post your ad just right click and paste your copied ad that you got from your other account.

Select the same pictures that you took of the car by retrieving them from your documents or pictures folder or

wherever you save your photos. This method will allow you to post your same ad everyday. It only takes 5 minutes to do this. Make sure you do this and post your cars everyday.

Sometimes I'll be lazy and forget to post the car everyday and still get calls two or three days later, but by posting your ad daily, it gives you a better chance of being seen to get more prospects for your car.

This is how you overcome the Craigslist "SLAP".

Here are some killer ad samples that that you can use to attract prospects like white on rice..

If you can keep the basic outline in this order you have a good headline.

Always make sure to add the benefits in the headline as much as possible without running out of space.

List the pluses such as, Low Miles...what is the Low Mileage? If your car has really low miles write an ad like this...

2007 Honda Civic 2 door 5 speed. 1.8L Cold AC, New Tires, Only 35k Miles!

2006 Toyota Camry Runs Excellent, Cold AC, All Power, ONLY 65k Miles -Must GO!

Another tip is to create a sense of urgency in your ad.

Like you need to sell it soon. Must go by (a specific date) or (Moving Must Sell!)

Even if you're not really moving, or if the title is in a family member's name or a friend's name you can still put (Moving Must Sell!) just say that your friend had already moved and you're doing him a favor by selling his car.

You have the title and it is signed ready to hand over.

Most of the time people won't even question you. They're just concerned about getting the car for a good deal.

When putting extra bonuses in your ad like (New Timing Belt) (New Tune- Up) (New Tires) (New Brakes) etc... I'm not saying flat out lie in your ad just to make it look good.

I'm saying when buying the car from previous owners ask them if they have had any recent mechanical fixes done or new tires installed.

Most times sellers won't think about putting these (Hot Points) in their ads.

So if an owner said the tires were put on 6 months ago and did a timing belt 8,000 miles ago. I think that it's still fairly pretty new. Make sure to ask for receipts.

If they have no receipts or misplaced them just look at the engine to see if any work had been done. Usually if a timing belt job was done mechanics usually write the mileage somewhere under the hood with a paint pen.

As for the tires you can easily see if the tires look good or not.

Now, when taking this information and writing your own ad you can simply put (New Tires!) As long as the tires look good. This will pull your buyer in and 99% of the time they will only glance at the tires when looking at your vehicle.

As for the (New Timing Belt) You can put New Timing Belt in your ad but when the buyer asks for receipts you can say that you might have misplaced it but it was done about 8,000 miles ago.

Or your friend had lost the receipts. Whatever the story is, be honest.

The same thing goes for a recent tune-up. You might even do your own oil change and simple tune-ups yourself.

If you do it this way, you'll have the receipts and can show proof to the buyers if they wish to see any receipts.

By asking for all documents when you purchase a vehicle only ads to your own marketing when it's time to write your ad and sell the car.

You can say that you have "All Maintenance Records" etc...

When writing ads and incorporating these selling points here is how you do it.

Example ad:

-Headline:

2004 Toyota Tacoma X-Cab. Automatic 4 Cyl Excellent On Gas! New Timing Belt, Great Tires, Cold AC. Keyless Entry*

Inside of ad:

-2004 Toyota Tacoma X-Cab -Automatic 4 Cyl

-New Timing Belt

-Excellent Tires

-Cold AC

-AM, FM, CD Stereo

-Keyless Entry

-Excellent on Gas!

-New Tires Paid \$550.00 (3 months ago)

-New Timing Belt Paid \$887.45

Alarm, Keyless Entry Paid \$215.00

**Total Extras Paid \$1,652.45

Blue Book Retail \$7,550

Asking ONLY \$4,850 obo Call 888-888-8888

Now you can clearly see that this truck is a DEAL! If you write ads like this you will show the buyer how much they are saving and how much was invested in the vehicle. People like to see that money was put into the car. Mostly that the vehicle was taken care of.

You can make up these prices in a ball park way. Just find out how much a set of tires are or how much a timing belt job is for the specific vehicle that you're selling if you don't have any receipts for it.

If you do have receipts then even better.

Ads like this will get your phone ringing off the hook. Please don't flat out lie about it. Try to get the history of the car and weave it into your ad. Try to show dollars, what was invested, and savings how much of a deal they're actually getting.

Look at the way people place ads and you'll clearly see that many people are losing money because of plain old bad ad writing. Using this tactic will make your car appear more attractive and more valuable than a plain ad of the same car.

Remember, if you decide to make mechanical fixes to your car keep all receipts and records so you have exact numbers to add up in your ad and always show the value to the buyers.

