

**A Quick Way To Cash!**

# **Motor Car Pr\$ofits**



**Understanding the Used  
Car Business and How  
You Can Make a Profit**

**Ernie Jaramillo**

**NOTE:**



**Investing and making money is more a state of the mind "if you think you can you can" but remember discipline is the KEY.**

**As you study this eBook keep in mind how you can apply it to your situation, one idea can change your life and make you a lot of money.**

## **TABLE OF CONTENTS**

**SECTION 1. SETTING GOALS / 'THINGS TO DO' LISTS**

**SECTION 2. AUTO WORDS AND DEFINITIONS**

**SECTION 3. THREE MAIN QUESTIONS:**

**SECTION 4. SIX STEPS TO MAKING MONEY AS A DEALER**

**SECTION 5. THE WHOLESALER--MAKING A PROFIT**

**SECTION 6. USED CAR DEALERSHIPS AND YOU**

**SECTION 7. DRIVE THE CAR YOU WANT FOR FREE**

**SECTION 8. WHAT IS AN AUTO BROKER?**

**SECTION 9. YOUR TELEPHONE SKILLS ARE CRITICAL**

**SECTION 10. TIPS FOR SUCCESS**

**SECTION 11. INDUSTRY OVERVIEW**

**SECTION 12. FINANCING & COLLECTING YOUR MONEY**

**SECTION 13. WHAT IS THE CAR WORTH?**

**SECTION 14. HOW TO MAKE \$300 IN TWO HOURS!**

**SECTION 15. FINAL LESSON: THINGS TO KNOW**

**SECTION 16. EBAY – HOW TO FIND OR CREATE A PRODUCT**

**SECTION 17. TYPE OF AUCTIONS eBAY OFFERS**

**SECTION 18. SETTING UP AN eBAY ACCOUNT - FREE**

**SECTION 19. CATEGORIES TO LIST IN**

**SECTION 20. WHAT IS SNIPING**

**SECTION 21. SAMPLE EBAY LISTING PAGE**

**SECTION 22. VALUABLE LISTING TIPS AND STRATEGIES**

**SECTION 23. BUILDING CLIENT DATABASE**

**SECTION 24. SHIPPING AND FOLLOW UP**

**SECTION 25. THE INTERNET SYSTEM**

**SECTION 26. DMV OFFICES - UNITED STATES/CALIFORNIA**

**SECTION 27. DEALER AUCTIONS**

In the course of your studies if you have any questions or need any help feel free to email me at [info@pacificmotors.net](mailto:info@pacificmotors.net) I will be more than glad to help.

In studying this ebook, be very, very certain you never go past a word you do not fully understand. And if the material becomes confusing or you can't seem to grasp it, don't go any further, but return to the last portion you understood easily, go forward from there, locate the misunderstood word and get it defined.

**NOTES: SECTION 1- SETTING GOALS / 'THINGS TO DO' LISTS**

The old man frightened me because he was so old and was obviously dying. The wood fire burned merrily in the corner of the old cabin. I tried to smile but he saw the tears in my eyes. "Do not cry for me my son, for even in one million years we will both still be in existence."

We worry so much about nothing that we make ourselves sick. When we are not worrying. We worry about why we are not worrying. But its as all religions tell us, it is all an Illusion.

For instance, you are not short of money, just short of ideas, because money rushes to ideas.

"You are not unemployed, you are just trained for the wrong job."

"You don't disagree with your spouse, you just don't know how to communicate."

"It is said that a lifetime of sorrow and tragedy can be forgotten with one right decision."

This is the power of your mind, you do have the power to make things go the way you want them to. Do not listen to people who are not doing as good as you are, if you listen to people who are doing better than you are, you have only one way to go, up!!

If you want to be successful have successful friends. Is it logical to take advice from people who know less than you do? If you want to make \$1,000,000 dollars don't get advice from someone who makes \$12,000 a year. Find out what the millionaire does.

This basic rule will change your life if you apply it.

**NOTES:**     **GOAL**

(The end one sets out to achieve, the basic purpose)



You might have learned about GOALS in one of our other training eBooks. This is just a reminder to get you thinking about GOALS, GOALS, and more GOALS GOALS.

Remember, the more times you go over the materials the better your understanding will be!

All successful people set GOALS. Without GOALS, people would wander aimlessly, with problems they may never solve. By setting GOALS, life will go more smoothly. It doesn't matter if your GOALS are big or small. The most important thing is to identify them. Write them down.

When setting a GOAL, it must be realistic to you. Do not set a goal so large that you may never reach it. That will be frustrating and cause failure. Do not set a GOAL too small either, for this may also set you up for failure.

If you are working to achieve something that has meant something to you, the odds are much better that you will make your GOALS come true.

**NOTES:** You can have more than one GOAL in life:

SHORT-TERM GOALS (1 year or less) or  
LONG-TERM GOALS (1 to 10 years).

Set some basic short-term GOALS for completing this ebook and later in the ebook you can set more GOALS as you get more data.

Examples of GOALS:

Long Term GOAL: Make a steady income of \$4000 per month on ebay in 1 year selling cars.

Short Term GOAL: Finish this course in 2 weeks.

**NOTES: "THINGS TO DO" LIST:**



Something one intends to accomplish within a given period of time. These are the things you need to do to get to your GOALS.

Things to do have been around since the beginning of time. The cave man would make his list of things to do every day; find food to feed his family, get materials to make clothing with, fashion weapons. Things to do are just as important as the GOAL, without this list you could never reach the GOAL.

Things to do should be listed in steps, 1-2-3 or A-B-C, in the order in which they must be done, until your whole GOAL is achieved.

You will have many things to do to get to your GOALS. First, set your GOAL then list the things to do to reach it. If you do not take the time to set your GOALS or write your "things to do" list, progress will be very slow.

When your GOALS and "things to do" list are well organized and well planned there is very little in this world that can stop you!

**THE FIRST THINGS YOU HAVE TO DO ARE TO SET YOUR GOALS AND MAKE YOUR 'THINGS TO DO' LIST.**

**NOTES:** Here are some examples of Short Term GOALS, Long Term GOALS and "Things To Do " lists:

### **Short term Goal:**

Finish this eBook in 2 weeks

"THINGS TO DO" LIST: (Can be done every day. Cross off each one as it is completed.)

1. Read Section 3 today
2. Schedule daily study
3. Study one hour per day (for instance, 5:00p.m. to 6:00 p.m.)
4. Continue adding things to do

### **Long term GOALS:**

Make a steady income of \$4000 per month on ebay in 1 year selling cars.

"THINGS TO DO" LIST: (Can be done every day. Cross off each item as it is completed.)

1. Finish this ebook and write up a plan for ebay selling.
2. Get all the data, find products I would be interested in selling and organize it in a folder. (At this point I would do another things to do list.)
3. Continue adding things to do.

There are many ways you can organize your GOALS and "THINGS TO DO" LISTS, but however you choose to do it make sure it gets done. A main point in making money!

### **INVEST IN YOUR FUTURE:**

When I first started my auto investment career, I was told to budget time and money for my future. I did, and since then I have taken over forty educational courses. Once you get some experience in investing, budget your time and money. Take all the courses you can, read as many books on investing and self help as you can.

NOTES:

## SECTION 2 - AUTO WORDS AND DEFINITIONS



A quick way to cash! Understanding the used car business and how you can make a profit.

Be very, very certain that you never go past a word you do not fully understand. If the material becomes confusing or you cannot seem to grasp the meaning, do not go any further, but return to the last portion you understood easily, locate the word you did not fully understand, get it defined, and go forward from there.

Study and learn the following words and their definitions. In order to learn any subject you must first understand the terms used in that subject.

**RETAIL:** The sale of large or small quantities to the public.

**WHOLESALE:** The sale of goods at a lower price that is then used to resale to the public.

**BUYER:** There are two types of buyers. 1. Someone who purchases a car from a auto retail seller. 2. A person who buys cars for an auto dealer either for wholesale or retail.

**SELLER:** One who is offering a car for sale, either at wholesale or retail.

**RETAIL AUTO DEALER:** A person engage in selling cars retail or wholesale.

**WHOLESALE:** A person who sells autos to other dealers or auto auctions.

**NOTES:**      **DEALER'S LICENSE:** A license that is required by your state to buy and sell autos.

**DMV:** Department of Motor Vehicles

**DMV Inspector or Investigator:** A DMV agent that monitors and approves used car dealers' applications and handles DMV dealer complaints and questions.

NOTES:

## SECTION 3 - THREE MAIN QUESTIONS



I have been in the auto industry for over twenty-five years, and an auto dealer for twenty-two years. It is a very good business, but not everyone can make it in the auto business. Here are the three main questions you need to get answered before you start buying and selling cars.

### **1. Do I need a dealer license to buy and sell cars for profit?**

This is one question I get asked the most--here you go!

First, in California if you buy a car with the intent to make a profit you need an auto dealer license. I recommend you call your state DMV and ask how many cars a year you can buy and sell without a dealer license. Find out if your state will allow you to buy and sell a certain amount of cars each year.

I recommend to everyone that if your state sets a limit on the amount of cars you can sell, sell your state limit before ever even considering getting a dealer license. In some states the limit is about four cars. You can buy a few cars a year in your name.

Even if that is all you do and you make, say, \$700 profit per car, that is extra \$money\$ each year for vacations or holidays. If you end up loving it, then consider getting a dealer license. In addition, by buying cheap used cars, your risk capital is small. You are in control of your investment as well.

**NOTES:**

**2. How do I get an auto dealer license?**

First, go to <http://google.com> or any search engine. Do a search for your state DMV website (you should be able to download all the dealer license requirements) or go down to your local DMV and ask for a "Dealer Packet". This will tell you exactly what you need to do.

One of the things DMV requires you to have when getting a dealer license is an office and a display area for two or three cars. You can rent or lease cheaper than you may think. I know guys who have done it for a few hundred bucks a month!

**3. How can I get more info on buying and selling?**

Education is CHEAP. Mistakes are expensive! If you think education is expensive--try experience. I could own every home study course ever produced with just a few of the deals I have made mistakes on. Especially with the hundreds of thousands that have gotten away because I didn't recognize or see the deal or have the tools to make it work.

