

# **Top 10 Car Dealer Secrets that will Save you Thousands on your New Car Purchase!!**

An automotive industry insider look by:



## **Top 10 Car Dealer Secrets that will Save you Thousands!**

### **Car Dealer Secret #1**

Most car dealers make \$1500 - \$3000 or more even if they sell you the new car at Invoice Price. Check out the invoice price of cars at MissCarDealer.com. How? They usually get incentives from manufacturers for bulk buys, and performance bonuses or for selling high inventory cars.

### **Car Dealer Secret #2**

Car dealers usually make their profits on the following aspects of the car sale:

1. **Trade-In** – They try to give you the least price for it so that they can resell for more later
2. **Car Loan** – The higher the interest of the loan they give you, and the higher the amount of the loan, the more they make. Yes, we are talking hundreds of dollars.
3. **Extended Car Warranties** – Dealer extended warranties are usually a lot more expensive than if you get warranties from non-dealer service providers.
4. **Car Insurance** – They get commissions for selling insurance, just like the insurance sales men. The higher the premium, and the lower the offering, the more they make.
5. **Car Accessories** – That spoiler, better sound system, car alarm, moon roof etc is a lot more expensive at dealers than if you get it done at non-dealer specialty stores. Dealers get commissions for selling you extra add-ons to your new car.
6. **Car Service Plans** – Yes, car servicing is expensive, but it may be more expensive if you get it done at dealers. They make extra money selling you this.
7. **Car Detailing, rust proofing, undercoating etc.** – Yes extra money, more money and added presidiums for every option here again.
8. During the car sale process, car dealer's job is to gauge what you know about their business, about the car, and then work a deal to maximize their profit, while enabling you to feel good about your purchase. How? If a car dealer gives you a car at invoice price, because you know that price, and you feel that would make it a good deal, he will try to make up for his profits by selling you a higher interest loan, an extended warranty or give you less for your Trade-in.

### **Car Dealer Secret #3**

Car sales people and departments have a quota. They get incentives for selling more cars. Usually, as the month draws to a close, many a car salesmen and departments get desperate to make their numbers. This is the best time to close a deal.

- This means do your test drives, car research etc before month end, wait for the last few days of the month and give your desired car dealer a call and make him an offer he can't refuse.

### **Car Dealer Secret #4**

Worse weather = Better discounts. Since the car dealers have few customers, they are willing to go the extra mile

### **Car Dealer Secret #5**

If you have a relative or friend in the car business, its best you have this person call the dealer of your choice and make the deal. Many a times, car industry insiders get awesome deals with minimal bargaining. Employee discounts are many a times 2-3% below invoice.

### **Car Dealer Secret #6**

Be prepared to walk away from the deal, and make the car dealer call you back to close the sale. Of course you can call in a day or two to "take it or leave it" price.

### **Car Dealer Secret #7**

Car dealers treat you differently if you have done your homework. Their added profits opportunity lies with unprepared buyers who pretend to know what they are doing. There is enough information on the web to make you an educated buyer. Get internet quotes for all aspects of your new car purchase before stepping into a dealership.

### **Car Dealer Secret #8**

Car leases have hidden clauses that may result you in paying more over the long run. Some leases restrict the number of miles the car can drive a year, while others make it hard for you to buy the car once the lease is up. Always do a comparison of lease vs loan before deciding. My guidance is to buy reliable car makes, while leasing car makes that tend to break down more often while being mindful of the

term of contract. This way once car starts giving trouble, you are not stuck with large bills maintaining the car.

## **Car Dealer Secret #9**

Get multiple car quotes before stepping into a car dealership. Many a times car dealers in the cities tend to have higher costs of business while the ones just out of town have lesser costs and thus have better car deals. Getting quotes from MissCarDealer.com will give you quotes from multiple car dealers from near and far.

## **Car Dealer Secret #10**

Car dealers practice selling cars everyday, while most people do this once a few years. Naturally they are better at selling than we are at buying. Visit a few different car dealers and even different car dealers from a comparable make, do your research. You will get valuable experience and insight on what car dealers think of each other, and will find that one car that will best suite your needs at the right price.

Good luck!

More tips and insights to buying new cars can be found at <http://www.MissCarDealer.com>

Disclaimer:

The contents of this document are opinions of MissCarDealer.com. The guidance provided in this document for reference only, and we are not liable for any inaccuracies or points in this documents that do not apply to some dealers.