

# ANNOUNCING... A Proven and Established Business For The US Used Car Market... To Run From Wherever You Want...

## **“Auto Broking”** **“A Business You’ve Probably Never Heard Of Before”**

You can find much of the information you require about this opportunity at <http://www.autocarbrokers.com>.

But here we have summarised much of what you need to know...

### **The Fundamentals...**

***“The fundamental concept of this business model is all about identifying & sourcing used cars from people (private or trade) who are looking to sell them, and then working with people (private or trade) who want to buy them”.***

#### **What is the issue?**

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 utilise any of the 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.

*NB: “Over 40 million used vehicles changed hands in the US in 2022 alone (and that’s over 110,000 a day).” – (Source: Statista)*

#### **How does an auto broker help to resolve this?**

The broker acts as the ‘middleman’ in the transaction between the seller and buyer and helps to negotiate a deal that is agreeable to both parties.

But now you’re probably saying *“... well, I could do all this myself couldn’t I? I know enough about cars to do this. I’ve bought and sold cars before. 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 – but think about this. Let’s say you live in Chicago. You might (for example) find a really good potential vehicle for sale that just happens to be in San Francisco, equally you might find a buyer for that vehicle (a dealer perhaps) in New York.

Will you go all the way to San Francisco to see this car? No! Because it’s too far away, and then the next one could be in LA, or Dallas or even abroad!

As an auto broker, it doesn’t matter where you live, because the cars you’re working with and the sellers and buyers themselves could be anywhere, and not just in the USA. They could be in another country entirely.

**And here’s the BIG but...** how do you manage everything you have to do, without ever leaving home? How do you manage this whole transaction with the fact that possibly...

- You won’t see the vehicle itself
- You won’t meet the seller, and
- You won’t meet the buyer
  
- What about all the questions you need to ask the seller about the vehicle?
  - What about its history, its authenticity, its condition etc?
  - Is it the right configuration? What about all the options?
  - What about digital images and video?

- What about valuing the car? How do you value it? How should you value it?
- How do you know that you have dotted all the 'i's and crossed all the 't's'?
  - Have you actually asked all the questions you should have asked?
- What about all the documentation that has to be produced and sent to both sellers and buyers at different stages of the transaction?
- Just how **DO** you manage and control everything – to everyone's satisfaction?

**This is what car broking is all about.**

- **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.**
- **It's about giving the seller what they want and giving the buyer what they want.**

**Where do we (Auto Car Brokers) come in?**

We are in a position to provide you with a very comprehensive business package to establish your own car broker business and 'tap into' this huge market in the used car sector.

The opportunity this business presents is a culmination of over 10 years of experience, knowledge and understanding of the used car sector, and we can help you to capitalise on this and take advantage of everything that we have done so that you can build your own successful car broking business.

Over 16,000 man-hours (from various sources and a number of people) have gone into the development of the **Auto Broker Business Manual** alone that accompanies the complete business package – and we'll show you exactly how to go about everything – setting up, getting going, what to do day-to-day, how best to use your time and get your business up and running quickly!

We provide you with everything you need to know about what's involved in sourcing cars, either privately or through the trade - and how to negotiate the right prices, both with sellers and buyers!

It doesn't matter whether you intend setting yourself up in business full-time, or perhaps even part-time initially, or indeed whether you just want to deal with the odd car now and again!

We cover everything and every eventuality!

However, you want to run your business, the basic principles of how to achieve success are exactly the same because if you apply the same methodologies that we will show you for how to source the right cars and how to find buyers for those cars, then you will succeed.

This business is no different from any other – which is to know your product! So that you can talk credibly and knowledgably with all the people you will be speaking to - both sellers and buyers.

Clearly of course, the product here is cars! And it should go without saying that you should have an interest in cars and be prepared to do the research required about the particular marques and models of the cars that you want to focus on.

## **This is a Business Opportunity, NOT a Franchise...**

First and foremost, this Auto Broking opportunity is **NOT** a franchise. It is going to be **YOUR** business, to be run and operated exactly how **YOU** want.

**So, remember, there are...**

- **NO** strings attached
- **NO** territory or geography restrictions placed on you
- **NO** royalties or additional payments that you have to make

**Equally...**

- **YOU** can source & broker cars from anywhere, even outside the UK
- **YOU** make the decisions that are **RIGHT** for your business
- Everything **YOU** earn is **YOURS**

**And...**

- We provide **YOU** with a very comprehensive support package to get you up and running and successful – quickly!
- See below for all the details

## **Auto Broking - The Basics...**

Dealers across the country need to source thousands of used cars every day for their business. It's their *'bread and butter'*. They need stock for their forecourts, and they need to fulfill customer demand, and their stock is 'churning' (or moving on) every few weeks or so if it's not sold, and that stock needs to be replaced.