If you have any questions feel free to email me at: [ejj@pacificmotors.net](mailto:ejj@pacificmotors.net) or call me, my cell phone number is 916-416-6640 My business phone number is 916-916-1021, I answer all my calls.

**NOTES:**

## **SECTION 4 - SIX STEPS TO MAKING MONEY AS A DEALER**



NOTE: Getting your auto dealer license is not the hard part. The hard part is making money being a dealer.

There are six steps to success in the car business. This is how the business is done. Even if you never buy and sell used cars, you will want to know this information if you are buying a used car for you or your family.

### **1. Find the Car.**

TIP: One of my successful ways to find cheap cars (for buying and selling from home) is to drive around apartment complexes, duplexes or housing tracts looking for cars or trucks with "for sale" signs. Those cars are usually cheaper than the ones advertised in the newspapers, and often

the owners need the money. There are some very good deals out there!

### **2. Inspect the Car.**

Avoid cars with possible frame damage, flood damage, cars that have been in accidents, and cars with major mechanical or structural problems. Here are a few ways you can check for problems:

A. Take the car you are considering buying to a mechanic (this can cost you \$50 to \$100) but it is well worth it.

B. Check out under the hood look for any thing bent inside the fenders or door jams.

C. Paint: Check all the chrome around the headlights and body, see if there is any paint overspray. This will let you know if it has been repainted, and often there will be indications of possible body work.

D. Usually with flood cars the carpets have been replaced, so check under the fenders and wiring for any water stains or water corrosion. You can also check under the carpets for water stains. If it appears to be damaged, it probably is. Also, stay away from PROJECT CARS!(cars that need a lot of mechanical or body work).

### **3. Determine Wholesale Price**

This is more art than science. The market fluctuates daily, weekly, and monthly. Remember market guides are just guides. Proper inspection and knowing the auction price of a car will help you determine its proper value.

The main points of buying are:

A. Knowing what your market will bear (the current price of cars). If you are interested in Nissans, call a few Nissan sellers from the newspaper and ask them if their car has sold, and for how much. This gives you an accurate idea of prices.

B. Check your Kelly Blue book and NADA guide, but do not depend on this, it is only an estimate.

C. Go to wholesale auctions and make a list of all the Nissan cars sold, buy the market reports from the auction and study the prices they sold for.

As a car investor you will make your profit the minute you buy the car. So if you do your homework you will know what the car will sell for when you buy it.

## NOTES:

### 4. Negotiating Techniques

If you have done your homework in determining the wholesale value of the cars you want to buy, negotiating can be done properly. You will combine your inspection and appraisal skills to get the best price! When buying or selling a car the first person to say a price loses.

Example: I have a car for sale and I want \$1500, you have done your homework and you know the car is worth wholesale \$1200 and retail \$1900.

Before you make an offer ask what the lowest price I would sell it for. If I tell you \$1000 you have just made \$200 wholesale and \$900 retail.

If I, the seller, ask you to make an offer, you will bring up all the problems you found and then make a wholesale offer of \$800 to \$850, never mentioning the total you're willing to pay. Save a little room for coming up on your price, and if I take it you may make an extra \$100 to \$150 dollars.

It is fun once you know what you are doing.

### 5. Recondition the Car

If you want to sell a car, it needs to be clean. To the general public, a clean car must be a good car! To maximize your profit, detail the car to make it look like it just rolled off the showroom floor. There will be times you will simply make a profit by reconditioning the car properly! You

must be careful with your reconditioning costs. They eat into your profits. Learn what to do and what not to do!

## NOTES:

### **6. Sell the Car and Pocket the Profit!**

Advertise the car and pocket the PROFIT! I average \$500+ per car pretty easily and have made up to \$1000 pretty regularly on cars. You must learn how to market your car. Below is information on how to find and market products on ebay.

**NOTES: SECTION 5 - THE WHOLESALER--MAKING A PROFIT**



By definition a wholesaler (dealer) is a middleman between dealers.

He moves cars from:

1. Dealer to dealer
2. Auction to auction
3. Auction to dealer

All three ways offer the wholesaler ways to make a profit. Some guys specialize in moving cars from dealer to dealer, some buy at one auction and sell to another auction, and some buy from auctions and sell to dealers. Many times these cars are already pre-sold.

Retail dealers get rid of aged inventory and trade-ins not meeting their retail criteria such as miles or age of the car. Retail dealers can either wholesale the cars or take them to auction. Since taking cars to an auction is time consuming, most dealers opt to wholesale the inventory QUICKLY.

Dealers do not typically like to deal with each other because other dealers are the "competition" so wholesalers sell cars back and forth from dealer to dealer. They make a small commission on each trade. At \$100 or \$200 a trade, it is pretty easy to make \$800 a DAY wholesaling but its a tough job and it takes time to break into the field.

**NOTES:** In wholesaling, you are making a small profit per car but you are turning over your inventory daily! It is not uncommon to move five to twenty cars a day! You are buying that car minute and selling it the next, or the next day at the latest.

In many cases, you will have it “pre-sold” before you ever buy it! At the minimum, wholesalers always have a buyer in mind when buying a car. By having your cars pre-sold, you will enjoy low risk profits. That’s one of the major advantages to being a wholesaler. **LOW RISK PROFITS.** In many cases, you will never even own the car. You will simply drive the car from dealer to dealer. Having the car pre-sold locks in your profit.

To me, the dream wholesale job is buying cars at auctions for a dealership group that will pay you \$200 a car. I know a few guys who have this job and they make a killing. They will shop at the wholesale auction and they will buy twenty to forty cars. Do the math! **NICE** money for little work. But the dealer trusts that the wholesaler will put the car “on the money” and he knows what the dealer needs. It takes years before you can land a job like that but it pays well!

In wholesaling, you almost always buy your cars on a sight or bank draft. Until you get title to the car, you have **FREE** float time! The draft is not cashed until the title work is present and in order. This gives a wholesaler time to place the car before he pays for the car.

A good wholesaler on the ball can make \$10,000 - \$30,000 a month. You will need access to a dealer's license. You can get your own or piggy-back off another wholesaler's license (usually about \$300 a month or \$100 a car or so).

## **NOTES:**

Dreaming of being a wholesaler, making big money really quickly? Let me give you a reality check. It takes TIME to break into the good-ole-boy network. You won't just get your license and suddenly become a big time wholesaler. These wholesaler networks have been in place for years! Wholesalers come and go. Only the ones who stick around are the ones allowed in the circle. It takes at least six months to a year to break into the network and build your list of wholesalers. That's why I also recommend to RETAIL cars while you are trying to break into wholesaling! This will keep the money coming in while you begin building your network.

NOTES:

## SECTION 6 - USED CAR DEALERSHIPS AND YOU



You see dealerships everywhere in your town. You see a lot of independent car lots selling cheaper higher mileage cars. Many of them have been in business for years. Why have they been in business for so long? Demand for used cars continues to rise year and year. PLUS, they are most likely located in an advantageous location.

This is NOT the place to start right when getting into the used car business--but it can surely be a goal. There is a lot of money to be made in retailing used cars.

### Advantages of Retailing with a Dealer's License:

1. High profit margin 50% to 100% on investment
2. Wholesale for profit as well as retail.
3. Use of dealer's license and dealer's plates.
5. Attending dealer-only auctions.
6. Purchase of inventory at wholesale prices.
7. No limit on the number of cars you sell per year.
8. Purchase cars tax-free! (no sales tax)

### Disadvantages:

1. Low public perception of "Used Car Salesman".
2. Long hours on weekends, nights, and holidays.
3. Cost to get started and maintain your inventory.
4. Dealing with the public.
5. Advertising/marketing/personnel costs.

You have to make sure how you operate your used car business and make sure it is in line with how you want to live your life. Retailing can be tough on family life, and the hours can be grueling.

**NOTES:**

## **SECTION 7 - DRIVE THE CAR YOU WANT FOR FREE**



To be honest, it is very simple to drive any car you want for free and have fun.

Here is an example--say you do not have a dealer's license. I like 4x4 trucks; you will need to find a car you like. Lets say you buy the car for \$2000-\$3000 under current market value. You drive the car for three to five months, then sell it for a profit. It IS that easy.

Whenever you find a good car or truck, buy it and ride in it until you get tired of it OR until the market price is equal to the price you paid.

What car do you want to drive for FREE???

**NOTES:**

## **SECTION 8 - WHAT IS AN AUTO BROKER?**



An auto broker is a person who finds and negotiates a new or used car deal on the behalf of another person for a profit. You are the middle man. Basically you act as a one man car dealership. You can get new cars as well as and used cars at discounts without all the hassle and frustration of the typical showroom experience.

### **Why do people use auto brokers?**



One reason is to avoid the dreaded "typical car salesman" song and dance. The show gets tiring after a while. It's frustrating, time-consuming, and down right manipulative. And it saves time. Busy executives just do not have a weekend to waste driving from dealer to dealer to find a good deal.

Last but not least, people use auto brokers to utilize an expert's advice. Most customers already know what they want. They have surfed the internet and know the options, colors, and the price of the car they want.

## NOTES:

They just want a fair price without any hassle or frustrations. This is where you come in--you are a friendly, welcome, smiling face who is there to help facilitate a smooth quick, easy, painless transaction--the way car buying should be!

You are the automotive expert there to answer questions and provide information so your clients can make the decisions that are best for them and their families. Your goal is to provide all the information and pricing up front in a controlled and relaxed manner without all the pressure. Straightforward answers and exceptional service is what you offer your clients.

The referrals in this business are outstanding, to say the least. Once you treat one customer right, he will send you more. And guess what? They will keep coming back-- I mean after all, you were the one that got them a fair deal in a reasonable amount of time with the utmost courtesy and professionalism.

Additionally, you will want to drive to all the dealerships and introduce yourself as a wholesaler who also brokers a few cars here and there. Ask if they would like to be called about cars you might run across. These are the guys you will call when you have a trade-in and who may have a car you need for your customer.

Once the marketing and networking starts to fill the pipeline, orders will be steadily coming in. At any one time, you should be working on several deals. The bottom line is that you control your own production. On average it takes about forty phone calls with prospective clients to get ten appointments and out of that you will get five orders. Those numbers tend to hold very true.