Make sure to always list the (Blue Book Retail Price) First. Then your asking price. ****(ONLY) \$x,xxx obo

If blue book prices are irrelevant in your city you must do research and see what the deals are, what's selling and what's sitting.

Calling for cars daily will help you see what's working.

You might want to call up on advertised cars that you are thinking of selling just to see how long they've been on the market and get some information that way.

Keep track of listings. Sometimes you'll start to see the same car for sale get cheaper and cheaper as the weeks go on and when it finally sells you can get an idea of how much it went for.

Call the seller and act like you were really interested and ask how much it sold for etc...

Here is an example ad of a Honda Accord that I recently sold.

Take notice of the layout of the ad. The Headline is very important as well as the body layout.

=====start=====

Headline On CL – Craigslist:

**2009 Honda Accord 2.4I V-Tech -Manual Transmission
Only 58k Miles!**

Body inside of the ad:

- Only 58k Miles W/ New Timing Belt and a New Tune-Up
- New Tires - Paid \$700
- Runs Excellent
- Ice Cold AC
- CD player XM Radio

Closing Ad Writing Tips

Have an EYE Catching Headline

List (Hot Points) like I did in the example ads:

2005 Toyota Tacoma X-Cab -Automatic 4 Cyl, 4WD, Runs Great, Cold Ac, Bed Cover and Many Extras!

- New Timing Belt
- Excellent Tires (plenty of tread)
- Ice Cold AC
- AM, FM, CD Stereo
- Keyless Entry
- Excellent On Gas!
- Original Shiny Paint

The more benefits the better!

Make the first letter capital for all words in your ad headline except when comparing prices and adding values.

You can also write a compelling story if you have one to get the buyer excited about your vehicle.

Don't make your story longer than a couple paragraphs.

-End with the Retail blue book value price...

-Then, your asking price and a (OBO) at the end.

It makes you look more negotiable and will get you more calls.

Never put the word FIRM in your ad. You'll cut out many potential buyers.

Finally, Create a sense of urgency in your ad like (Moving Must Sell) or (Must Sell) (Must Go!) etc...

You can test your ad on a daily basis to see what pulls in more calls. Lower prices a little, create a better headline, you get the idea. Take these tips to heart and skip the trial and error. The Formula works!



MAKE THE SALE! Take Action! Buy your first car and just get started. Once you have a car to work on... It's money waiting to be put in YOUR BANK!

Chapter 11

Tool Kit's for The DIYer.

You can buy a nice tool kit with all the basics that you'll need from Sears, K-mart, or any auto parts store.

Craftsman is my personal favorite because they're affordable and have a lifetime guarantee.

You can pick up a nice 300 to 500 piece tool kit for around \$100 - \$300 from Sears or K-mart.

An air compressor is another option that you may want to think about getting for power tools such as ratchets, spray guns, impact guns, blower nozzle, and many other hand tools.

Air compressors are a great piece of equipment to have in your garage. I have a small 30 gallon 1.5 hp craftsman. And a 5hp 60 gallon for bigger jobs like painting.

I got the small one at Sears for about \$275.00 and I've had it for years. The great part about an compressor is that it allows you to inflate tires very quickly, blow off dust on any surface, use power tools, paint small parts...

heck I painted a car at my shop with the small 30 gal tank when my old 120 gal failed.

The only down side about having a small air compressor tank is if you decide to paint a car. The pressure is used up very quickly because you just don't have adequate volume of stored air. It will consistently be running when

you're painting. When the compressor is on and running that long it gets hot and builds up condensation in the tank which creates water in the lines. You'll want to make sure that you're using a water filter on your tank if you decide to paint a car or parts.



Auto Body Tools List

- Air Compressor
- DA, orbital sander - \$130.00 For a good one
- Straight sander - \$150.00
- Spray gun (I like use the Warwick) They compete with the best high quality German and Japanese made spray gun brands, but at a fraction of the cost. If you're just getting started and want an affordable great gun, look at the [904HE top seller](#) here at our LABAP shop.

[Learn more about the Warwick line of spray guns here](#)

I recommend a gravity feed type where the liquids are on top of the gun not below in a can.

- Hammer toolkit – 50.00

-Sanding blocks – 25.00

-Welding dent puller - \$250.00

-Sandpaper – most common grits are 80, 150, 120, 220, 360, 400, 600,1000, 1200, 1500, 2000 grit.

