



NINE SECRETS

TO CHOOSING THE RIGHT
CAR DEALER

9 Secrets to Choosing The Right Car Dealership

This report was created as a public service for men and women of all ages who are thinking about buying a new or used car.

As a dealer For The People®, I want to put fun back in buying a car, so I'm making it my responsibility that local residents are educated about how to choose the right dealership that can both get you a great deal and make car buying fun again.

It is important that you read this entire report before visiting any used or new car dealership. The information contained in this report will help you be treated well and allow you to actually enjoy the process of buying a car. If you know someone who is thinking about buying a new or pre-owned vehicle, please share this report with them too.

For many people, buying a car is one of the biggest purchases they'll ever make. There are options, packages and pricing to weigh before taking the plunge. But when you get down to the knitty-gritty, there's so much more to choosing a car than merely finding a way to get you from point A to point B.

In many ways, our cars are an extension of who we are. They represent us in the parking lot at work. They show our neighbors a piece of our personality when we park them in our driveway. They safely and reliably get us to and from work and get our kids to and from school. They take us on family vacations. And so much more.

It is all these reasons that make buying a car a big decision. But it is also these very same reasons that make buying a car a fun experience.

I have found over the years that people who know these secrets get a better deal, have a better experience and are happier with their purchase. You're never going to believe this, but buying a car can actually be fun! Especially when you know the 9 secrets of choosing the right car dealership.

SECRET 1: Every Good Conversation Starts With Good Listening.

The right car dealer will be interested in you as a person and in your unique situation. They will ask you questions about what you are looking for and how they can help you. Then, they will tailor the entire experience of buying a car to who you are and what you need.

I encourage you to find a dealership that treats you with respect by listening to what you need and then moving mountains to help you solve the problems that are keeping you from driving the car of your dreams.

When you find this kind of a dealership, you can be confident in the suggestions they make for you because you know they have your best interests at heart.

At our dealership, we understand that no two car buying experiences are the same and that everyone deserves personalized treatment. We believe our job is not selling cars, but finding solutions to the everyday problems that are keeping you stuck in a car you hate.

SECRET 2: Ask Yourself, "Is This Person Excited For Me?"

A great car dealer is enthusiastic and excited to help you solve the problems that are keeping you stuck in a car you hate. You are more than just a number to them. These are people just like you—they are regular folks, considerate, fun and full of surprises. So no matter what's keeping you from driving the car you want—regardless of whether it's credit concerns, trade-in value, down payment amounts, they're excited to help you and it shows.

When someone we care about is shopping for a car, we're excited for them! Driving home in a Nicer, Newer® ride can completely change your outlook and your life. I've had that very experience myself, and it's one that I want to share with the people I'm close to. That's why I make sure that we provide a car buying experience like no other.

SECRET 3: Questions Asked And Questions Answered

While a good car dealer will ask you lots of questions about how they can help you find the perfect ride, they are also a great resource for you. The right car dealer should be sharp as a tack and able to answer any of your questions.

You'll know right off the bat if a car dealer meets this criteria by how they are perceived in the community. They should be a resource for the community and a trusted advisor. They will know all the ins and outs of the process, which means they'll be able to help you get a new ride for a great value.

We give away lots of consumer information for FREE, both on our website and in the dealership, because we are passionate about sharing our knowledge of the industry, and we want to make sure that everyone in our community has the best car buying experience possible.

SECRET 4: You Can Leave Credit Problems In The Past

Many dealerships will judge a person by their credit score because they fail to help people who have had credit problems in the past.

Often this is because they don't want put in the effort it takes to help customers find a finance source that will be able to help them. A dealer who has good relationships with many finance companies will be better able to help you obtain financing.

But building these relationships takes time, energy and patience—which many people lack.

We work hard to develop these relationships. And we understand that sometimes bad things happen to good people. That's why we take the person into account, not just the credit score. We utilize our strong relationships with financing institutions to tell them the story behind your score and help you get approved for a Nicier, Newer® car.

SECRET 5: Choose Someone Who Is Focused On Helping You Find A Solution, Not Just A Car

The right car dealer will be focused on solving the problems that stand between you and the car you've been dreaming of.