NOTES:

## **SECTION 9 - YOUR TELEPHONE SKILLS ARE CRITICAL**



### **Telephone Skills Review:**

Talk with a smile. Be enthusiastic. The other person should be able to feel your enthusiasm and confidence. Be knowledgeable about your field. Stop doing whatever you are doing and listen! Answer your phone by third ring. Have paper ready to take notes. This is so important. Put your answer in four parts, as in this example telephone contact:

“Hi, Pacific Motors, this is Ernie,  
How may I help you?”

You sell yourself first, the company second, and the appointment third. Remember this. You may offer the best service ever, but if your client does not like or trust you, it won't matter. Get the name of your customer and use it.

Nothing is sweeter than hearing your own name. Use good vocabulary. Avoid slang and industry jargon: "yeah, huh uh, that car is the wrapper" doesn't sound professional or trustworthy. Avoid a monotone. Do not chew gum or eat while on the phone.

### **There are two telephone sins to avoid:**

1. Putting people on hold a long time.
2. Not returning phone calls.

**NOTES:**

Want to know how you sound? Record your conversations and listen back to them. Did you forget important information? Listen to the tape again. To make this business work, you have to work the business and be persistent in your efforts. Keep your promises--never ever promise anything you may not be able to deliver.

Maintain a sense of urgency with your clients and your efforts. Do it now, not later. Make sure that what you are doing right now is the most important activity you can be doing. Maintain a positive attitude by reading tapes, books, attending meetings, exercising, eating right, and learning something new. Do it right the first time. Having to do things over takes up needless time and energy. Create and use daily checklist and hold yourself accountable.

**NOTES: SECTION 10 - TIPS FOR SUCCESS**



**Daily Planning** – The night before, of course!

**Organization** – Do you have the right tools to help you?

**Customer Satisfaction** – Did I exceed expectations?

**Promptness** – Did return that phone call yet?

**Personal Appearance** – Did I dress, groom, and act with enthusiasm and energy like a highly paid professional? Did I invest in my professional uniform this month?

**Personal Health** – Am I eating right? Sleeping enough?

**Personal Development** – Did I invest time and/or money in learning something new this month?

Another advantage of being an auto broker is that you can keep regular nine-to-five hours most weeks! Not too bad.

Always have your cell phone on. Answer e-mail promptly. Return phone calls in a timely manner. Always tell the truth. Your attitude plays a very important part of your success. Continually increase your knowledge.

**NOTES: SECTION 11 - INDUSTRY OVERVIEW**



**The Life Cycle of an American Vehicle:**

New Car Sales  
Used Car Sales  
Wholesale Sales  
Private Sales

It is important to know all the cycles of a car to truly understand the used car business.

Now, how big exactly is the used car industry in the U.S.?

Is it an area of growing opportunity?

How does the average used car turn rate affect sales opportunities?

How much of the used car market do dealers own?

Are we headed for good times or bad?

Based on an 11 year average, 57 million vehicles are sold each year in the U.S., with an average of 18 million (31%) being new vehicle sales (including private, government, commercial and fleet), and 39 million (68%) used.

The used car market alone represents \$363 billion dollars in gross sales.

## NOTES:

I have come to realize that the car industry is in a constant fluid state. People always need cars. During the past twenty years, we experienced booms, crashes, exponential stock growth, and massive financial failures. But all the while, people bought cars. People continue to buy cars in good times and bad, but the price, model and year of vehicles they buy, and whom they buy them from will fluctuate based on their current pocketbook, and the availability of credit extended to them.

The primary reason people will always buy cars is because they need a replacement for the car they have. Cars wear out; they crash, and get destroyed by natural disasters. They get stolen, re-possessed, and towed away after the owners have collected too many tickets.

Also, people's automotive needs change almost regularly. Babies are born, children move out, in-laws move in, jobs change, and commute patterns change. People move (20% of the population moves every year), they get divorced, file bankruptcy, retire, graduate from school or college. They buy a boat, a camping trailer, or a snowmobile, so they suddenly need a tow vehicle. They move from Florida to Colorado, so they need a 4x4. These normal life events happen all the time, in good times and bad, and they can change the individual's automotive needs instantly.

So the question is not if people are going to buy used cars this year, but what used cars are they going to buy? How are they going to finance them? And whom are they going to buy them from?

But rest assured, they will continue to buy, sell, and trade, as their transportation needs continue to change. Because when it comes to people and their lives, the only thing that remains constant is change.

**NOTES:**

I can also tell you that in slower economic times you do need to approach things differently. You need to stock older, higher mileage, and more-base model, entry-level cars. You need to offer a more flexible array of financing options and you should be in the buy-here-pay-here business.

The business and the profit are there. Now all you have to do is get it!

NOTES:

## SECTION 12 - FINANCING AND COLLECTING YOUR MONEY



Carrying your own car contracts can be very risky; collecting your money can be a problem too. If you get into the buy-here-pay-here, tote-the-note, financing on cars, there is a product called the ON TIME® Device. It is a fully electronic starter interrupt system that uses microprocessor technology to remind the vehicle operator when payments are due or disable the vehicle if payments are not made ON TIME®. Go to [ppsontime.com](http://ppsontime.com) to learn more.

Another great product is by Passtec.com. Basically these systems train your customers to pay you and if they do not, their car will become disabled.

The top 20% of BHPH dealers get paid 71% of the time without ON TIME. But, with ON TIME, collection rates boost to 94%! Delinquency drops from 21% to 5%. Repos drop from 15% to 8%. Charge offs drop from 10% TO 3%! WOW.

A personal note on collections: If your customer has made their payments all year, let them skip December so they can buy gifts for their family. I think it's a nice touch! There is also the argument people are either going to pay or they aren't. This business is based on trust, but these devices tend to make people pay more regularly!

## NOTES:

However, although these systems will not make bad customers good ones, they will make marginal customers good ones! It's like paying the utility bill. If you do not pay, they cut off your electricity. If they do not pay the car note, you will turn off the car! Only about 5% of your customers will tamper with the device. The only customer who will be unhappy about the device are the ones who do not pay!

Some dealers still prefer the repo man and collection man. Many old school dealers will tell you that a good credit application will tell you where to find the car and where to get paid. A good collector is cheaper than installing a ton of devices. Although a repo can cost you \$250 and the device costs only \$200 or so that you can reuse over and over. Do what is right for you!

## NOTES:

## SECTION 13 - WHAT IS THE CAR WORTH?



Surely, this is the most asked question. If you ask five wholesalers about the value of a car, you will get five different answers! No doubt about it.

There is not one value for any car. Each car is unique. Each has its own positives and negatives. Each factor has to be weighed against current market conditions.

Determining the value of a car or truck is a very difficult and often perplexing problem for beginners. Many times there will be a high degree of uncertainty. With time and experience you will learn to deal with that feeling. There is never a concrete value for any car. There is always some leeway, either up or down as to the true value of the car.

### Example:

Let's say you are looking at a ten year old BMW with 130,000 miles. It is white with tan leather, and a sunroof. There are a few minor tears in the leather. You know you will need to get it fixed. There are a couple dings on the passenger's side. Over all, it's a NICE car that has been well maintained. However, there are not any stamped books (records) from a BMW dealer.

Here's what you might find: You will learn that the value of this car ranges from \$5500 to \$7500! After doing some more research, the car you're looking at retails for \$9500-\$11500.

## NOTES:

As you can see, there is no absolute value of a car!  
NOTE: None of the guides considered the "stamped books" on a BMW (or Mercedes) to be critical! It can affect the value from \$1000 - \$2000. There is no "deduction" in these pricing guides for "no stamped books".

Kelly Blue Book indicates its worth: \$5500-\$6000  
Edmonds indicates its worth: \$6000  
NADA indicates its worth: \$7000  
BMW used car managers told me its worth: \$7000-\$7500

Early in your career, determining the wholesale value of a car requires you to overcome a psychological hurdle. The "unknown" can sometimes paralyze a buyer and sometimes cause the buyer to make a stupid purchase. Use the techniques in this guide and your risk of making a stupid purchase will be reduced.

Appraising a car accurately is the most critical skill you will need. However, before you can place a value on a car, you must have inspected it properly and thoroughly! How can you know what a car is worth until you know what condition is of the car? Ninety percent of this business is inspecting and appraising vehicles accurately.

Making money in the car business is part science and part art. The science part you can learn through studying. The art can only be learned through practice and trial and error! You will develop a sixth sense. The science includes functions like the inspecting process while the art includes determining the value of a car or the ways to "work" an auction for maximum profits.

With the art side of the business, you will actually develop a "feel" or "gut feeling" about cars. If you have ever been an expert at anything, you will know what I mean by the "gut feeling". You will just know things about the car! You need to listen to your gut feeling. If you get a bad feeling about something, walk! Remember walking away from a deal is your ultimate power. Walking away prevents dumb mistakes.

**NOTES:** Once you have inspected hundreds of cars or so, you will develop a gut feeling about the condition of the car. It's true! Also, you will develop a gut feeling about the value of the car. After a while, you will learn that sometimes a "pricing guide" is worthless in helping you to determine the cars true value! Sorry but true.

Your gut feeling is your primary tool when buying \$500-\$3000 cars. These are called "note cars" in the business. In all honesty, there really are NO reliable guides for these cars. Each car is TOTALLY unique. Their REAL value is determined by your gut feeling. Your BEST guide is your instincts backed up with the knowledge what cars sell for at auctions.

### **TIP 1:**

Do yourself a favor and attend ALL the auctions you can. Visit as many dealer lots as possible. You will start to acquire the "feeling" of what a car is worth. Listen to this advice and do it! It is the ONLY real way to learn the value of cars. You must appraise hundreds and hundreds of cars if you have never bought and sold before. If you would be disciplined and appraise a thousand cars at an auction during a few months' time, you will get a feel for the value of note cars. You will also start to learn where cars "fall in the book".

### **TIP 2:**

Specialize in a few cars at first! It is nearly impossible to learn what all cars are worth since values change daily and takes at least a year to learn the value of MOST cars.

