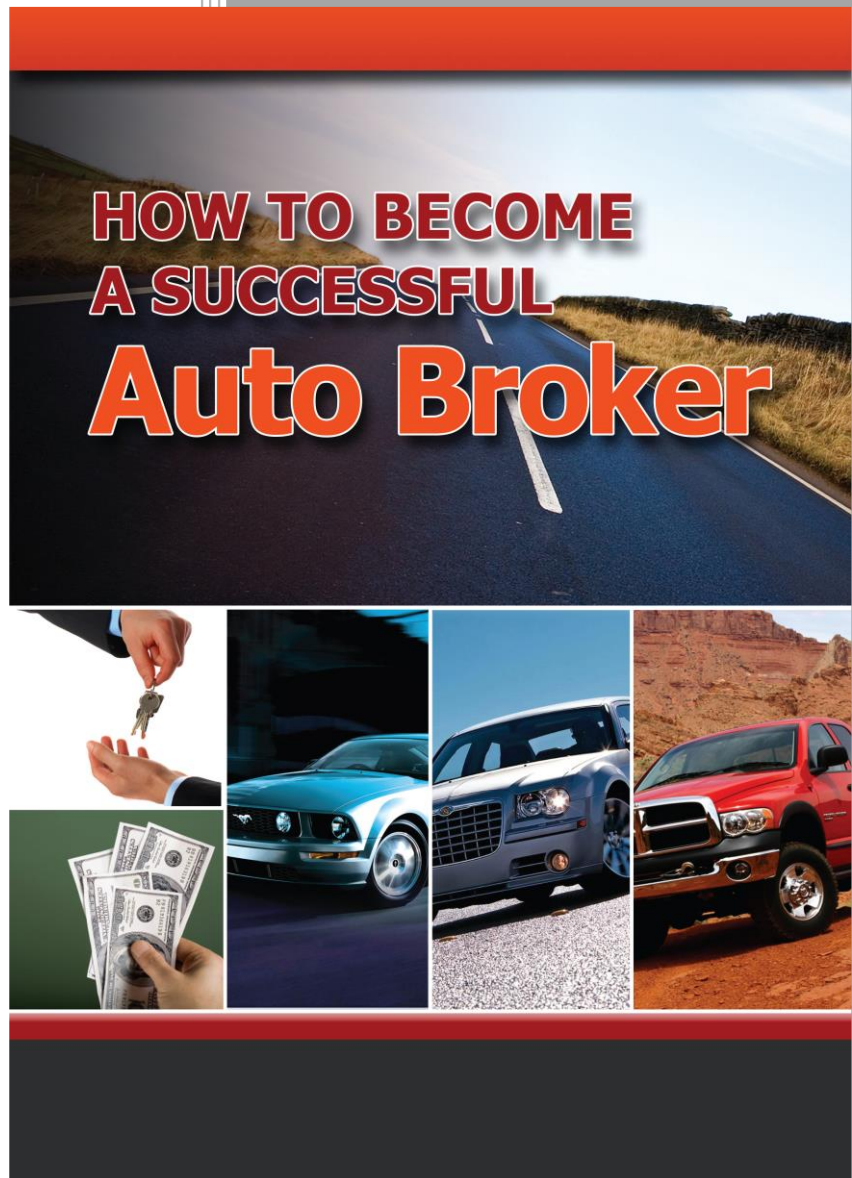


2023

Auto Broker – Initial Enquiry





Auto Car Brokers Driven To Success

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Introduction

Hi,

Thank you for your interest in this business opportunity from **Auto Car Brokers**.

If you are receiving this, we have at least communicated in some way, either by phone, text or email and this means that we can now send you some further information about this business opportunity.

If we have managed to 'connect' already, that's good and hopefully what we have discussed so far was of interest... and that you are still interested.



There is a lot to learn about this business and it can easily prove a bit daunting for some people.

That's why we always ask people whether they don't just love cars, but that they're **passionate about cars**.

Why? Well, this business isn't for everyone. It's hard work to get started, and if you don't love cars, if you're not passionate about cars, then everything you must do, all your research and due diligence just becomes a chore – and you end up making mistakes which will only be detrimental to your business.

Therefore, we are very particular about who we select to come on board, because we do appreciate that it's not for everyone.

