

10 TIPS ON BUYING CARS FROM JOHN Q. PUBLIC



BE ORGANIZED, RESPONSIVE, AND TRANSPARENT

Find and quickly funnel potential deals from many sources.



- 1.** Be visible! Advertise that you're buying

- 2.** Put a buying process in place and test it

- 3.** Select a staff member as your designated buyer

- 4.** Offer free pre-offers on social media (based on photos)

- 5.** Deliver pre-offers ASAP, using CARFAX History-Based Value

- 6.** Offer home and office appraisals

- 7.** Let the seller 'sell you' the car

- 8.** Review the CARFAX Vehicle History Report with the seller

- 9.** Present your bid with appraisal details

- 10.** Spiff service writers to ID prospects from the service lane