Specialize. Pick a couple cars you like and what will sell in your area. Early in your career specialize in just a few cars. This will help you concentrate and limit your mistakes. You will totally learn the market for those few cars. This will be a critical to your success. Here is a little insight for you. Each used car is DIFFERENT! Each car is unique. Since each car is unique in its own right, then no two used cars are the same value, no matter what a pricing guide tells you!

NOTES:

## SECTION 14 - HOW TO MAKE \$300 IN TWO HOURS!



Here is the scenario; a friend came to see me. She was ready to buy a NEW car but hated dealing with car salesmen. She wanted me to negotiate a deal for her. We agreed to \$300 for me doing this for her.

She knew the car, the color and options. The internet is an amazing tool. I told her to print out the car she wanted and I would get to work for her.

I made sure she had financing lined up. Her current lender would give her 5.2% for up to 72 months.

I called and asked for the fleet or internet department for every new car store. She wanted a two-door 03 Accord LX, automatic, 4-cylinder, and with a few other accessories added.

The two doors are not easy to get. I knew it was going to be tough to get a good deal, but she knew it was a terrific car, wanted it now, and trusted me.

I let each store know I was shopping for the best price, had cash in hand, and was ready to buy now! This will get their attention. Prices were all over the board! I picked my lowest price and wanted it even lower. So I called each store again, saw who had the car in stock, and offered to buy it now for my price. The salesperson had to clear it with their manager, but I got the call back to come and get it the car. So we set an appointment for the following day.

**NOTES:**

We showed up at the set time. The paper work was printed, bought no warranties, theft guard, and walked out of the dealership in under an hour.

She was thrilled and told everyone what I did for her. Two more people want me to help them next.

About two hours of work for \$300 cash PLUS referrals! Know anyone shopping for a new car? Be their personal Auto Broker--it's easy Money! You can learn this business and make a good profit too!

NOTES:

## SECTION 15 - FINAL LESSON: THINGS TO KNOW



Most wholesalers start out on the retail side of the business but get burned out. This happens a lot with good salesmen because dealers never want to pay them enough.

But it is usually not a big jump from used-car sales to wholesaling. The average used-car dealer is usually involved in wholesaling, since dealers have to get cars from auctions, new-car dealers, or brokers. However, it's not a profit center for them. But it should be!

For most used-car dealers, the direct profit comes from the retail sale. Wholesalers have to work hard to make sure they get a nice vehicle for a good price and sell it to a retail dealer so both can earn a profit.

Wholesalers get their cars from different sources. As a wholesaler you are always looking to buy car at auctions. They will be your main source of cars. You will get just a few cars from new-car dealers. The reason is the bottom line. You will get better prices at auctions than from the dealer. There's a better chance you can buy a vehicle at auction for less than you might be willing to pay the dealer.

Find the large auctions outside your area as well as in your area to buy cars. Also, get vehicles for other wholesalers in non-competing markets.

**NOTES:**

A wholesaler needs to know what he is willing to pay, and has to walk away from deals that will not yield a profit for you and your client. Some of your retail connections will let you work in both retail and wholesale. Work BOTH for maximum profit!

There is a lot to learn. I can teach you the ins and outs of the trade. But there is grunt work as well, for instance, transporting your own cars and learning how to load and unload vehicles. Transporting your own cars can make things easier and cheaper in the long run. To do it right, get a trailer and truck that can transport three or four cars on a single trip.

In wholesaling and retailing you will eventually specialize. Some people like trucks and some like foreign cars and some like domestics. Deal in what you like and what sells in your area.

Eventually, get one employee who does all the detail work and maintenance. But other than that, run the business alone!

The big challenge as a wholesaler is establishing a good reputation. You develop a system of trust. The biggest way to establish that trust is by standing behind your vehicles.

Any time you take a vehicle to a wholesale auction, represent it yourself. You can place an auction guarantee on each vehicle you sell. This will increase bids and trust! Have a policy allowing dealers to return the car if they find something wrong with it.

Strive to develop a network of dozens of new-car and used-car dealers to work with. Sometimes you will buy cars from the same dealers you sell to, depending on the vehicle. A higher mileage car might work for one dealer while a lower-mileage car might work better for another.

**NOTES:**

Make sure the car you sell is in great condition. Make sure it is "front line" (needing no work) ready. Most wholesalers do their own detailing, oil changes, maintenance and minor repairs. Bodywork is sent out.

Most wholesalers do not do a lot of retail sales but always keep a few used cars to retail!

My advice: As soon as you buy a car, call a few of your wholesale connections to wholesale it while you are trying to retail it. The first dealer who offers a decent profit (\$300 - \$500 wholesale or \$750+ retail) is the sale you make!

NOTES:

## 16. EBAY- HOW TO FIND OR CREATE A PRODUCT TO MARKET



**Founded in September 1995, eBay (Nasdaq: EBAY) is The World's Online Marketplace® for the sale of goods and services by a diverse community of individuals and small businesses. Today, the eBay community includes more than a hundred million registered members from around the world. People spend more time on eBay than any other online site, making it the most popular shopping destination on the Internet.**

**Wholesale Directories** are an excellent place to locate thousands of new products. Check on your search engine. Decide which products you wish to market and send them a note as to what you are interested in. For better service use a letterhead stationary from your company, you will get a faster response when wholesalers know they are dealing with professional businesses.

The companies listed on the American Drop shippers directory not only will drop ship for you but will allow quantity purchases shipped to your place of business. When buying direct be sure to always negotiate the price. Especially on discontinued items they have in stock.

One of the latest auction items is offering internet domain names with starting bids of \$600.00 to \$800.00. There are also webmasters auctioning off their services for web page creations.

**NOTES:** The most unique auction item I have seen was a Russian submarine for one million dollars. Can you imagine the freight bill on that one!

Another good source are the new smaller auctions coming on line. It is a good practice to bid on items from the less popular auctions and resale on eBay. Here is a link to the largest directory auction houses on line.  
<http://www.internetauctionlist.com>

Yard sales, garage sales, flea markets, estate sales, thrift stores and local auctions in your town are excellent sources.

Example: We have a neighbor who bought 2 leggo sets from the early '70's at a garage sale recently. They were nearly perfect shape and she got them for \$5.00 each. She sold them on e-bay for \$65.00 and \$75.00 each!

A woodcarving friend markets his woodcarvings on eBay at better prices than he would receive by going to art shows. He feels that his market is international now and has become a hermit and considers himself always in the chips. He is listing a new one every day now.

Volunteer to haul off boxes to the dump of the owner's discarded items from garages, attics and basements. I'm sure you have heard that one man's junk is another man's treasure. It may be said it is now an eBay treasure.

One friend goes to every yard sale and buys Budweiser Beer Steins and advertising collectables for \$1.00 to \$5.00 and markets on eBay.

You can actually run a virtual secondhand or new products store without the floor space or the manpower.

The success of any business is location, location, location. Imagine this, you can now own thousands of businesses in every city in all corners of the world with high foot traffic from your living room. You are taking your yard sale to the potential buyers computer.

**NOTES:**      **TIP 1:**

Use the search capability on eBay to look to see what is being auctioned and see what the competition is doing. If there is lots of bidding going on, this should indicate that this is a desirable product to consider marketing. If the activity is minimal then keep searching. Research is the key to every business, so please take it serious.

**TIP 2:**

If you do not have a lot of money to get your auction business started, locate items in your junk drawer, garage or storage. Then immediately reinvest your profits at garage sales and swaps meets for more inventory.

**NOTES:**

**17. TYPE OF AUCTIONS eBAY OFFERS**



The following is just a brief overview, please go to the links for eBay terms and conditions. Study these as you would when entering any new business venture.

The standard auction and Dutch auctions listing fees can vary from \$0.35 to over \$100.00 per listed item depending on the options you choose. Here you will learn about Reserve bids, Gift icons, Gallery Listings, Sellers Commission Fees, Re-Listing an item and much more.

**STANDARD AUCTION**

This is straight-forward auction when you have just one gadget to sell. You can start the bid at any amount or set a reserve bid for the minimum bid, what you will accept should the item sell.

**DUTCH AUCTION**

You will need 10 (increased to 50) positive feedback points to run a Dutch auction. These may be acquired by running standard auctions or may be from purchases made.

Bidders specify both a bid price and the quantity they want to buy.

All winning bidders pay the same price, which is the lowest successful bid. This may be less than what you bid!

Here are some examples of how Dutch Auctions work: A seller has 10 gadgets for auction at \$1 each. 25 people bid \$1 for one gadget each. In this case, only the earliest 10 bidders will win a gadget since the bid amounts are the same and the earlier are accepted before the 15 later bids.

## NOTES:

But, say one of those 25 bidders place a bid for higher than \$1...let's say, \$2. Since the person's bid is higher than all the others, she will be guaranteed a gadget. The other 9 gadgets will be won by the earliest bidders who bid \$1. The final price for each gadget will be \$1 (even though someone placed a high bid of \$2) since all winning bidders pay the same price...which is the lowest successful bid

## CATEGORY FEATURED AUCTIONS

A more detailed explanation will be found. I prefer the feature auction for the higher ticket items and items offered in a Dutch auction.

As in the Dutch auction, you will need 10 (increased to 50) positive feedback points to run a featured auction. These may be acquired by running standard auctions or may be from purchases made.

When you choose the Featured Auction listing option, your item appears at the top of the main Listing page (accessible from the menu bar at the top of every page on eBay). As an added benefit, Featured Auctions are selected randomly to appear on the Featured display area on the main eBay Home Page and in the Featured items section of related category home pages. These display areas are updated periodically each day. eBay does not guarantee that your item will appear on the Home page or in the Featured items section of category home pages. The appearance of a specific item in these areas depends on the probability of your item being selected randomly from among all of the current Featured Auctions at any given time.

I highly recommend you see the Category Featured Auctions as described on eBay, there are a few restrictions here.

NOTES:

## 18. SETTING UP AN eBAY ACCOUNT - FREE

### *Learn the Basics*

**First you must register with eBay...it is a three step process.**

#### **STEP ONE:**

Enter all the information that is requested and submit your application to ebay and then you will need to check your email for your confirmation number.

#### **STEP TWO:**

Copy the confirmation number and then click on the link that will lead you to step two which will confirm your request to sign up to bid and sell on eBay.