Ultimately, something is keeping you from the car you want and deserve. Otherwise, you'd already be driving it. A great dealer understands this and is focused on how they can remove this roadblock for you. So look for a dealership that's passionate about helping you with whatever is standing in your way.

Are you worried about your credit? Look for an understanding dealership that knows how to work to get you approved.

Are you worried about trading in your old ride? Look for a dealership that is upfront about the trade-in process and wants to get you the most for your old vehicle.

Are you worried about down payment? Look for a dealership that provides options where you can start driving a Nicier, Newer® car sooner with little money down.

Are you worried about making your monthly payment or that your monthly payment will go up if you drive home a Nicier, Newer® car? Then look for a dealership with flexible options. A great dealership will be able to work with you and find a payment you can afford.

We believe everyone deserves to drive a Nicier, Newer® car, so we're dedicated to solving the problems that are standing in your way today. We've got more insight, more options, and more respect for the people we serve.

SECRET 6: A Dealer Who Cares About Their Community Cares About You

The car dealer you choose should play an active role in your community. That's how you'll know that they care about you.

A great dealer contributes to their community and helps create its future. This comes easily because this is what they do each day at the dealership. Car dealerships are often one of the biggest businesses in communities, and a great dealership embraces this responsibility by giving back and supporting the neighborhood around them.

They are eager to serve the underserved, the frustrated, the hard-working people, both at work and in their free time.

SECRET 7: Look For Someone FUN!

You've probably heard horror stories about pushy car salesman, or maybe you've even experienced it in the past. This is a serious red flag and if you ever feel pressured, you should leave immediately.

The relationship shouldn't feel transactional. You should feel like you found something special and look forward to working with them in the future.

A great car dealer knows that buying a car is a big purchase that can have a huge impact on your life, and they understand that life is too short to not have fun.

Look for a car dealer who doesn't take themselves too seriously. Visiting their store should be a fun experience from the moment you show up!

At our dealership, we want the process of buying a car to be fun—an exciting a life-changing event that you enjoy.

SECRET 8: A Clear Picture Of What Exactly They Can Do For You

When you ask a car dealer why you should buy a car from them, many will just stutter and stammer. They won't have a good reason to offer you. Eventually something about price, service or selection will make its way to the surface, but I've got a secret for you—these things mean absolutely nothing in the car business.

Low price in the car business is an empty promise. All vehicles are priced based on supply and demand in the marketplace. So you will likely get a very similar price no matter where you shop. If a dealer is promising a price that is too good to be true, then it most likely is.

Service is another poor answer to this question. You have the right to expect GREAT service. It should not be a selling feature of a dealership; it should be a requirement.

Finally, selection. The power of selection is a myth in the car business. Almost every dealer visits the auction multiple times each week. A caring dealer can find any vehicle you want in a matter of days. This makes physical selection at the dealership very unimportant.

You should buy a car from someone who is able to give you a quick and powerful answer to this question. Someone who actually provides something beneficial to you, like a fun and personalized customer experience, expertise and genuine know-how. It should be obvious that the dealership has gone out of the way to create a special experience that focuses on you and shows they care.

SECRET 9: A Family

Finding a great car dealership should be like coming home to family. You'll have found an ally and a coach. And you'll want to do business with them not only now but in the future. You'll happily tell your friends and family about your car buying experience.

These people want to help you drive the car of your dreams. And they will work with you to solve the problems you face all because they believe in a future where you own a car you love and where car buying is fun.

This is a team of mothers, fathers, sons, daughters, brothers, and sisters who are ready willing and able to help you find the perfect car for your situation.

Every month, our dealership solves problems for many good people in our community. Together, we're making a HUGE impact. We're thankful to have this opportunity and to be your dealer For The People®.

I am very happy to share this information with you. Please accept my invitation to visit me personally at my dealership or call me on the phone whenever you have a question about car buying or are thinking about buying a vehicle for your or for someone else.

This Report Was Prepared By James Provenzano As A Free Service To The People Of Upstate New York.



If you're ready to work with a car dealer who really cares, a dealer FOR THE PEOPLE, then please contact me today. I'd be happy to schedule a totally free consultation between you and one of our expert transportation advisors. You can call ahead to set an appointment or show up anytime. We're looking forward to your visit!

~James Provenzano

James Cars

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