

NABD Releases Conference Agenda

The National Alliance of Buy-Here, Pay-Here Dealers announced the lineup for its 10th annual conference May 6 through 8 in Las Vegas.



Ken Shilson

According to NABD founder Ken Shilson, overcoming the increasingly difficult access to capital will be one of the key issues covered at the conference.

Interest in the buy-here, pay-here industry has never been greater, due to the sub-prime collapse, according to Shilson.

But expansion capital is becoming more and more difficult for dealers to

access. John Nagy, managing director for Atlanta-based investment bank Stephens Inc., will be on hand to provide an in-depth breakdown of the current capital markets.

Nagy has participated in several public offerings of major custom finance operations, such as First Cash Financial Services Inc.'s 2006 acquisition of Auto Master, an Arkansas-based buy-here pay-here chain with eight stores.

The convention will also feature several single-track general education sessions on selling to unbankable customers, advertising, the latest industry benchmarks and selling vehicles on the Internet.

Some of the scheduled speakers are: George Dans, national sales trainer for J.D. Byrider Systems Inc.; Jay

Rose, national sales trainer and business development manager for the Joe Verde Group; and Tom Kontos, ADESA's chief economist.

Maryland-based attorneys Tom Hudson and Emily Beck and former Florida Attorney General's Office investigator Terry O'Laughlin will discuss compliance issues.

The convention will also include several best practices panels, including avoiding underwriting mistakes.

The scheduled participants are Shilson, Fran Chatman from the Arkansas-based Cavanaugh Auto Group, and North Carolina-based buy-here, pay-here dealer Ingram Walters.

"Dealer education helps them avoid trial and error mistakes which cost millions of dollars," Shilson said.

—David Piestrzynski

Web Site Makes Pricing Cars Easier

By Andrew Turner
Used Car News Staff Writer

A new Web site makes the "no-haggle" approach more attractive by allowing visitors to find out a dealer's bottom offer before arriving at the dealership.

Autobrag.com provides no leads for dealers.

The only way for a dealer and customer to come in contact is by the customer making contact with the dealer.

CEO Danny Chan started the company after becoming

frustrated with the car-buying process.

"Almost everything you buy has price-comparisons online," Chan said.

"We want people to come to our site and get a sense of pricing before going to the dealership."

When Chan first started Autobrag.com earlier this year, he had 140 "no-haggle" dealerships signed up for the service.

Now the site boasts more than 350 participating dealers throughout the entire nation.

A dealer's inventory is listed for free, and customers see the best price available. If a dealer is offering competitive pricing, his inventory is more than likely to be noticed by consumers, Chan said.

The site currently draws 35,000 unique visitors per month, he said, but the company is aiming for the 250,000 visitor mark.

"At the end of the day, customers save time and money, and dealers save advertising costs," Chan said.

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If you're selling fewer cars and making less money than you'd like, and you're willing to admit it, we can help. **FREE REPORT REVEALS:**

MUST READ

"The Big Money's NOT In RUNNING A Car Dealership— It's In MARKETING Your Car Dealership— And That Discovery Can Change Your Life."

How a SIMPLE SYSTEM evolved from a few ideas sketched on a cocktail napkin to an underground marketing machine that helps car dealers explode their used car sales and income without taking additional risk.

Orlando, FL—Here's the dirty little secret about making good money in the car business: it doesn't have a whole lot to do with how good of a job you do. You can offer excellent customer service, have a front line packed with the hottest selling vehicles, offer the lowest prices in town, have all of your inventory online, and be set up with the most aggressive sub-prime lenders in the business *and still starve to death*—waiting for ups to show up on your lot.

You're busy one week and lonely the next and always worrying about where your next sale is coming from—and afraid to make a decent gross for fear of losing the one good up you have to a competitor. Most dealers stubbornly believe that being good ought to be good enough and that by getting better at the technical aspects of running a dealership they will make more money. Wrong.

We've also seen hundreds of dealers nearly going broke copying the ways everybody else seems to get their customers—wasting money on all kinds of dumb advertising or trying the "cheapest price approach" (which is actually the worst thing you can do). You may scrape by with a few sales from walk-ins, a lucky break in the trader, and maybe a referral or two—nervous-nellie, trying to make your whole month in one week.

But two discoveries changed our life. They might change yours too.

HOW TO SELL MORE CARS EACH WEEK THAN YOU NOW STRUGGLE TO SELL IN YOUR BEST MONTH, DO IT EASIER THAN YOU CAN IMAGINE & EVEN TAKE A FEW DAYS OFF IN THE PROCESS

The first discovery was that hardly anybody in the car business has any background, education, or savvy in marketing, so everybody copies everybody else—the blind leading the blind... doing everything the hard way. Our turn around started when we turned our back on just about everything else we saw other people doing in this business and went in an entirely different direction. That direction, by the way, was into what's called Direct-Response Marketing. We started learning from some of the highest paid marketing experts, learned their techniques, then applied them to the car business—with breakthrough results: like helping a middle-class used car dealer in Texas with a fledgling new car franchise (it was more a curse than a blessing) go from selling less than 10 cars a month to 38 cars after 30 days then 104 cars after 60 days (now selling hundreds); like a very simple strategy that drives a steady flow of ups every single week like clockwork; like five small changes made to a newspaper ad that more than doubled response (without increasing size); like a different way to use direct mail that made the competition look minor league (without increasing spending).