#### **STEP THREE:**

You will need a unique name when asked for user id or use your email address plus a password. If you have an Internet site then try using the first few letters in your own URL. If you URL is (Kittentoys.com) then use the first few letters such as - Kitten - or your URL in its entirety such as -kittentoys.com - You might as well advertise your site with you URL and it will be unique since no one else will have it.

On the first page of the registration you will be asked if you want SSL, there is a check box to put a check mark. I have never opted for this option. However there are a lot of links available on this page that you may visit make your decision.

Now lets start selling. First you will need to set up your eBay seller account. Please take the time to read all the tutorials and how to link's. Once you have the first two steps completed you are on the downhill side of your eBay business. Or, I should say your business is now set up on eBay and the following chapters will help you expand this business to its fullest.

**NOTES: 19. CATEGORIES TO LIST IN**



**"eBay community includes more than a hundred million registered members from around the world".**

This statement can be overwhelming to the first time or part time sellers. Where do I list my items? Don't despair, after you get over the initial shock and do a little research you will start to feel a little more comfortable.

First visit eBay and see what categories are available. Then click on a category that you want to market your product in. Now you will see sub categories with a number like 2735. That means that there are 2,735 auction items in that category currently listed. Now click on the sub category and see how many auction items are in the featured category items. Generally this is very small in comparison to the standard auction items listed. You should be getting an idea by now the value of the extra fees for the featured categories items. More visitors, more potential bids.

**TIP 1:**

Also by using the search capability on each page, type in a keyword related to what you will be marketing. You will receive a listing of all these items being offered on eBay in various categories. Click on an item and it will come up and right below the Title and item # you will see a link which states the category the item is offered in as shown below.

## NOTES:

Ink Drawing listed by Artist J. Moyer NR\*\*\*

Item #232336263

### **Collectibles: Art: Fine: Paintings**

Look in these categories to see how much bidding activity is going on.

Once you have found a category that fits your item check the ([view seller's other auctions](#)) and a table of their auctions will appear like the one below. This table is an actual auction that was running so the info supplied is current.

The next thing you want to do is click on the item # link and that will take you to the category the auction is listed in, like the illustration shown above. Now, the trick here is to see how many bids they are receiving in which category, in this case it is a Dutch auction. Notice two are receiving numerous bids. If you were to click on the item# it will take you to that category the item is listed in.

Even though the links in the table below do not work, this person was using four different categories and only two of his choices were receiving active bidding. This is referred to as testing your market place.

Check out the ebay Auto Auction listings on the next page:

## NOTES:

CURRENT AUCTIONS BY (Userid)(123)

Current bid: **US \$3,500.00** (Reserve not met)

Get low monthly payments

Buy It Now price: **US \$4,250.00**

Time left: 2 days 3 hours

5-day listing, Ends Jan-29-06 18:15:00 PST

Start time: Jan-24-06 18:15:00 PST

History: 3 bid (US \$3,000.00 starting bid)

High bidder: User ID kept private

Item location: Sacramento, California

United States

Featured Plus! Listing

Sells to: N. and S. America

Shipping: See item description for shipping details. Bids

As you can see money can be made on eBay if you have the product, and you do the necessary research.

### **One word of caution.**

Do not start placing auction items in unrelated categories. eBay frowns on this practice and will warn you if you violate their rules. If this practice is continued, eBay will close your account.

Please spend lots of time visiting as many categories and sub categories as you can related to your auction items. I would recommend you spend three or four evenings here. This is a virtual education of its own. I found this time spent, very rewarding when I first started marketing on eBay.

**NOTES:**

Observe all the various designs of pages, the counters, click on all the links of items listed for an auction to get familiar with them and the information they will provide.

By now you probably have opened your mind to a whole new world of marketing! So if you still need more product manufactures you can get the source directories in the first chapter.

We will be covering some top listing tips and strategies as you continue this course.

## NOTES:

### 20. WHAT IS SNIPING



Sniping can be considered to be a very popular yet illusive bidding technique used at eBay and other auctions. Sniping is essentially the art of waiting until the last minute to place a bid on an item. Some investors live and breath by this technique and have even written and marketed numerous programs designed to “Snipe.”

EBay recommends that in order to ensure success in your bidding, you should bid early and bid the full amount you wish to pay. This may appear to be a good and safe method of bidding, but it may not be the most effective. Why not? Because veteran bidders indicate that bidding early tends to call attention to an item. Once the item has been “discovered” by other bidders they all jump in a drive up bids for that item. If there are numerous bidders who are bidding early and bidding high for an item, “auction mania” sets in and drives the price up even more..!

That’s where the technique of sniping comes in. Rather than following eBays suggestion, snipers refrain from placing their bid until the end of the auction. Snipers feign total disinterest until the very last minute. This avoids drawing attention to the desired auction and helps keep the price down. Then, at the very last moment, snipers place their bid, bidding the full amount they are willing to pay for an item. eBay sends an “Outbid notice” email to the previous high bidder, but by the time the message arrives, it’s too late and the auction has ended.

## NOTES:

Of Course, the technique of sniping is not an iron-clad guarantee that you will win an auction. There may be other snipers out there who are willing to pay more than you! However, sniping is a good way to both help ensure that you place a winning bid (because it is likely no one else will react to your bid) and keep the price of the item low during the auction.

If you bid on items that you want and you have the thirst to out-bid any bidder close to the end of an auction, you are a “sniper” who will literally “steal” items away from potential bidders. Although this practice is unethical, it will often guarantee victory for the snipers.

All these snipers do is bid \$.01 or \$.02 higher than the next highest bidder near the end of the auction and these snipers will eventually win the items they snipped. If you want to be a sniper, you will have to have:

- (1) A Very fast modem.
- (2) Fast Computer with lots of RAM
- (3) The time to “sneak” up on items and “steal” them away.
- (4) To be aware of when the auction ends!

When the auction is ten minutes before ending, you will have to go to that listing and press the “reload” or “refresh” button to see if there are any new bidders. You will have to wait until the auction is only a minute before ending and then you make your move by placing a bid that is \$.01 higher than the next highest bidder. For this type of accuracy, you will need good timing or good “timing” programs that will tell you what eBay’s clock is set at while you are busily pressing the reload button. Of course, you can always check the present eBay time by pressing on the “time” link in eBay’s page, but that will waste precious seconds and this may end up in your losing the item. These sniping programs are regularly listed in the FEATURED listings area so you may want to check them out if you want these accurate sniping programs.

## NOTES:

### **WHAT CAN BE DONE TO AVOID SNIPING?**

#### **NOT TO MUCH..!**

All of this is good for the auction bidders, but what about the sellers at auctions. Our goal is to market items and receive fair value for our items and hopefully get bidders into an occasional bidding war. Now that eBay has added the "Watch this item link bidders are basically book marking these pages to see what the activity will be at a latter date.

#### **ADVANTAGE SELLER, NO...!**

The only recourse is to place a reserved price on your non Dutch auction items or set an actual dollar value that you are willing to accept.

Although eBay discourages "**The Reserve Auctions**" the seasoned sellers realize there is an advantage to this choice of marketing. This is the main reason you see so many reserve auctions in many of the categories.

## NOTES:

### 21. SAMPLE EBAY LISTING PAGE



#### How to Sell

Follow these easy steps to sell on eBay

#### 1. REGISTER

Set up a seller's account by providing a valid credit/debit card and bank account information. If you'd rather not provide this information, become ID Verified instead.

#### 2. SIGN UP TO ACCEPT EBAY PAYMENTS (optional)

If you want to use eBay's easy way to accept buyers' credit card and electronic check payments online, we recommend signing up before you list your first item for sale. Register for eBay Payments.

#### 3. FILL OUT THE SELL YOUR ITEM FORM

The Sell Your Item form is where you'll create your eBay listing. Here are some of the sections you'll find:

**Choose a Selling Format:** Are you selling through eBay's standard online auction format, setting a fixed price, using your own eBay Store, or listing an ad in the Real Estate category?

**Select a Category:** Explore eBay categories ahead of time to help you choose the best place to list your item. Try searching for similar items and see where they are listed.

**Write a Title:** Be clear, complete, and descriptive. Your title should include words buyers would search for when

**NOTES:** looking for your item.

**Item Specifics:** This field is only available for select categories. If you see it, fill in the details to help your item sell fast.

**Item Description:** Here's your chance to really describe and promote your item. Be clear and complete, of course. But you can also be creative, telling the history of your item or listing uses for it.

**Add Pictures:** Show off your item with vivid pictures. You can use eBay Picture Services, which lets you add pictures straight from the selling form—and offers some attention-grabbing options. Or you can click Web Hosting to use your own hosting service.

**Pricing and Duration:** How long do you want your listing to run? How many items are you selling? What will your starting price be? Would you like to use a reserve price or sell with [Buy It Now?](#)

**Item Location:** It's as simple as saying where you are—and it helps people near you find your item.

**Increase Your Item's Visibility:** Explore the many listing upgrades that can help your item stand out from the crowd. Choose the options that are right for you.

**Enter Payment and Shipping Information:** How will you accept payment from your buyer when your listing ends? Where will you ship your item and who will pay for that cost? The more you fill out here now, the easier the end of your listing will be.

#### **4. REVIEW AND SUBMIT YOUR LISTING**

Now you'll see a preview of your listing and a summary of its details. Look this over carefully. If you're satisfied and finished, submit your listing.

## NOTES:

### Now your listing begins!

You can use the default settings in the above examples (item descriptions) or you can create pages with different backgrounds and add color and graphics to your listings with HTML in your favorite editor. Once you created these pages, all you need to do is copy and paste this into the description.

Your title and description of the item will go here.

Since you can perform a search on ebay be sure to load your listing with the key words that will help bidders find you.

If you are marketing a 1989 Chevy be sure to include, Chev, Chevolet, 89Cevrolet, 1989 Chev, Etc. You will notice I misspelled words, this is common when folks are typing in search words.

This could take the professional look out of your listing, however it is a viable option.

I once saw a listing for a Chevrolet Corvette and noticed the word Corvete was also used. I know this to be true as I bid on that one and I used the key word Corvete in my search of titles and descriptions. Drive home your message: see how others have done it by viewing numerous pages of items up for auction.

Do your homework and research daily. Avoid using UPPERCASE letters and do emphasize **key words** with bold letters.