Having said that, if you are passionate about cars and you'd love to deal in cars, then it can be a very rewarding business, generating a good sustainable income.

So, if you are interested but perhaps still not 100% sure yet, it's important that you do have a complete understanding of everything about this business and what's involved – so that you will be in a position to make a decision that's right for you.

History of Auto Car Brokers

As for ourselves, this business started back in 2006 - and everything that we have done and learnt through all the subsequent years in this business, all the knowledge, understanding and experience has been brought together in this complete business package.

In lots of ways, this package could best be described as a '**Business in a Box**'! The **Auto Broker Business Manual** is the 'core' of the package and will show you (in considerable detail) how to get yourself and your new business venture set up, how to plan your business and what you have to do and how to go about things from 'Day One'.

And this is no 'lightweight' manual! It has evolved over many years with many thousands on man-hours of input. A new version is developed every year and (first published in 2007) we are now currently on the 15th edition.



The business manual is very comprehensive and shows you in detail what to do on a daily basis, how to find and work with sellers; how to find and work with buyers; what to do when things go well, what to do when things go wrong – and everything in between.

This whole business package is now available as a suite of modules for anyone who is interested in setting up their own car broking business venture, but isn't too sure where to start, what to do and when. Equally it's for someone who certainly doesn't want to make mistakes that are just waiting around the corner.



This is a very involved business for the unwary. There is a lot to learn and to understand and it is easy to make mistakes and damage your own business and credibility in the process.

And it's NOT a franchise – it's a complete Business Package, and it will be your business which you can run and operate anywhere with no territory or geography restrictions and no additional royalty payments, or payments on future sales to have to make.

What does a broker do?

The 'key' thing to remember is that as a broker, you're acting as the 'middleman' in the business transaction between seller and buyer. This is best explained in the image below...



As a broker, you're identifying and sourcing vehicles that are available - bringing sellers and buyers together, and 'brokering' the transaction. You're not actually buying anything, so there's no financial risk as far as you are concerned. Equally, because you're not buying any cars, you don't have to think about where you're going to keep them or having to insure them. So, that's a major headache gone away. Equally, you don't need a dealer licence to be a broker! Which you would if you were physically buying and selling cars.

And you are only brokering used cars, NOT new cars. The reason is very simple, it's because the margins that dealers work with on used cars are significantly higher than the margins on new cars. So, it's easier for you to negotiate a good deal!

Still not sure what we're talking about here? Just watch this [video](#) - and all will be revealed...



Now... we do appreciate of course that anyone could just start up their own car broking business, but it would be very easy to come unstuck, and it's very, very easy to lose credibility, and quickly!

The essence of this business is being able to control transactions and manage the whole process, from start to finish, when you may not even see the vehicle you're brokering or meet the seller or even the buyer.

And this is what we show you and teach you.

Buyers (typically dealers) don't go searching the web for those really great (or optimum) cars that we talk about because they just haven't got the time to do it.

Why does the motor trade need brokers?

There are thousands of used cars out there every day that are waiting to be sold by private owners, with these owners often frustrated at not being able to find a private buyer. They are reluctant at this point to utilize any of the sales car-based websites, and yet there are dealers throughout the country who will often snap these up and pay you (the broker) a good commission for helping them to find these cars.

The used car market is huge – with well over 40 million used vehicles changing hands in 2022 in the USA alone (even with the Covid pandemic), which equates to nearly 110,000 units a day (*Source: Edmunds*). This means there are thousands of used cars out there every day waiting to be sold by private owners - with these owners often frustrated at not being able to find a private buyer - and thousands of car dealers throughout the country who are desperate to source cars every day.

These dealers need to fulfil their business sales targets, and good-quality second-hand / used cars are their '*bread and butter*'.

For example, a typical dealer may manage the sale of about 100 used cars from just one site - each and every week. That's a large turnover of vehicles – which means they must continually find new stock - but they can't do it all themselves.

We go into this a lot in the **Auto Broker Business Manual**, but dealers typically get their stock from three main sources:

- Trade ins
- Auctions
- Trade to Trade (between other dealers)

But... if they cannot find good stock, or they're looking for something specific (perhaps for a customer), and they cannot find it through their normal sources, where do they turn to next? A broker they know, that's who.