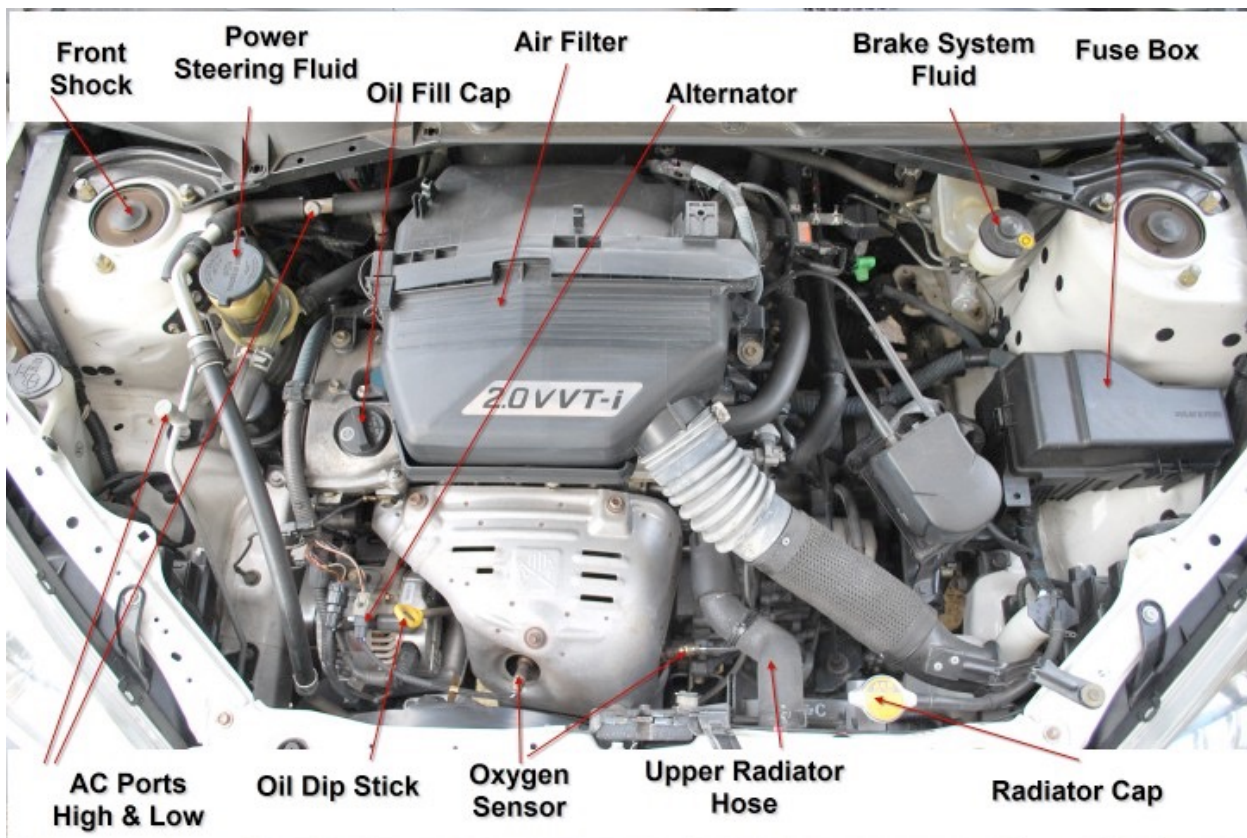
If you want to learn more about auto body and paint please visit.....

<http://www.LearnAutobodyandPaint.com/>



Chapter 12

Mechanical Pictures and Descriptions



Here are a few pictures that I made for you to give you a basic overview of engine and under car parts and components.