Most eBay bidders are skimmers when reading your description so make it easy to read (**Not Like This**) you don't need to show your HTML skills here.

Insert a good quality Graphic, preferably a fast loading compressed .jpg. Try to keep your JPG graphics under 30KB and do not include too many. The slower the page loads the less chances the potential bidder has of staying. Use additional graphics only if needed, with or

**NOTES:** without borders is OK.



[You can visit this site for additional information](#)  
(Note, this is not a working link, just an example)

## **EBAY'S POSITION ON LINKS;**

### **“LINKS**

Users may place a simple link to another web page in the description portion of their listing to help provide more information about the listed item. However, the following links are not permitted:

1. Links to other auction-style trading places
2. Links to sites offering the same merchandise for the same or lower price.
3. Links to sites offering merchandise prohibited on eBay

**POLICY:** The links described above are not permitted and your listing will be cancelled by ebay. The insertion fee will be automatically credited for that listing.”

**This is the HTML code for the above created page. Notice a <head> tag is not required when posting your HTML code to the description on an eBay listing.**

```
<BODY BGCOLOR="#FFFFFF">
<CENTER>
<P>
<TABLE BORDER="1" CELLPADDING="0"
CELLSPACING="0" WIDTH="429" HEIGHT="338">
<TR>
```

**NOTES:**

<TD VALIGN="TOP">

<CENTER>

<P>

<TABLE BORDER="0" CELLPADDING="0"

CELLSPACING="0" WIDTH="92%" HEIGHT="323">

<TR>

<TD WIDTH="100%" VALIGN="TOP">

<P><FONT SIZE="2" FACE="Verdana">Your title and description of the item will go here.<BR>

<BR>

Since you can perform a search on ebay be sure to load your listing with the key words that will help bidders find you.<BR>

<BR>

If you are marketing a 1989 Chevy be sure to include, Chev, Chevolet, 89Cevrolet, 1989 Chev, Etc. You will notice I misspelled words, this is common when folks are typing in search words.<BR>

<BR>

I once saw a listing for a Chevrolet Corvette and noticed the word Corvete was also used. I know this to be true as I bid on that one and I used the key word Corvete in my search of titles and descriptions.<BR>

<BR>

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<BR>

<BR>

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<BR>

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<B>key words</B> with bold letters.<BR>

<BR>

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FACE="Verdana">O</FONT><FONT SIZE="2"

FACE="Verdana">tl<l>i</l>ke </FONT><FONT

SIZE="2" COLOR="#003399"

FACE="Verdana">Th</FONT><FONT

SIZE="2"FACE="Verdana">ls) you don't need to show your HTML skills here.<BR>

**NOTES:**

<BR>

Insert a good quality Graphic, preferably a fast loading compressed .jpg. Try to keep your JPG graphics under 30KB and do not include too many. The slower the page loads the less chances the potential bidder has of staying. Use additional graphics only if needed, with or without borders is

OK.</FONT><BR>

<P ALIGN="CENTER"><IMG SRC="corvette.gif" WIDTH="179" HEIGHT="181" ALIGN="BOTTOM" BORDER="0">

<P>

<P ALIGN="CENTER"><A HREF="http://pacificmotors.net"><FONT SIZE="2" FACE="Verdana">You can visit this site for additional information</FONT></A>

</TD>

</TR>

</TABLE>

</CENTER>

</TD>

</TR>

</TABLE>

</CENTER>

NOTE: You can link your ebay page to your site. You can contact HWBI at: <http://pacificmotors.net> for hosting services for you graphics since ebay will not host your graphics for you.

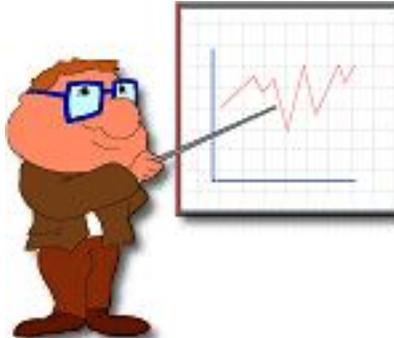
The approach that has been illustrated above has a dual purpose.

One, you may make a sale of your eBay listing  
Two, you may get someone back to visit your site to purchase additional products by encouraging them to bookmark your page.

Ebay is constantly making changes so please visit their "SITE MAP" often to see if you may be violating any of the rules of selling

NOTES:

## 22. VALUABLE LISTING TIPS AND STRATEGIES



After choosing a product you've purchased or created spend some time searching the categories you see the most activity in and have the best possibilities to have a successful auction in.

Certain auction items are geared to the housewife, others to the work force and many times may require the decision of more than one person to make a bid.

### TIP 1:

If your market is for the housewife, start your auctions in the morning. What time in the morning? Since eBay is located in the Pacific Time Zone and you reside in the Eastern Time Zone you will want to start your auction early in the morning. To hit the Pacific Time Zone at 10 A.M., start your auction a 7 A.M. in the Eastern Time Zone. This will reach the other time zones 8 A.M. and 9 A.M.. Keep in mind, all auctions end at the same time they start.

### TIP 2:

Use the evening hours to list items for working families and the major ticket items, for those folks who need to make a joint purchase decision of larger amounts.

This is all subjective and if you have done your homework you should have the times charted for the category for the highest traffic times the bidders are active. Advantage: SELLER..!

**NOTES:**      **TIP 3:**

Which days are the best? The best I can say about my auction success in the categories I use is that I have narrowed it down to Tuesday, Wednesday, and Thursday evenings for when I want my auctions to start and end.

So, if I list on Tuesday, Wednesday, and Thursday evenings, then I will run a seven day auction. If I want to list on Sunday evening, I will list the item for a 3 day auction to end on Wednesday evening. Again, chart the categories and you will soon see a pattern develop that works the best for you.

Before you know it, you will be on your way to becoming a marketing pro in the Auction Houses.

**TIP 4:**

The best months are January to the middle of June, the form the middle of September to the middle of December. The in-between months are the traditional vacation months. Don't get me wrong, it just slows down in that time frame. I also find the week after Christmas to be very good exposure period with all the new computers being hooked up on Christmas day. Everyone wants to rush out and see what all the excitement is about on eBay.

**TIP 5:**

Use the reserve price to set the minimum amount that you will take for your item if you are starting with a minimum bid far lower that what you will accept if your item sales. So, set the starting bid at or near the amount you want.

Example: If you want \$50 dollars for you item and start the bid for a penny and it only gets one bid for that penny, you are committed to sale that item to that bidder. If you start making excuses like the dog ate it and refuse to let the item go at that bid, you could lose your eBay privileges.

**NOTES:** eBay recommends you keep that starting bid around 25% to 70% of the reserve price you have set. I tend to agree.

**TIP 6:**

If you type this after the title of your auction item, NR or N/R, you will get more bids per visitor. The NR and N/R indicates to the buyer there is no reserve price to be met. This will create bidding frenzies to get started in some instances.

**TIP 7:**

The hottest bidding times are when a listing is new and the last hour. So don't get discouraged if there is not much bidding activity during the days in between. The bidders are not asleep they are like you, just monitoring their favorites. I have had items jump by \$400.00 in the last 10 minutes of the auction.

**TIP 8:**

Try bidding on an item to see and get the feel for it. As soon as you make a qualified bid, eBay will send you an immediate email that your bid was accepted and that you are the high bidder. When you are outbid at a future time, eBay will also send you an email to let you know that "you have been outbid by another bidder".

**TIP 9:**

At the top of each page there is a link called my eBay. This is a very important link to an eBay seller. It will give you a full accounting and stats of your eBay account. Once you have logged in, be sure to bookmark this page for your records. This page will list all your activity, what you are selling, buying, feedback from others, your buyers email address and account balances which will include your listing fees and commissions paid. Set up a merchants account so you can take major credit cards; especially important for the higher ticket items. However, there are numerous ones that may be found on the internet.

## NOTES:

### TIP 10:

Offer free shipping if the bid reaches a certain amount.

### TIP 11:

For credibility offer a money back guarantee.

### TIP 12:

Review your listing before it is submitted. Once a bid is made you can not revise it. Also, make sure your starting bid is what you want. If you push that “submit my listing button” you can not change the price. I once placed an item up for auction for \$300.00 instead of \$3000.00. However, you have the right to cancel your auction and all the bids, or sell it to the highest bidder at the time of cancellation.

Also, you have the opportunity to revise your listing so long as there haven't been any bids placed except for the price of the offering.

### TIP 13:

Always leave a positive feedback for your buyers and ask them to leave positive feedback for you when the transaction is complete. This establishes your credibility as your business grows. This is also the number you see behind the:

#### **USER ID (23)**

The **(23)** means they have that many unique transactions but the seller may have a true rating may be **(28)**. eBay has a practice of crediting the positive feedback and deducting the negative feedback. So with the above number there could be 5 negative feedbacks **(28-23=5)**.

**NOTES:****STEP 1:**

After you have posted your auction on eBay. Simply copy the auction URL or your page, it will look like this:  
<http://cgi.ebay.com/aw-cgi/eBayISAPI.dll?ViewItem&item=292821162>

Then find news groups, and perform a search with the key word, such as software, stereo etc. whatever you're selling. See if they offer posting, if they don't I recommend you **do not post** there. If you do you will receive negative feedback and could lose your server. If it is a talk or chat group stay away do not post, you can get them angry when you violate their space.

**STEP 2:**

When you find the news groups that allow you to post your ad, write an eye catching headline and place the URL of your auction item along with a description of the item you are auctioning. Although you will need a provider to host your graphics (PACIFIC MOTORS WILL HELP). Keep your graphics small, faster loading. Track your ad with a Counter to your web page.

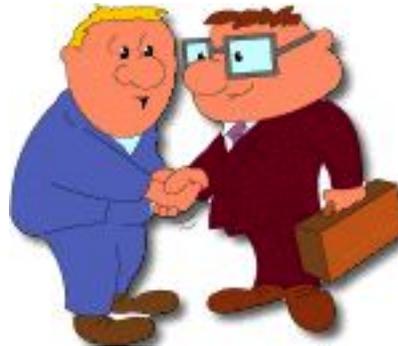
**STEP 3:**

List your item in the free classified ads that are available on the internet. I can submit over 400 ads for each auction item I list. I use a program that will submit them automatically. Again check with PACIFIC MOTORS.