This business is all about building a good network of contacts - people who know you and what you do and how you can help them. This takes time, like any business, but it's very much a 'people to people' business - even if you never get to meet most of them.

And that's why we show you everything you need to be doing because it's all about protecting your business and ensuring that everyone you're dealing with (sellers and buyers) knows that you are professional, ethical, credible and trustworthy in everything you do.

The motor trade can be a very fickle business. You need to know what you're doing, why you're doing it, and when you need to do it. If you don't, or you '*screw up*', then a motor trader or dealer won't use you again, and more importantly, they'll spread the word as well. Think about it!

Trading anywhere

As a broker, it doesn't matter where you live, because the cars you're working with and the sellers and buyers could be anywhere, and not just in the US. They could be in another country entirely.

So, to use an analogy, you might (for example) find a really good potential vehicle for sale that happens to be in Ohio, equally you might find a buyer for that vehicle in San Francisco.

How do you manage everything you have to do, without ever leaving home? And think about this for a moment... most likely...

- You won't see the vehicle itself
- You won't meet the seller, and
- You won't meet the buyer

This is what broking is typically all about – because...

- It's not about where you live or where the cars are or where they have to go.
- It's about managing the transaction in the right way, and in a very professional way, and
- It's about giving the seller what they want and giving the buyer what they want. Does that all make sense?

What fees should you charge sellers for your service?

Nothing! You don't charge them anything.

Fundamentally, when you're talking to sellers, they need to understand that the service you're providing to them, and to find a buyer for their car, is absolutely free. **They pay nothing!**

This is a massive USP and has to be great news for the seller – because why would they say no! As it's not going to cost them anything, they have absolutely nothing to lose by using your services?

How do brokers make their money?

You make your money from the buyer. If they're interested in the vehicle you have sourced, you negotiate a 'buy' price with them. Then you negotiate a lower price with the seller.

The difference between the 'sell' price and the 'buy' price is your commission. When the sale is successfully completed, you invoice the buyer for your commission element, and the buyer pays you.



The difference between a high or low commission will depend on your negotiating skill, and obviously on how good the car is that you have been able to source in the first place, how quickly the seller needs to get it sold, and how keen the buyer is to purchase it.

Experience will teach you a great deal, and this doesn't happen overnight. But ultimately, your commission could be either a few hundred pounds or several thousand pounds! Every deal will be different.

Part-Time Working

People often ask if they can start this venture part-time, and we always say, absolutely YES!

The main reason of course is to protect your current income stream. This will ensure that you still have regular income coming in which will reduce the financial pressure on you to get your new business venture up and running as quickly as possible.

This always takes more time than people think and what we always say to everyone is that you should give yourself plenty of time to do your due diligence, to do your research, to choose the different makes of cars you'd prefer to work with (at least initially), and then to build your product knowledge of all of these, so you have learnt everything you need to know when talking to both sellers and buyers.

Given the fact that you can conduct all of this background research in the evenings and at weekends, then our recommendation is always to start your new business venture part-time initially – just to give yourself plenty of time for what you have to do – and NOT to put yourself under too much pressure.





What are you getting for your money from Auto Car Brokers?

People sometimes ask “... *what exactly am I getting for my money.....?*” Well, the overall Auto Broker Business Package encompasses a range of modules (all of which can be purchased individually – depending on your needs) and these we shall go into in a minute, but in essence, what you’re buying into is our intellectual property. All our knowledge, understanding and experience of the car broking business - working with both sellers and buyers and being involved with the motor trade since 2006.

In one sense you’re investing in information, but it’s very comprehensive information and therefore very valuable information that you can’t get anywhere else.

It’s about making sure that you have everything covered, every single last item, whilst operating and running your business. Remember, you’re doing this remotely (working from home) for much of the time, so there’s so much more that you need to be doing.

Some people also say “... *well, I could do all this myself couldn’t I? I know enough about cars to do this. What do I need Auto Car Brokers for? I could save myself a lot of money, just do my own research and get going that way.*”

Well yes, you could just go onto the Internet, do some research, get yourself organised, find a couple of cars and get going. And of course, all the while... HOPING that you haven’t missed anything, hoping that you know what you’re doing and what you need to say to people and how to handle different situations, and hoping that you know what to do if things start to unravel.

