The Complete Auto Broker Study Course

From AutoDealerAcademy.com™

Congratulations on starting your journey & welcome aboard!

This manual is truly a complete A-Z training program for the car business & auto brokering. Inside, you WILL learn how to inspect cars, appraise them, buy 'em, and sell 'em for profit. There is no question this business can be very lucrative BUT it does require you to put on your overalls and get to work!

Auto brokering, in particular, is a fantastic business model that flat out works! It just works. Your private clients (yes, "private clients") will LOVE you because your auto buying service (auto brokering) saves them time, hassle, money, & frustration! Heck, you even home deliver the car (or to their office is the BEST place b/c they can show it off to their friends and you can hand out business cards! Plus, have a office mate take your picture with the new owner in front of his new car! Send him a copy of the photograph AND another one on the one year anniversary!) It really is an ideal business.

I am here to help anyway I can!

George Dean george@autodealeracademy.com

Your amazing new life begins now....

- Learn the ONE car business that lets you attend dealer only auctions every week WHILE never having to "sell" a car, advertise cars for sale, wait for people to show up for test drives, ... and all the other hassles associated with doing the car business the "old fashion way".
- Learn how to market your auto broker business so people are nearly begging you to buy them a car. It only make sense to hire an EXPERT to handle the transaction.
- Once a client buys a car using your service, they will never waste another minute searching for a car again! The referrals and repeat business is INSANE! Their wife will need a car, their 16 year old, their mother, their secretary, their employees, their work mates, their neighbors, ... I will show you how to ENSURE that happens!
- Just by completing this course, you can confidently say you are a "trained auto broker". You will learn ALL the facets of the car business (except buy here pay here) in this course. You WILL

know retailing & wholesaling. You WILL know how to determine if a car has been repainted or been in an accident.

- You will learn how to take PROFITABLE orders. No wasting time with "losers" (well, they aren't really losers they simply aren't your "type of client") with no money or a commitment to buy.
- Once you really spend the time going through the training material, you will really understand why I call it the IDEAL CAR BUSINESS.

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Auto Dealer Academy TM

<u>Course Information</u>: The Auto Dealer Academy's purpose is to provide the best dealer education possible to prepare you for a career as an Auto Broker.

Trainer: George Dean

Trainer Email: dealer support@autodealeracademy.com

<u>Course Pre-requisites</u>: Strong love for cars. Genuinely want to help people. Ability to communicate with people clearly. Physically able to walk an auction, look under a car, & handle the noise levels at an auction. Good follow through skills and detail oriented. You will need the ability to download PDF files and have the latest Macromedia Flash installed to watch videos.

<u>Learning Objectives/Outcomes</u>: The goal is to give you enough information that you can confidently march forward with your goal of starting & operating a profitable used car business - more specifically an Auto Broker Business.

<u>Module Layout & Time Release</u>: I recommend taking One Week per module. Don't rush through it! Get out a notebook and take notes or use a highlighter and highlight meaningful subjects for future review.

<u>Question & Answer Section</u>: There is a dedicated Q&A section on the website. PLEASE post ALL questions in the appropriate forum so EVERYONE can benefit from your question and the subsequent answer.

<u>Cancellation Policy</u>: Once you feel you no longer need "dealer support", you can drop out. Just email me. You can always resume your membership when you are ready.

<u>Technical Support</u>: technical_support@autodealeracademy.com

<u>One on One Training</u>: Once you complete this training course, you can purchase two days of hands of training at a dealer auction. See the Dealer Store to find out more.

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Module 1: (Week 1)

- Industry Overview
- Six Step Profit Process Introduction
- Ten Reasons to Start a Profitable Used Car Business
- Advice for Beginners
- Ten Golden Commandments to Success In the Used Car Business
- Ethics & the Car Business
- 18 Places to Buy Cars
- Car Jargon
- Used Car Inspection Process Introduction
 - o Inspecting Private Party Cards
 - Inspecting at Auctions
 - Inspecting Dealer Inventory
 - o The Walk Around
 - Identifying Paintwork the Old Fashion Way
 - Nine Easy Ways to Identify Paintwork
 - o Has the Car Been in An Accident?
 - Does Paintwork/Bodywork Affect the Value of a Car?
 - Identifying Frame Damage
 - First Frame Check
 - Second Frame Check
 - Third Frame Check
 - o Fourth Frame Check
 - o VIN Check
 - Mechanical Inspection
 - Fluid Check
 - Belts Check
 - Battery Check
 - Air Filter Check
 - CV Joints Check
 - Exhaust System Check
 - o Smoke Black, Blue, & White
 - O Rust = Cancer
 - Flood Damage Inspection
 - Interior Inspection
 - Owners Manual and Maintenance Records
 - Tips for Convertibles & Sunroofs
 - Trunk Inspection
- Test Drive