Now you know the secrets of those that are selling their items more often than you. This sounds like a lot of extra work, it is, but it is absolutely necessary to achieve an advantage over the competition.

NOTES:

## 23. BUILDING & MANAGING YOUR EBAY CLIENT DATABASE



Now that you have developing buyers from eBay auction business it is time to build a client database of names and email addresses.

First of all, **DO NOT** just grab email addresses randomly from the eBay bidders!!! Spamming is not allowed and you will lose your eBay account if a single complaint is reported to eBay.

However, it is allowable to notify your bidders of future auctions if you ask their permission first. The way to go about this is when you are corresponding with your winning bidders via email to make shipping and payment arrangements. Ask if they would like to know when you have listed new auction items on eBay.

I reserve this request when the final email is sent and I ask them to let me know when their product is received. Then I can leave positive feedback for them.

As your business grows, the data base management of bidders, letters, categories lists, items you have up for auction, can get very confusing as well as time consuming. Organize your own database with a software program that is compatible with your computer.

I generally send an email to the second highest bidder to ask their permission to notify them when I have a similar item up for auction and that has been very receptive.

**NOTES:**      **TIP 1:**

Please, do not forget to include you email signature to promote your site. That ad will be in front of winning bidder a minimum of four times.

**First**, when you notify them that they are the winning bidder.

**Second**, When you have received payment.

**Third**, when you ship the item.

**Fourth**, when you notify the bidder you have left positive feedback.

**NOTES:**

**SECTION 24. SHIPPING AND FOLLOW UP**



The options here are many, UPS, USPS, FEDEX; to name a few. It is best to shop for the best rate from your area. Also, ask about maximum size restrictions that a carrier will handle.

The submarine shipping bill I referred to earlier could be very speedy if it was going inland, like to the London Bridge for a tourist attraction.

Most bidders expect to pay the shipping cost and insurance. So be sure to include in your listing description how you will want these costs to be handled. If you are shipping a larger package you may or may not want to include the price of crating to be at the bidders expense.

Marketing your items internationally can be very expensive and time consuming, especially with larger packages. so consider whether you want to open your auctions to the world or within the Continental US. Do some research with your local carriers first before considering the International Markets.



**“The winning bidder is responsible for the actual shipping and insurance cost,”** is the best way to post within your listing. Buyers have been know to opt out of placing a bid if the shipping costs are at a high fixed rate.

Follow up should be as friendly and courteous as possible. Less, the standard formal business manner. The bidders generally want to become great friends and will remember you during the holidays or just send an email that they are thinking of you.

**NOTES: I like to use the sandwich approach to my emails.**

**FIRST PIECE OF PIE, BE FRIENDLY:**

So try starting your initial email, “ **Hi, you are the lucky winning bidder!**” or **Congratulations you are the winning bidder of my auction!**” or what ever you feel comfortable with.

**THE MEAT AND POTATOES BUSINESS PART:**

Include the auction item number, description, the amount payment options. Specify shipping and insurance cost responsibilities.

Include your mailing address along with a toll free or standard phone number where they can reach you for credit card payment if you have an established merchant account.

Also, a webpage may be set up just for eBay credit card order if you have an internet presence, so be sure to include your URL.

Another successful way to accept credit cards is offer to the bidder to send credit card information via tow emails. The first of the info you need is in the firs email and the remainder of the information via a second email. It works..!

**NOTES: THE SECOND PIECE OF PIE:**

I look forward to hearing from you soon,  
.....Yak.....Yak.....!

Sign off with your first and last name along with your  
ebay user ID

**TIP 1:**

Once in a great while you will get a winning bidder that  
denies they know anything about the item you are  
talking about and will also deny that they bid on it.

But do not despair, go to the emails section of your  
listing. If the next highest bidder is within the asking  
price you want, send them an email and you will  
generally get a grateful buyer.

Also keep in mind that some bidders may not respond for  
a few days, other circumstances may prevail, such as  
working out of town or a sudden emergency arose. You  
will soon discover 99.9% of the eBay bidders and sellers  
are very responsible.

A lot can happen in a week to change a persons position!  
Just think of the negatives as just part of doing business.

**NOTES:**

## **SECTION 25. THE INTERNET SYSTEM**



Here are the simple 4 steps:

1. Get A Product.
2. Automate your income
3. Affiliate Programs
4. Advertising your products

How would you like to have your customers place their order, have the money deposited in your bank account and the products packaged and shipped without ever touching a thing? No answering the phone to take orders. No logging on the net everyday to check orders. Everything is done automatically. Just keep reading and I will show you how!

There are three ways your customers should be able to order from you. All of them need to be automated if you truly want to succeed. If you don't, you will become a slave to the daily business operations. Instead of marketing your business, you will spend most of your time doing the day to day admin work. Customers should be able to order:

1. Directly online using their credit card
2. Using an 800 number  
(24 hours a day, 7 days a week with live operators)
3. Snail mail (postal mail) or fax

Below, I will show you how to set up your system so that everything is done automatically. This way, you can concentrate on marketing your product or service... or go away on vacation for a week or two and the whole system will run as if you were there.

## NOTES: **ONLINE...**

It is very important to provide immediate and direct online processing with a secure server while your customer waits. Many people buy on impulse. If you don't give them a way to order now by accepting credit cards, you will lose over 60% of your business. Also, encourage customers to order online. Offer them some type of benefit for doing so.

Keep in mind some people don't feel comfortable with giving their credit card online but want to place their order now. Offer a non-secure order form for this. You can give your customer the options of either, you calling them for their credit card number or faxing the order with the credit card info. If you don't already have a merchant account set up, I recommend paypal at Go to: <http://hwbi.net/ecommerce.htm>

## **800 NUMBER...**

In using a fulfillment house, you can accept orders via an 800 number 24 hours a day, 7 days a week with live operators. No voice mail. No answering machines. No taking and processing of orders. The fulfillment house does everything for you. They charge about \$5 to \$7 per order to fill an order using the 800 number, so adjust your price accordingly. I recommend Mountain West Communications. Their number is 1-800-642-9378... Or do a web search for more fulfillment houses.

You can also arrange to have your online orders emailed automatically to the fulfillment house for processing. Everything is hands free. Just keep the fulfillment house stocked with your product. They will package and ship your orders plus send you reports on your 800 orders taken, what was shipped and how much money was deposited in your bank account.

## SNAIL MAIL OR FAX...

It is important to provide information for ordering through the regular mail or by fax. Most of your customers will order online. But if they feel uncomfortable giving out their credit card information over the internet, you are providing the options of ordering through the mail or by faxing the credit card information to you.

You can have the orders sent directly to the fulfillment house, or have them mailed to you, then you forward the orders to the fulfillment house yourself. By letting the fulfillment house handle everything, you stay hands free and still keep the profit rolling in.

For more information on automating your business, strategic advertising and marketing on the internet that can increase your income, Check out:  
<http://tipsonthenet.com> click on the link Bizpacks autoresponders

Do you know what an autoresponder is?  
Autoresponder are obviously the best way to work today. I use autoresponders and having researched the market quite thoroughly.

Autoresponders can be used to make or break your online campaign as well as be the tool you need to get literally thousands of people looking at your information or website on a daily basis. However most people are only using them to support their ads. That's a real waste of one of our most powerful resources.

If I were to tell you how to make your autoresponders bring you considerably more than a handful of clients, would that be of interest to you?

If I could show you how to use them so that they brought you revenue even when you weren't making any sales of your products or services, would you want to know how?

## **FRONT-END AND BACK-END PRODUCTS.**

Do you know the difference between a front end and back end product. If you don't, then I'll explain quickly.

Back enders are where the real money lies but often they are on the more expensive side, which makes them a little difficult to sell. You probably have products or service's yourself, which would fit into this category. A front end product is used to get a foot in the door. It is a low cost and highly desirable item; sometimes it is even free.

Amateurs spend all their time trying to write convincing copy and placing loads of ads in the hope that by playing the numbers, they may be able to sell their merchandise.

By comparison, the professional knows that the fastest way to expose a prospect to a product is to get him/her to join his contact list. That way, their mind is already open. They are in a position of wanting to know rather than looking to avoid.

At this moment in time, I have no idea what you are marketing but I do know how you can get better results. Where do you think your time would be most productive: looking for clients among complete strangers or getting the opinion from someone on your contact list?

It doesn't matter how many books or courses you read on Internet marketing, you will always hear the same message...**THE MONEY IS IN YOUR LIST!!**

These are the SECRETS OF MAKING MONEY ON eBAY AND THE INTERNET...!

If you have done your homework, found your product source, set up your account with eBay, set up your merchant account; you are on your way to a very successful business venture.

You have been pointed in the right direction. You may have a lot of your own ideas and learning experiences as you go. I hope they are as profitable to you as they have been for many others...!

Feel free to email us anytime if you have any questions about Internet Marketing, webhosting, creating websites or promoting.

**MAY YOUR NEXT INVESTMENT BE A GOOD ONE!!**

Much Success,

*Ernie Jaramillo*

ejj@pacificmotors.net

To get more ebook information go to:

<http://pacificmotors.net>

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## SECTION 26 – DMV RESOURCE PAGES

### DMV LOCATIONS NEAR YOU - GO TO:

<http://www.dmv.org/locations-&-hours.php>

*A Public Service Agency*

### CALIFORNIA VEHICLE LESSOR-RETAILER PROGRAM

#### HANDBOOK CHECK YOUR STATE FOR LICENSE APPLICATION REQUIREMENTS FOR VEHICLE LESSOR-RETAILER LICENSE WHAT IS A VEHICLE LESSOR-RETAILER?