Dealers usually get these from three sources:

1. Auctions
2. Trade ins
3. Other dealers ('Trade to Trade')

But they cannot do it all themselves – and one of their biggest problems is time. They just don't have the time to be running around all over the place trying to find the cars they need.

And because they often cannot find the cars they want or need - that's where the car broker comes in. They will happily pay **YOU** good money (your commission if you will) to help them source the cars they need, either for stock for their forecourts or to fulfil customer's requirements.

And even if you just want to learn how to source cars now and again - just for some extra income, then this can fit in with just what you'd like to do. And we will show you everything you need to do to achieve this!

One of the 'key' benefits of auto broking is that there is absolutely **no financial risk** to you because you're not actually buying any of the cars you want to work with. All you are doing is looking for and sourcing particular cars, negotiating a 'buy' price with the owner and then negotiating a 'sale' price with the buyer or dealer.



## So... Just to re-cap...

You are acting as the broker (or the 'middleman') in the business transaction, and the process is depicted in the following diagram:



How do you as a broker earn your money? Well, the difference between the price you agree with the seller, and the price you agree with the buyer is essentially your commission.

And **YOUR** commission generated in dealing this way can be anywhere between **\$250 to \$500 per vehicle**, and often much more.

## What's involved 'day-to-day'...

We provide a wealth of information should you happen to be setting up in business for the first time, and how you should go about this. Where to find the all the information you need to get set up in business, either as a sole trader or as a limited company, and everything else you need to do.

Then, we begin the process of showing you exactly how to build your business, from scratch...

- how you get started,
- how to use the 'Tools of the Trade',
- how to find the many useful websites available to you,
- how you find the cars you would like to deal in,
- where you find your buyers,
- how to do deals,
- how you make this business work.

And we go into all of this in a lot of depth within the **Auto Broker Business Manual** - how to find the right sellers, what to look for, what questions to ask, what to try and do a 'deal' on, what to walk away from, how to find buyers and much, much more.

One of the 'key' aspects to this business is identifying those people who '**need**' to sell their car. They must sell their car (for any variety of reasons) and this means that they are more likely to accept a lower figure for their car. This gives you the 'edge' when talking to and agreeing a 'sale' price with a dealer.

And developing your own relationship with dealers, up and down the country, is also important - so that you can start to 'tap into' their network as well. Do some good business and your name and reputation will soon spread!

You can work with prestige marques such as [Audi](#), [BMW](#), [Jaguar](#), [Mercedes](#), [Porsche](#) etc., as well as any of the volume marques such as [Ford](#), [General Motors](#), [Honda](#), [Toyota](#) etc., but the choice is yours.

In fact, we recommend that you mix and match, taking two or three marques from the volume market (where there are more cars), and two or three from the prestige market (where the commissions can be slightly higher) - then you're maximising your potential for success by spreading yourself across more than just one or two marques.

And that's where your research comes in – knowing your product and knowing as much as you can about the different models, different specifications, colours, additional options etc.

The '**Auto Broker Business Package**' is a comprehensive suite of modules (individually priced) that will provide you with a comprehensive array of information, materials, and documentation to assist you in setting up your car broking business. The 'core' module, the Auto Broker Business Manual (for example) shows you exactly what you should be doing 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 and profitable quickly and efficiently.

More importantly, we can also provide you with all the support you need to get up and running – and there is a dedicated module you can purchase, just for this.

For a complete guide of what's available, read on...

## **What's Available With This Business Opportunity?**

The 'Auto Broker Business Package' comes as a series of modules, all of which are priced separately so you can just purchase what you need to start, and then add additional modules as and when you require them. This helps to spread the cost. (Click on >>> [Auto Car Brokers](#) for more information).

Together, all the materials provide you with a wealth of information and documentation to guide you in your new business venture. If you require additional '*one-to-one*' support, then that is available as well.

## **What are all the modules in the Auto Broker Business Package?**

### **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 Auto 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
  - How to find sellers
  - How to work with sellers
- Day-to-Day business
  - 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

## **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 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 Car 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 car 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 car 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 UK, 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 'Car 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 car 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'.

### Working with a Business Partner...

Are you looking to do this by yourself – or perhaps with a partner or some sort? Starting any new business venture can be hard work and sharing the experience can be extremely rewarding and beneficial. For some people it can certainly be worth considering, because with a partner you can:

- **Share** the investment
- **Be up and running** more quickly
- **Share** the workload
- **Build** more customers
- **Generate** more sales
- **Increase** your earnings
- **Share** the rewards

### To Summarise...

This is a proven business where you don't need a lot of money to get set up because there are minimal start-up costs, but you can be earning **\$500 - \$1,000 per week**, even part time, and go on to build a successful, rewarding and sustainable income!

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

Remember –over 40 million used cars changed hands in 2022 (and that's over 110,000 vehicles a day).

This is a huge market to tap into – and you can be a part of this.



## **And Finally...**

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 Car 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!

Thank you.

*Auto Car Brokers*



Auto Car Brokers

Driven To Success

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