That was discovery #1.
The second discovery was a 100% paradigm shift. We realized dealers must change from running a dealership to being in the business of marketing their dealership. And that's when we saw the big changes happen. Like a small dealer in Ohio, lucky to gross around \$25,000 in a month, operating out of a burnt out Chinese restaurant transforming into a heavy-metal machine, now grossing over \$700,000 per month (month after month).

Dealers using our SYSTEM who are willing to work harder can jump up to even bigger incomes. And already successful, larger multi-store operations can instantly increase revenues AND profits by up to 50% to 100%.

WHEN YOU LEARN AND IMPLEMENT A TRUE MARKETING SYSTEM LIKE OURS, YOUR LOT WILL BE CROWDED EVERY SINGLE DAY WITH REALLY GOOD, DESIRABLE NEW CUSTOMERS

We have invested the last 8+ years and tons of cash to test, prove and hone an entire collection of advertising, marketing, profit improvement, lead generating, dealership building and referral stimulation strategies. If you get your hands on 'em you'll instantly be light years ahead of all your competitors. Many of our strategies are "bargain-bin" marketing strategies—that's because most of the small businesses we've proven them on haven't had much money to spend. Bottom line: we're not asking you to spend a lot of money here. Most of our strategies are simple, because we're not rocket scientists—we're just maniac marketing guys. Most of the strategies can be put to use quickly and effortlessly. Here are some of

the benefits you'll get from our SYSTEM:

1. How to "target" certain types of desirable customers and get them to call you
2. Raise the results of every ad you run by 200% or more (whether it's direct mail, radio spots, TV, email, or any of the little-known NEW ways of reaching "hidden" enthusiastic prospects)
3. How to remove yourself from the commodity pricing game, escape price competition and avoid the "cheapest price battle"
4. The one way to make an ad that will piss off the papers but thrill prospects, sending them stampeding to your lot with open wallets
5. The 10 most important things you must put in every mail piece if you want people to respond and buy
6. The one element that is missing from almost every advertisement and why you really can never sell at peak-performance without it
7. How to immobilize tire kickers and spin them into raving fans after they've paid more for the car than they could have somewhere else

THE NEXT STEP IS PAINLESSLY SIMPLE, 100% FREE AND GUARANTEED

Are you happy with "business as usual," things as they are? (If so, ignore everything we've said up to this point and the offer we're about to make.) If you ARE somewhat frustrated, then you need to choose what kind of business you want to be in: one that's really just "a job," a daily grind, that you have to force yourself out of bed in the morning to go to—or an exciting, highly profitable, rewarding business that you can't wait to get to every day? If you are open minded toward, and ready for something that can make a difference in your dealership *right away*, then we have a remarkable guaranteed free offer for you.

How can a FREE offer be guaranteed? First, at your request, with no obligation, we will rush you a copy of our newest, updated, very provocative Free Report: "How To Uncover The Hidden Wealth Buried In Your Used Car Dealership." You can get this free report simply by visiting www.RichDealers.com/news or by calling our FREE RECORDED MESSAGE at 1-800-930-7194 ext. 702, anytime 24 hours a day, 7 days a week (you won't have to talk to any pushy salesperson either). Second, if you get this report, read it, and honestly can say that reading it was a waste of time, write and tell us, and we'll send you ten bucks OR we'll send twenty bucks to your favorite charity, your choice. We guarantee that reading this report will NOT waste your time!

Yes, it takes some pretty big balls to make that kind of an offer to tens of thousands of car dealers. It could bankrupt us. But we know from experience it won't, because of the reactions we've gotten from other people who have read our previous reports. (Wait until you see what they have to say!)

We now command as much as \$25,000.00 for consulting and teaching marketing workshops to select groups of dealers and other business owners. But you don't have to shell out a single penny to get a good, hard look at our SYSTEM.

Just call and get our free report. Still, a whole lot of folks will read this and won't call. Why? Stubbornness, Laziness, Apathy, Skepticism, Resistance to Change. Consider this: Keep doing what you've always been doing and you are certain to keep getting only what you've been getting. In fact, the definition of insanity is: doing the same thing over and over again but hoping for a different result. Well, it's up to you.

Triad's Miller & Jimmy Vee

PS: It doesn't matter whether you're a "little guy" on a dirty lot with a 3 car front line or a good sized operation selling hundreds of cars per month, we've helped mom-n-pop'ers as much as triple their incomes in a single quarter. We've also worked with big outfits to dramatically improve profits. OUR SYSTEM is valuable whether you're selling used cars at a franchise store or are an independent dealer. It works anywhere, anytime, any market for anybody in the car business. PERIOD. Proven. And we'll send you PROOF with the free report.

Why not investigate what all this can do for you? Just call 1-800-930-7194 ext. 702 or visit www.RichDealers.com/news. Don't procrastinate though, this offer won't last forever.

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