A “**vehicle lessor-retailer**” is any lessor or renter who sells previously leased or rented vehicles “to the public other than (1) a person who has leased the vehicle for at least one year, or (2) a buyer for agricultural, business or commercial purpose, or (3) a government agency.” A lessor-retailer must secure either a vehicle dealer or lessor-retailer license to conduct this activity. *CVC Sections 286, 373, and 11600 et seq.*

### BACKGROUND INVESTIGATION

A background investigation is conducted on all applicants. Failure to disclose convictions or providing incorrect information on the application may result in the refusal or denial of your license. The department may refuse to issue a license to any applicant who has been convicted of a crime or committed any act or engaged in any conduct involving moral turpitude which is substantially related to the qualifications or duties of the licensed activity. A conviction based on plea of nolo contendere is a conviction within the meaning of this section. CVC Section 11604. Persons previously working under a license issued by DMV, which was revoked or suspended for cause may also be denied a license. In addition, the California Code of Regulations (CCR) and additional sections of the California Vehicle Code provides guidelines used by the department in determining whether a license should be issued. *CCR, Title 13, Chapter 1.*

## **REQUIREMENTS FOR A VEHICLE LESSOR-RETAILER'S LICENSE**

*CVC Sections 9262 and 11600 et seq.*

Every applicant for a vehicle lessor-retailer's license **must:**

- File an application with the department.
- Pay the required fees.

## **VEHICLE LESSOR-RETAILER'S LICENSING FEES**

The fees to become a licensed vehicle lessor-retailer are:

- \$151 Non-refundable application fee
- \$ 1 For Family Support Program
- \$ 70 For each branch location (if applicable)

The Family Support Program fee is paid on original, renewal, and reinstatement applications.

## **VEHICLE LESSOR-RETAILER'S LICENSE FORMS**

An application for a vehicle lessor-retailer license consists of the following forms:

- **OL 21A**, Application for Occupational License, Part A
- **OL 29**, Personal History Questionnaire, Part B
- **OL 12**, Applicant for Occupational License, Part C
- **OL 25**, Surety Bond Verification (\$10,000 bond executed) *CVC Section 11612*
- **OL 107**, Corporate Declaration/Limited Liability Company Declaration
- Live Scan Fingerprint Clearance

The following documents are also required as part of the application package:

- Board of Equalization Resale Permit
- Application for zoning -2-

## **VEHICLE LESSOR-RETAILER RENEWAL FEES**

The fees to renew a vehicle lessor-retailer license are:

- \$ 1 For Family Support Program
- \$100 Renewal application fee
- \$ 70 Renewal of branch location (each location)

The Family Support Program fee is paid on original, renewal, and reinstatement applications.

## **FEES TO CHANGE A VEHICLE LESSOR-RETAILER'S LICENSE**

The fees to change a vehicle lessor-retailer license are:

- \$ 70 Name change
- \$ 70 Address change
- \$ 70 Add a branch
- \$ 70 Officer Change

## **FORMS TO CHANGE A VEHICLE LESSOR-RETAILER'S LICENSE**

Form(s) to change your existing vehicle lessor-retailer license:

- **OL 21**, Application for Modification to Occupational License
- **OL 73**, Application for Temporary Branch Location
- **OL 15**, Certificate of Corporate Officers and/or Directors in Lieu of Corporate Minutes
- **OL 15A**, Certificate in Lieu of Certificate of Amendment to Articles of Organization, Limited Liability Company

## **ADDITIONAL ITEMS**

The following items are also needed as part of the application package:

- Copy of Board of Equalization Resale Permit (if selling at retail)
  - \_ Required by Board of Equalization
  - \_ Enables the licensee to collect taxes of sale
  - \_ No fee, but deposit may be required
  - \_ Apply through your local Board of Equalization offices *CVC Section 11617(a)(6)*
- “Place of Business” Inspection. After you have arranged an appointment with an Occupational Licensing Inspector he or she will:
  - \_ Inspect the main business office where the lessor-retailer conducts business, whether or not retail sales are made from this location. *CVC Sections 11601 (a), (c)*
- Show proof of bond with corporate surety. *CCR, Title 13, Section 252.30(j)*

- Execute and file with the department an instrument designating the director as agent of the applicant for service of process. *CCR, Title 13, Section 252.20(j)*

-3-

## **VEHICLE LESSOR-RETAILER - FREQUENTLY ASKED QUESTIONS**

Listed below are the most frequently asked questions. This list is not all inclusive nor is it intended to be. If you have any questions, please contact your local Inspector or call (916) 657-6530.

### **Where can I obtain application forms?**

All forms and application packages can be ordered by calling (916) 657-6530 or printed or downloaded from the internet. Further licensing information is contained in the application package.

### **How long will it take for the department to process my application?**

The average time for processing an application may be up to 120 days to allow the Department time for investigation and processing of the license.

### **Does the department issue temporary permits?**

Pending the satisfaction of the department that the applicant has met the requirements for the license, the department may issue a temporary permit for a period not to exceed 120 days while it completes its investigation and determination of all facts relative to the qualifications of the applicant for the license.

*CVC Section 11607*

### **Where do I file my application?**

Application packages for vehicle lessor/retailers are submitted to Occupational Licensing Inspectors.

### **Where do I call if I have questions?**

If you have general licensing questions you may call (916) 657-6530.

### **What is the license renewal period?**

The vehicle lessor-retailer's license is renewed annually, based on the month the original license was issued. Renewals should be made before the expiration of the license. If you do not renew your license before it expires, you may renew your license within thirty (30) days following the expiration date by paying the annual renewal fee and a penalty equal to 100 percent of the original application fee. Renewals will not be accepted for licenses that have been expired for more than 30 days.

### **How do I renew my license?**

About 45 days before the expiration of your license you should receive a courtesy notice for renewal. After you complete the courtesy notice, you will need to mail your renewal form and fees to:

Department of Motor Vehicles  
Occupational Licensing Branch  
P.O. Box 932342 N224  
Sacramento, CA 94232-3420

If you do not receive a courtesy notice, please call (916) 657-6530.

### **What is live scan fingerprinting?**

Live Scan is inkless electronic fingerprinting. The fingerprints are electronically transmitted to the Department of Justice (DOJ) for completion of a criminal record check.

### **Who is affected by it?**

Anyone applying for the first time to be licensed as a vehicle salesperson, dealer, driving instructor or any other vehicle industry related occupation licensed by DMV will be live scan fingerprinted. It also applies to first time applicants for an ambulance driver certificate.

-4-

### **Why “Live Scan” fingerprinting?**

As a result of legislation in late 1997, DOJ has developed an automated background check process that requires digitized fingerprints (“Live Scan”). Beginning January 1, 2000, DOJ has asked that fingerprints be submitted by Live Scan rather than hard copy fingerprint cards. Digitizing the fingerprints enables the electronic transfer of the fingerprint image data along with personal descriptor information to computers at the DOJ in a matter of seconds, instead of the days required to send hard copy fingerprint cards through the mail. DOJ’s goal is to process 95% of the digitized fingerprints within 3 days.

### **When does it start?**

Live scan fingerprinting for DMV applicants will start January 1, 2000.

### **What is the cost to be live scan fingerprinted?**

The live scan fingerprinting service fee varies from about \$5 to \$20. The cost to electronically fingerprint the applicant is determined by the local live scan agency. According to DOJ, they can charge a fee sufficient to recover their costs. The \$32 DOJ criminal record check fee is also collected at the live scan site.

## **What will the applicant need to do to be live scan fingerprinted?**

The applicant can call the local police or sheriff's department to find their local Live Scan sites that are open to the general public. The applicant can also call the department's Occupational Licensing offices in Sacramento

(916) 657-6621 or Los Angeles (213) 744-7563 and be mailed the department's live scan request form. A sample of the department's live scan form can be found on the Internet. If the licensee does not use the department's live scan form, it is suggested that he/she take a sample of the form with them to ensure the live scan has all the information needed for transmitting the data to Occupational Licensing.

***Note: The applicant must go to a Live Scan site to be Live Scan fingerprinted before applying for an occupational license at DMV. If you have held an Occupational License issued by DMV in the past 3 years, you may not require a new set of prints.***

### **Where are the live scan sites?**

There are more than 130 live scan sites throughout the state. A current list of DOJ's Live Scan stations is available through DOJ's internet web page. The internet address is:

<http://caag.state.ca.us/app/contact.pdf>

Or, you may call your local police or sheriff's department for the nearest Live Scan station that is available to the general public.

### **What are the benefits of Live Scan?**

Live Scan will avoid many of the problems associated with ink prints, such as smudging, smearing, and over or under inking. A major benefit of Live Scan is in processing speed since nearly all of those without criminal records are done within 3 days. Rolled ink prints (traditionally submitted on a fingerprint card) can take 10 to 12 days to process and up to 60 days if there is a criminal record.

## **SECTION 27 – DEALER AUCTIONS**

1. [www.manheim.com](http://www.manheim.com) (dealer auctions)
2. [www.copart.com](http://www.copart.com) (salvage auctions)

166 Auto Auction Springfield, MO (417) 882 - 1666  
Albuquerque Auction Albuquerque, NM 505-242-9191  
Aloha Auto Auction Honolulu, HI (808) 840-8900  
American Auto Auction North Dighton, MA (508) 823-6600  
Arena Auto Auction Bolingbrook, IL (630) 759-3800  
Arizona Auto Auction Phoenix, AZ (480) 894-2400  
Atlanta Auction Red Oak, GA (404) 762-9211; (800) 856-6107  
Auction Way Alsip, IL (708) 597-3345  
Aycock Auto Auction Kenly, NC 919-284-4052

Baltimore-Auction Elkridge, MD 410-796-8899; 800-533-2923  
Bay Cities Auto Auction Hayward, CA (510) 786-4500  
Big H Auction Houston, TX (281) 890-4300; (800) 444-2444  
Bishop Bros.Auction Atlanta, GA (404) 767-3652; (800) 759-3652  
Butler Auto Auction Cranberry Township, PA (724) 452-5555

California Auto Dealers Exchange Anaheim, CA (714) 996-2400  
Florida Auction Orlando, FL (407) 438-1000; (800) 966-2570  
Cincinnati Auction Hamilton, OH 513-874-9310; 800-489-7253  
Clantons Auto Auction Darlington, SC (843) 393-2861  
Colorado A. Commerce City, CO (303) 287-8077; (800) 765-3002

Dallas Auto Auction Dallas, TX 877-860-1651  
Dallas Auction Ft. Worth, TX 817-399-4000; 866-794-3392  
Daytona Auct. Daytona Beach, FL(386) 255-2500; (800) 881-3233  
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