- Acceleration
- o Brakes
- Steering
- o Suspension
- o Transmission
- Professional Mechanic Check
- Thorough Pre-Purchase Inspection Sheet

Module 2 (Week 2)

- Introduction to Valuation
- Seventeen Valuation Variables
 - Miles
 - Reconditioning Costs
 - o Options on the Car
 - o Time of the Year
 - Weather
 - Lease Returns
 - o Color
 - o Frame Damage
 - o Paintwork
 - Current News Releases
 - Location of Car
 - Current Inventory Needs
 - Model Year Change
 - Condition of the Tires
 - What you can sell it for
 - o Wholesale or Retail?
 - o Smog Test?
- Five Valuation Exercises
 - Exercise I
 - o Exercise II
 - Exercise III
 - o Exercise IV
 - o Exercise V
- Common Valuation Method I for Beginners
- Common Valuation Method II for Beginners
- Pricing Guides
 - Black Book
 - o Grey Book
 - o Truck Book
 - o NADA
 - o KBB
 - Final Thoughts on Valuation
- Buy The Car
- Thirty-Two Tips of Successful Negotiations
- Six Tips of Avoid Making a Stupid Purchase
- Recondition the Car

- o Interior Detailing
- o Exterior Detailing
- o Engine Detailing
- o Tires & Wheels Detailing
- Sell the Car & Pocket the Profit
 - o Set the Retail Price
 - o Ten Places to Sell Your Car
 - o Fifteen Tips to Writing a Classified Ad: 75 Power Words to Use
 - o The Walk Around
 - Financing and Warranties
 - o Do the Paperwork

Module 3 (Week 3)

- Buy & Sell from Home Introduction
 - Methods of Operation
 - o Advantages & Disadvantages of Buying & Selling from Home
 - o Ten Commandments of Buying & Selling from Home
 - How to Buy & Sell from Home
 - Curbstoning
- Ins & Outs of Auctions
 - Dealer Auction School Basics
 - Auction Tips of Beginners
 - Types of Sales
 - The Auction Process
 - o Red Light, Green Light, Blue Light, Yellow Light
 - Bidding Strategy
 - Selling Your Car at the Auction
- Used Car Wholesaler
 - Wholesaling Introduction
 - Ways to Make Money Wholesaling
 - Advantages & Disadvantages of Wholesaling
 - Ten Commandments of Wholesaling Success
 - o The Good Ole Boy Network Your Wealth Building Network
 - More Wholesaling Information You Need to Know
 - Trust That is the Name of the Game
 - How to "Get in the Door" with Used Car Managers
 - How to Become a Wholesaler
 - o A Day in the Life of a Wholesaler
 - Tools of the Trade
 - 14 Tips to Successful Wholesaling

Module 4 (Week 4)

- Running a Small Car Lot
 - Introduction to Wholesaling
 - Advantages
 - Ten Major Action Steps
 - Find Location
 - Get Permits & Licenses
 - Line Up Financing
 - Set up Line of Credit
 - Decide Inventory Mix
 - Visit Dealers, Wholesalers, & Auctions
 - Market Report Research
 - Build Network of Wholesalers
 - Display Cars Effectively
 - Sell the Car & Do the Paperwork
 - Forms & Supplies
 - Goals & Objectives
 - Ten Commandants for Retailing Success
 - o Financing, Warranties, & Paperwork
 - Finance Companies
 - High Risk Finance Companies
 - Inventory Turnover
 - Inventory Mix
 - Price Range of Cars & Your Mix
 - o Display Area Management & Inventory Rotation
 - o How to Improve Gross Profit
 - Special Notes for Small Car Lots
 - Dirty Car Tricks to Avoid
 - Car Security
 - Methods of Operation
 - O Where is the BIG Money in Retailing?
 - Appraisals & Trade Ins
 - o Want to own a major franchise?
 - Salesmen & Finance Managers
 - o Dealership Marketing
 - Additional Thoughts