This business opportunity is about removing that word ‘**HOPING**’ and replacing it with the word ‘**KNOWING**’. It’s all about knowing what you have to do and when and why and how. It’s about removing all that uncertainty, because you’re now following in the footsteps of someone who has done it all before, and successfully.

And to repeat what we said earlier - this is a very involved business for the unwary. There is a lot to learn and to understand and it is so easy to make mistakes and damage your own business and credibility in the process.

Any new business venture is a risk! And a **BIG** part of what you’re investing in here is to help lower that risk and ensure that you are doing everything that you need to do, knowing when you need to do it, and knowing that you’re doing it right.



What modules are available in the Auto Broker Business Package?

The 'Auto Broker Business Package' is available as a whole series of modules – each of which can be purchased individually.

These modules contain a wealth of materials, information, documentation, and support to guide and support you in your new business venture and all of this is specifically designed to provide whatever you need to help your business thrive and grow.

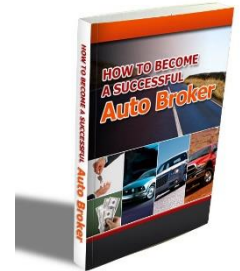


So, you can keep your costs low at the outset by buying just the modules you need initially, and then adding to these later as required.

All the individual modules that are available are now explained in detail below...

1. Auto Broker - Business Manual

This is the 'core module' of the **Auto Broker Business Package** and comprehensively shows you exactly what you should be doing right from Day One, and then on a day-to-day basis and provides you with a very detailed understanding of the marketplace and how to get your business up and running, smoothly, quickly and efficiently.



Getting on for 100 pages now, everything you need to know about running your new Car Broker business is here, and the Business Manual includes the following:

- Introduction
- Initial set up
- Starting up
- Internal & external systems
- The Business
- The Competition
- Tools of the Trade
- Car Valuation Tools
- Tax, Insurance
- Day-to-Day business - Sellers
 - How to find sellers
 - How to work with sellers
- Day-to-Day business - Buyers
 - How to find buyers
 - How to work with buyers
- Payment process
- Payment types
- Trade to Trade
- Miscellaneous issues
- Paperwork and Documentation
- Administration Systems
- Successful case studies



The other modules that are available include the following:

2. Auto Broker - Forms Pack

If you don't want to develop all your own paperwork from scratch, then this Forms Pack is for you.

Why re-invent the wheel if you don't need to?

This module includes templates for all the forms that you would require to operate your car broking business. These include the following:

- Comprehensive Customer Enquiry Form
- Order Form
- Contract of Sale
- Sample Forms
- Invoices
- Letters

The 'Forms Pack' includes all the essential documents you need for both sellers and buyers. These are all templates that you can use as they are or use them to create your own. This ensures that you don't miss anything, and everything is recorded. (Very, very helpful)!

3. Auto Broker - Documentation Guide

If you have purchased the 'Forms Pack', then this module is for you.

It provides you with an extremely comprehensive guide for how you should use all the forms that are available within the 'Forms Pack' and how you can modify or change them to suit your own business. (Not essential – but very helpful)!

And it covers all the following documents:

1. An 'A to Z' guide in using the documentation
2. Car details enquiry form - What to enter on this form
3. Intent to find a buyer
4. Sales confirmation - Seller
5. Sales confirmation - Buyer
6. Contract of sale - seller
7. Invoices
8. Statements
9. Emails / Faxes
10. Internal sales records

You could work all this out for yourself, but why should you – when everything you need to understand about what you need to do is right here – and it could save you a lot of time.



4. Auto Broker - Frequently Asked Questions

As you might expect, having run this business successfully over the years, many people have asked many questions about it, many of which may be similar to questions you have right now.

This module provides you with a great insight into all the questions that have been asked over the years, together with all the answers... and there isn't much else to know about once you've read all of these!