Valve Cover Oil Cap

-Look for build-up or milky oil - This is a Clean looking engine



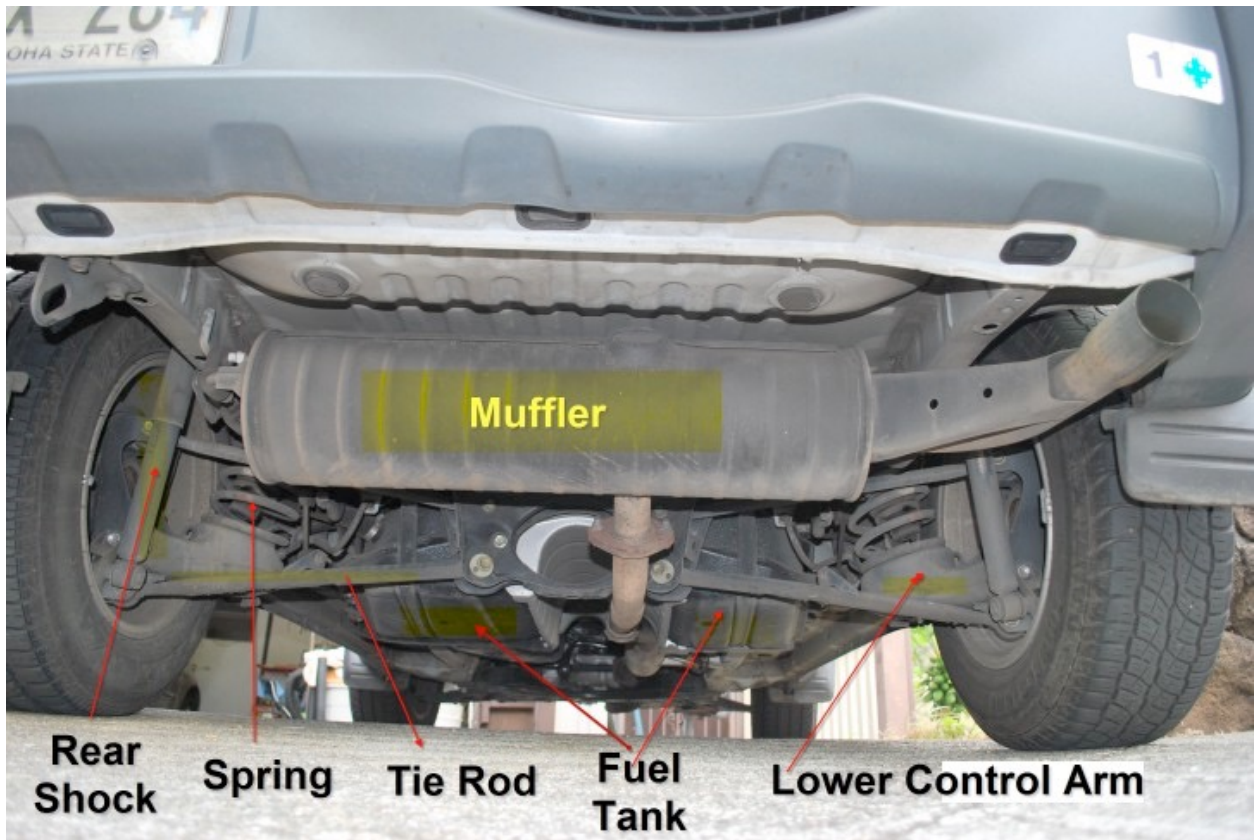
Make sure there is no milky residue under the oil cap or inside of the valve cover. Black oil is not the best thing either. If the oil is black and sludgy, you'll want to change it as soon as you can. You'll notice that the car runs better with a fresh batch of oil. Plus you can say, new oil in your ad.