Module 5 (Week 5)

- Auto Brokering Business (This is THE profit model I recommend!)
 - Introduction to Auto Brokering
 - Tips for Success
 - o Three Things You Must Do to be Successful
 - Checklist
 - Fifteen Steps to Successful Auto Brokering
 - Step 1: Marketing
 - Credit Unions
 - Small Business Owners
 - Networking Groups
 - Web Presence
 - Word of Mouth
 - Company Benefits Package
 - 14 Other Marketing Ideas
 - Step 2: Customer Walks Through Buying Process
 - Step 3: Customer Meeting to Discuss Options & Value Trade In
 - Telling the Client "The Story". Selling the "Experience"
 - Taking Profitable Orders!
 - Step 4: Write Up the Order
 - Taking the Deposit
 - Preselling the Warranty
 - Step 5: Source the Vehicle
 - Used Cars: Auctions, Wholesalers, Dealers, eBay, ...
 - New Cars: Nine Step Process
 - o Step 6: Negotiate & Buy the Car
 - New Car Tips
 - Used Car Tips
 - Step 7: Get a Buy Bid on Their Trade In

Module 6 (Week 6)

- Auto Brokering Continued
- Step 8: Call the Client With Their Trade In Value & Price on Extended Service Contracts
- Step 9: Call the Client and Update on Your Search
- Step 10: Get the Car Inspected & Cleaned
- Step 11: Facilitate Financing
- Step 12: Have Paperwork Printed & Ready
- Step 13: Deliver the Car to the Clients Home/Office
- Step 14: Send a "Thank You" Card!
- Step 15: Call One Week, One Month, Six Months, One Year, & Forever!
- Building a Lifetime of Profit One Customer at a Time
- Let's Talk About Profit
- Resource Guide (Week 6 DOWNLOAD Bonus)
 - Leasing Guide
 - o Sample Brochure
 - Sample Fax
 - o Sample Order Contract Form
 - Sample Deal Worksheet
 - Actual New Car Fleet Manager Pricing Fax
 - Sample Wholesale & Retail Warranty Prices
 - Sample Dealer Detail Costs
 - Sample Mechanical Checklist for your Mechanic
 - Sample Dealer Demo Permit
 - Copy of Manheim Financing Brochure
 - o Copy of Tracker Plus Dealer Software Brochure
 - Copy of Dealer Auction Rules and Policies
 - Copy of Gap Insurance Brochure

Week 6 Download Bonuses

Only Members in "Good Standing" can download this material.

Be sure to log into the AutoDealerAcademy.com and download these files.

BONUS: Audio Training Downloads

7 hours of audio training. Download and put on your phone or MP3 player.

Members report listening to the over and over and over.

- Welcome Message
- Buy & Sell from Home
- Dealer License & Retailing
- Selling & Reconditioning
- Wholesaling
- Used Car Valuations
- Auctions
- Inspecting Cars
- Auto Brokering I
- Auto Brokering II
- Auto Brokering III
- Auto Brokering and Other Tips
- Dealer Interview 1
- Dealer Interview 2
- Dealer Interview 3
- eBay Interview & Transcript

BONUS: Ebay Training

- Introduction
- 20 Reasons eBay Can be a Great Business
- What Sells on eBay?
- How to Research the eBay Market.
- The eBay Economy.
- Sales Tax Issues
- Shill Bidders
- NonPaying Bidders

- Escrow
- Private Auctions
- How to Start with Zero Feedback
- Tips for Selling the Car
- Tips for Sellers
- Tips for Buying a Car Off eBay
- To Reserve or Not to Reserve
- Salvage Titles
- Tips for Writing Effective Auction Ads
- Common Auction Terms
- Become a Powerseller
- Selling Guide
- Buying & Selling Cars on eBay Article
- eBay Motors Opens New Markets to Dealers Article