Currently the FAQ document within this module runs to over 40 pages, so is extremely comprehensive in the level of questions & answers that are available. For example, questions like:

1. How does the used car market protect itself from up's and down's in the economy?
2. How has the Coronavirus pandemic of 2020 thru 2022 affected the used car market and the motor trade in general and how will it affect my business?
3. What would I be committing myself to?
4. Why would a dealer buy a car that they've never seen?
5. What personal qualities do I need to make my business succeed?
6. What is the normal daily routine?
7. On-going monthly costs?
8. What working knowledge do I need?
9. Don't I need to see the cars to be sure the owner's description is what it "says on the tin"?
10. How much money does someone need to start operating this business?
11. How much investment does it require?
12. Do the vehicles being sourced by a broker need to be over a certain price range?
13. How exactly should deal with both buyers and sellers when it comes to outstanding finance on their car?
14. How would I base my decision on what brand manufacturer I should focus on to begin with?
15. If I do start my business part-time, how should I work with clients and ensure that I deliver my service as quickly and efficiently as possible?
16. Car delivery - How do cars get collected? Who's responsibility is that?
17. What do you need to succeed as a respected and professional car broker?
18. Do you need to see the cars that you're sourcing and finding buyers for?
19. How do you protect yourself from any buyer / car dealer cutting you out of the transaction?
20. What do you do if there are 'snags' in a deal?
21. And much, much more...

This very comprehensive document lists a whole range of questions that have been asked by enquirers and customers alike and are reproduced here to help everyone understand as much as possible more about the Auto Broker Business.

So, we not only acknowledge the questions that customers ask us, but we're also happy to share this information so that it can and does benefit everyone. It's absolutely invaluable!



5. Auto Broker - Useful Websites (Insider's Guide)

Running your auto broking business requires good planning, both now and into the future. So, to help you start off on the right track, this module provides you with a detailed 'A-Z' list of very useful websites you can use to help you build your auto broking business.

So much is available on the Internet to help you - and all we have done is to have all this in one place and show you where to go to get all the information you need, thus saving you time, effort and money.

We have grouped a comprehensive list of websites under various headings so that you can quickly find what you're looking for. The following list provides you with an insight into what's available -

1. Introduction
2. Company Formation
3. Logos
4. Domain Names
5. Broadband Suppliers
6. About Broadband Suppliers
7. ISP Providers
8. Website Hosting
9. Website Development
10. Car sites
11. Tools of the Trade sites
12. Car Authenticity Tools
13. Car Review Sites
14. Car Magazines
15. Other sites
16. IT Magazines

6. Auto Broker - Car Marques Guide

This module provides you with a detailed list of all the current car manufacturers in the USA, providing addresses, phone numbers and website information.

With this information, you will then be able to track all the individual dealerships / retailers for every manufacturer and then begin to establish the details for all the contacts you require at various levels and at every outlet.

This will be important – particularly once you have selected the manufacturers you're looking to focus on (at least initially), and then you can more easily identify where all the dealerships in your locality are, especially those within a 25-50 mile radius – which will help you're marketing and planning in terms of visiting these dealerships to introduce yourself.

The information we provide here will help you to create and establish a comprehensive contact database as you grow your contacts.

The details include:

1. Our complete A-Z of the US car broking industry contacts.
2. Details of all the principal car manufacturers in the USA



7. Auto Broker - Top Tips Guide / Buying and Selling

This module provides you with a really beneficial insight into our top tips for buying and selling cars - some of which you may find very beneficial.

It provides information on things that you've probably already thought of, but also many that you probably haven't thought of.

Whilst some of this is not directly related to car broking – it helps to put you in the mindset of those who actually buying and selling cars (which could include yourself at some point). And what we go into includes the following:

- **What to watch out for when you're buying a car** (and how you can avoid doing the same).
- **Buying a new car at any time?** Then we've got some potential money-saving tips for you.
- **Diesel, Petrol, Hybrid or Electric cars?** Which is the right one for each situation. We look at them all.
- **Some of the key points you should be aware of when sourcing, buying or selling cars** (these could save you time and effort, so it's always good to be aware of them).
- **The essential pieces of paperwork any car you source must have** (what they are, why they're important and how they can affect the price of any car).
- **The most popular colours of cars these days** (and why some colours could possibly reduce its value by 5-10%).
- **How to have your car's history fully authenticated** (and much, much more...).

8. Auto Broker - 'Get You Started' Emails

This module will ensure that you start to receive a whole sequence of emails over the first 8 weeks - all of which will provide you with important information with regard to how to get your business set up, what to do and in what sequence - in order to get your business successfully off the ground.

Clearly of course, these emails will relate to you having purchased the 'Auto Broker Business Manual' in the first instance.

Always remember - don't try to do things too quickly before you have the important parts of your new business in place.