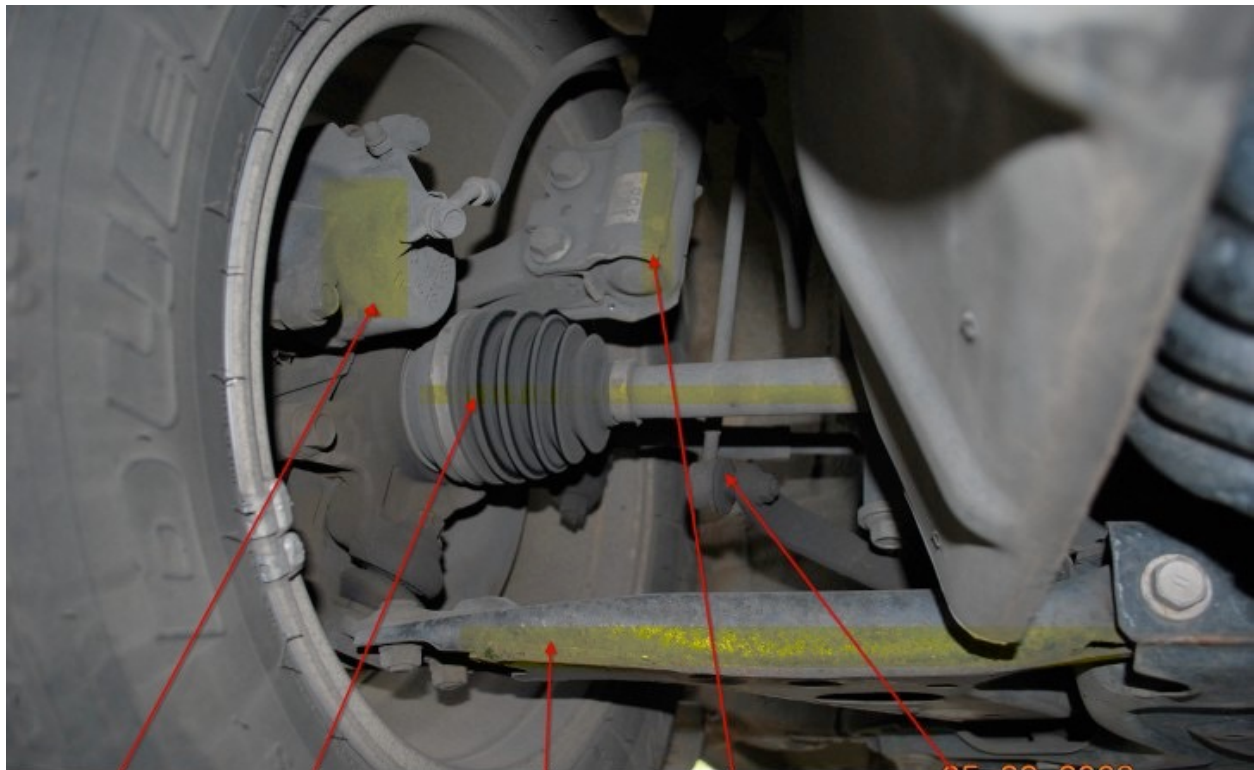


Radiator Cap

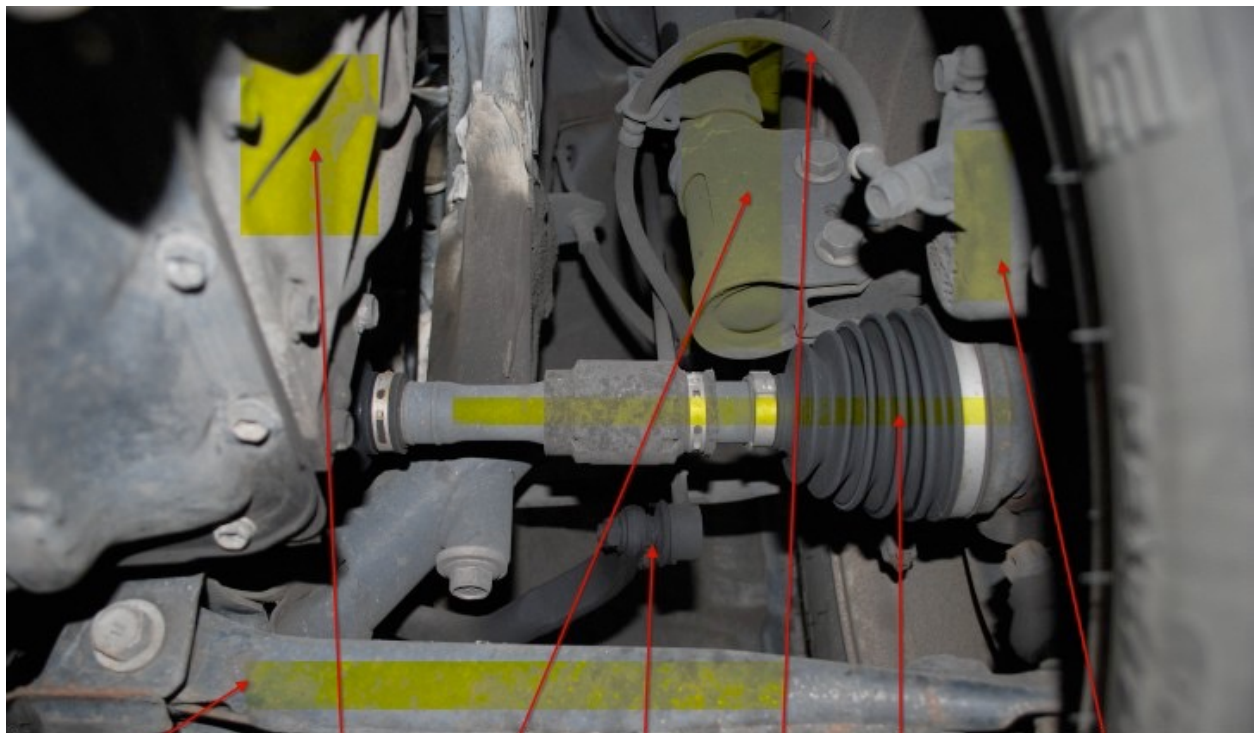
-Look For Oil In Water - This is a Clean Example

Remember, milky oil means that there is a water leak in the engine, usually caused by a cracked head or a blown head gasket.

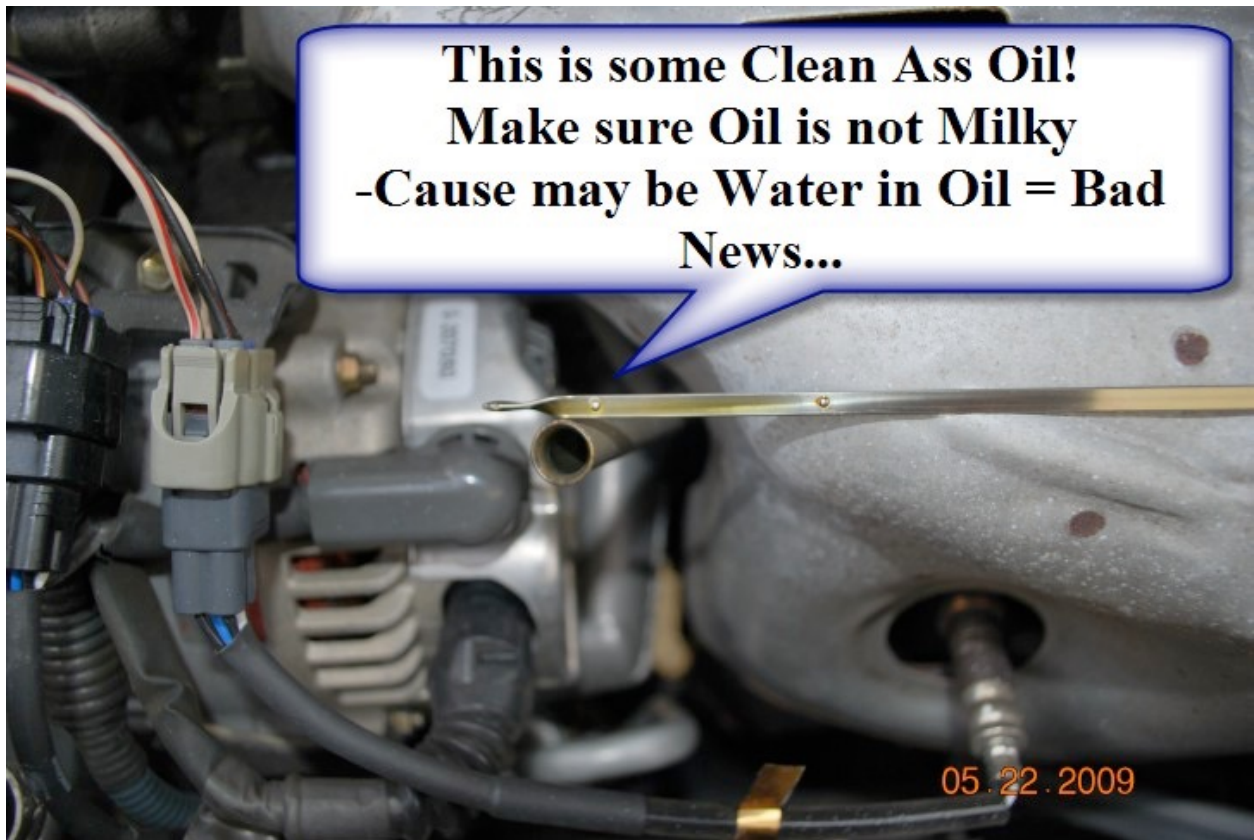
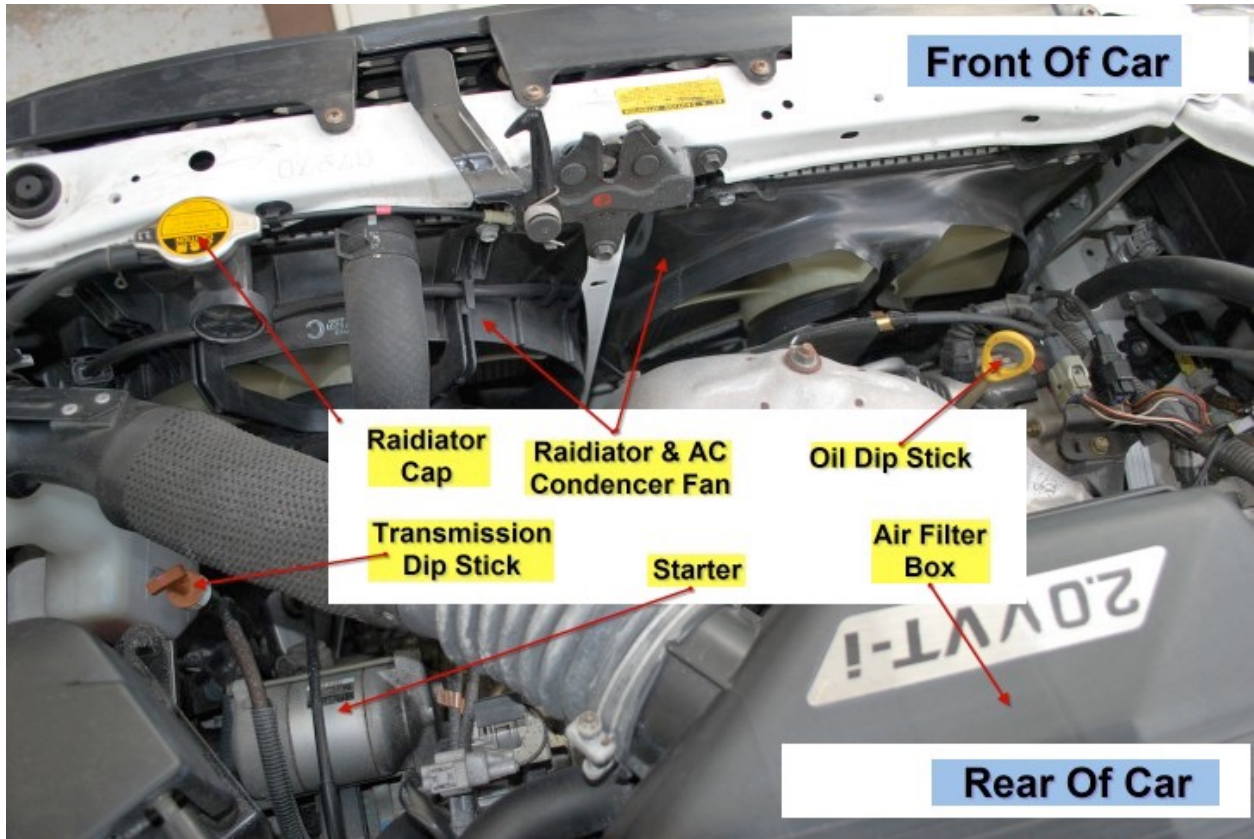