Gradually this will all start to make sense, but it just takes time. Start how you mean to go on – by getting things done properly... and right... in the first place!

The automated emails you'll receive include the following:

- EMAIL 1 - Have you purchased the 'Auto Broker Business Manual'?
- EMAIL 2 - Choosing a business name
- EMAIL 3 - Choosing the car manufacturers to work with
- EMAIL 4 - Finding cars and their sellers - Part I
- EMAIL 5 - Getting the right information from sellers
- EMAIL 6 - Finding cars and their sellers - Part II
- EMAIL 7 - Finding Buyers
- EMAIL 8 - Finding Buyers - Advertising cars Part I
- EMAIL 9 - Finding Buyers - Advertising cars Part II



- EMAIL 10 - Documentation - What you need to do
- EMAIL 11 - Payments - How do sellers get paid?
- EMAIL 12 - Payments - How do you (the broker) get paid?
- EMAIL 13 - We've covered the basics - now what's next?

9. Auto Broker - Business Support Package

This module is all about helping you to grow your car broking business as quickly as possible, and if you purchase this support module, you will receive our full 'Business Support' package which includes our unique service to provide confidential advice and support to everyone to help get them up and running with their business.

This way, you won't get left 'high and dry' – because it's about providing that level of support that anyone might need now and again.

So, our on-going assistance, guidance and help covers:

- 'One-to-One' confidential support
- 'Day-to-Day' query handling and decision support
- 'Working' with sellers and buyers
- 'Telephone' support (24/7) – we're never far away and will always respond
- 'Email' support – If you need help or advice with any aspect of your auto broking business?

Simply email us and we'll give you all the help you need. All we ask is that you...

1. Give a precise, straight-to-the-point summary of your query, and
2. We also answer questions pretty briskly and to the point but being direct and focused on your questions is more important than 'padding' and 'waffle'.

Summary

There is much that we would still need to understand about your interest in this opportunity, and for us to tell you significantly more about it.

The three most important words in building your new business are '**Professionalism, Credibility and Trust**'. Miss out or lose any one of these because you haven't done your 'due diligence' and your business could well suffer.

A **BIG** part of what you're investing in is to help lower that risk and ensure that you are doing everything you need to do, when you need to do it, and that you're doing it right.



Remember

This is a proven business where you don't need a lot of money to get set up.

Your costs are low, and your overall financial risk is minimal (because you're not buying, insuring or storing any cars) - but the opportunities are high.

You can select which modules you would like to purchase at the outset, bearing in mind that this can help you spread the cost – because you can always select other modules later on and at a time that suits you.

Our recommendation is always to just start with the 'core' module, the Car Broker Business Manual. This is extremely comprehensive with a lot of information to understand and to get to grips with and it will always take you longer than you think to go through everything.

And then, when you're ready, you can add other modules, but again you can decide on the timeline. This way, you don't have to purchase anything that you're not ready to use yet. And of course, by setting up your business this way, your costs are spread more evenly and more affordably.

After you've selected the module(s) you'd like to purchase, and made your payment, you will then be able to immediately download that module(s).

What we're offering, across all the modules, is a complete '**Business in a Box**' package, and everything you need to get your new business up and running is all there.

AND... to get started, all you really need to purchase initially is the 'Auto Broker - Business Manual' module – which is just... \$396. And you can even pay for this in instalments!

And then you can take additional modules as and when you need them, at your own pace, which also helps to spread the overall cost! Because you don't need everything at Day One!

BUT... you do also have the opportunity to purchase the complete Auto Broker Business Package in full for just... \$1,274. And this price includes ALL the modules, but also with a 20% discount (or \$318) off the normal price! Now that IS a bargain! And you can pay for this in instalments as well!

Now, we can't be any fairer than this! And that's exceedingly good value if you're looking at investing in a business that could potentially earn you \$500 to \$1,000+ per week – and potentially much more!



The Next Stage

So, have a look through everything and if you have any questions, just let us know. Call or text us, but the easiest way is to just send an email, and we will always respond.

Hopefully this has helped to explain the concept of this business a little more clearly.

If you are still interested, please get in touch and we'll see where that might lead.

Many thanks - and we look forward to hearing from you.

Auto Car Brokers



Auto Car Brokers
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