Brake Caliper **Front Left Axel** **Left Lower Control Arm** **Left Strut** **Tie Rod End & Swaybar**



Front Right Lower Control Arm **Transaxel** **Front Strut** **Tie Rod & Swaybar** **Brake Line** **Front Axel** **Brake Caliper**





Brake Fluid

-Make Sure To Check Fill Lines - *Usually DOT3 Fluid*



BONUS Chapter Q&A

Q: *“Are people who are not dealers only allowed to sell a certain number of cars per year? I was wondering if i sold like 4 cars in a month wouldn't I get in trouble?”*

A: Most times, you may sell more than 4 cars per year. Check your local state laws. You can use friends and family names as backups if you need to get the car registered.

Sometimes sellers will sign the title and give it to you blank. When you sell it make sure the buyer signs the

back stating that he bought it, also use a Bill Of Sale for security just in case.

If you do this legally and register each vehicle that you purchase, say you did your 4 per year, then you partner with a family member and did an additional 4 in their name, then you partnered with a friend and gave them \$100 or \$200 for using their name to get the car registered so you can then resell it.

That's already 12 cars in a year. Plus what if you got a few extra with blank titles?.. who will know about that? Remember I am not saying to do it that way, but it can happen often. This is not legal advice that I'm giving you here.

What you do with the information contained in this course is your sole responsibility.

If you tried to hit the goal of making at the least \$2,000 profit on each flip, that comes out to a cool \$24,000 in extra profit for the year!

Q: *"I'm looking at buying a XXXXXXXX online that sells automobiles for the county. Should I be using KBB trade-in or private party value as my target buy number?"*

A: The target number to buy is the bluebook trade-in value, or as low as possible.

Q: *"I was just wondering, after you find a deal and eventually purchase the title off the guy, how do you get the car back home? Does AAA have some type of service*

that you pay monthly and they can pick up the car from a certain distance?”

A: [AAA has a yearly membership](#) for a road side assistance and is very affordable. You get 5 free tows a year per membership. You can also add a family member for \$30 - \$50 per year and get an additional 5 free tows a year. The service is great and I use it all the time to get cars back to my place for free.

Just say that you have a car that needs to be towed, it has a problem with the engine and it doesn't stay running. You need it towed back to your place.

Q: *“What do you think about getting a dealer's license and what are the advantages and disadvantages?”*

A: The advantages are that you can store and buy many cars at a time if you have a location/ lot. You can buy from dealer only auctions.

The disadvantages are that you WILL have high overhead costs, low profit margins and you are pressured to make sales just to pay the rent in most cases.

You must go through extensive paperwork just to get a license, you need a location, handicap accessible restroom and a cash bond just to get started.

Many used car dealers start from home, gain experience and then make a decision if they want to move forward in business or not. If you feel like you can handle this and play with the big boys, in the course there is a resource

section where you can get more information on getting a dealers license.

Q: *“I have a 2000 Honda accord, 200,000km, some rust, a small crack in the windshield, tinted windows, blue exterior and interior, remote starter. The paint is chipping in a few spots. I want to sell it for \$3,350. I'm thinking about taking it to a body shop and getting a new paint job so I can sell it for more. What do you think?, should I leave it as it for \$3,350? Or get it painted and sell it for more? ...The paint job is between \$800-\$1200?”*

A: I say know your market prices. Know what you can sell it for. Invest as little as possible to make a profit. There is no sense to invest an extra \$1,000 to make \$100. If you can get a good ROI then why not invest more just make sure that you can still sell it fast, not sit on it because of the higher price tag.

Q: *“Do you know of any good places that will do a quality mechanical inspection before you buy a car?”*

A: Check your local mechanics. I know gas stations do quick checks if you're not sure about performing an inspection yourself. Read chapter 4 for inspection tips.

Q: *“How do you get the car home if you have no insurance on it?”*

A: Most insurance companies cover you for any car that you purchase for 30 days. I know that Geico and State Farm will cover you for a new or used car that you

purchase for 30 days. I wouldn't recommend driving the cars that you sell, all over the place without insurance.

Meet the buyer at a nearby shopping mall or have them come over to your house for viewings as much as possible.

A lot of guys just don't get or have insurance on these kind of cars. If they plan to hold one longer (for a few months) or longer to keep it as a daily driver until it sells for a higher price, then it's best to have insurance on it of course.

If you have a car and you just plan to sell it quick, you may need insurance to get it registered, if not, then just keep it home with no insurance and if a buyer want's to meet you to see the car, go to a close area from home to show the car and tell them that you have no insurance on it, or it was canceled etc. Whatever your story is at that point.

Most people don't really care anyway, all they really care about is getting the best deal that they can get and your job is to have a clean car that runs great and at a great price.

Then, it should sell pretty quickly for you. Look at the next page at a sample bill of sale that you can model to cover your butt on every sale.

“Sample” Bill Of Sale

I “Your Full Name” am selling my “personal, friend or family vehicle” which is a “Year Make Model”

“Vin# XXXXXXXXXXXXXXXX” - “License plate # xxx-xxx”

On this day of “the date you’re selling” For the sum of “Price in words” “Number price” in ‘as is condition’ with no warranties whatsoever to “Buyers name, address”

This car is in good running condition and does not show any known problems whatsoever.

Purchaser may take the vehicle to any mechanic to get a vehicle inspection at purchasers expense if seller agrees.

By signing below purchaser agrees to buying the vehicle in ‘as is condition’ with no warranties whatsoever.

Date: _____

Seller: _____

Buyer: _____

As of January 2014, Hawaii state law says that you can legally buy and sell four cars per year but there are no laws stating how many cars you can actually personally own.

I'm not giving you legal advice here. I advise you must check your local state laws for compliance on how many cars you can legally buy and sell per year. I'm giving you my secret tactics and strategies on how to find profitable deals and how to make big profits with cars.

This is not black hat or scamming - this is a legitimate ethical way to make money. There are literally millions of cars to profit from and thousands of people are out on the street doing it, most of them are not doing it to create the best value for both buy and seller parties.

With the economy in a downward spiral the value of quality used cars are getting higher than ever. They are in demand. People want affordable and dependable cars.

Stay persistent, and never give up. You'll find deals if you calculate the (PME) then figure out how much time or money is needed to invest and make your offer.

Remember not to over pay for a car. Stick to your guns . You don't want to waste your time on bad deals. Just be strong enough to walk away from your maximum bid.

Walk away from hard bargain sellers who won't negotiate with you. You'll always find a better deal when you walk away.

P.S.

Please send in your success stories just like all of the other successful students who have taken this F1 how to buy and sell cars course.

I have a wall of fame that I want to put YOU on too. I'll be waiting for them. See you in the video trainings as well.

I really hope you enjoyed this manual.

This stuff is really the blood of my success. I have made a lot of money from this and with that money I've continued to invest in my education and other businesses. You can do the same. Learning NEVER ends.

Just learn from this and use it! By applying these methods in your dealings you WILL MAKE MONEY!

Good luck in all that you do!

I'm rooting for you. Now go back and read this manual again and again.

Talk soon,

Tony, the student for life.