

# “How To Become A Successful Car Broker”

## A Beginners Guide

Hello and thank you for your enquiry,

Please see the enclosed document for more information about this business opportunity.

You can also find more information on our website at [www.autocarbrokers.co.uk](http://www.autocarbrokers.co.uk) which does go into the principle of Car Broking quite deeply.

All I can do here is to try to summarise everything for you to try and make it a little clearer.

What we have tried to do with this business opportunity is to provide you with as much detailed information as possible, regardless of whether you intend setting yourself up in business full time, or whether you're looking to do this part time, or whether you just want to deal with the odd car now and again!

Because perhaps you're not looking to run a business – but would just like to know a bit more about what's involved in buying and selling cars, either privately or through the trade, and how to get more money for the car you're selling, or pay less for the car you're buying!

But whatever you decide to do, the basic principles of how to achieve success are exactly the same because if you apply the same methodologies that we will show you for how to source the right cars and how to find buyers for those cars, then you will succeed.

Clearly of course, it should go without saying that you must have an interest in cars and be prepared to do quite a bit of research about the particular marques and models of cars that you want to focus on.

The fundamental concept of this business opportunity is all about identifying & sourcing cars from people looking to sell them, and then finding people who want to buy them.

There's thousands of used cars out there every day that are waiting to be sold by private owners, (with these owners often frustrated at not being able to find a private buyer), and yet there are dealers throughout the country who will often snap these up and pay you good money for helping them to find these cars.

From Day One, your business can start to generate a rewarding and sustainable income, with little or no start up costs and minimal on-going costs.

Dealers need to source cars every day for their business. It's their 'bread and butter'. But they can't do it all themselves and will happily pay you money (your commission) to help them source the cars they need, either for stock or to fulfil customer's requirements.

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

The key thing with car broking is that you don't have to invest any money in actually buying the cars you want to work with. All you are doing is looking for and sourcing particular cars, negotiating a 'buy' price with the owner and then finding a buyer for the car and negotiating a 'sale' price with them.

You're acting as the broker (or the middleman) in this transaction, and the difference between the price you have agreed with the seller, and the price you have agreed with the buyer is your commission.

Your revenue generated in dealing this way can be up to £500 per vehicle, and sometimes more.



The absolute 'key' to this business is being able to agree the right 'buy' price with the seller, and getting as low a price as possible. And this means identifying those people who have a **'need'** to sell their car. They must sell their car (for any variety of reasons) and this means that they are more likely to accept a lower figure for their car. This gives you the 'edge' when talking to and agreeing a 'sale' price with a dealer.

And we go into all of this in a lot of depth and show you exactly how to go about this!! How to find the right sellers, what to look for, what to walk away from, how to find buyers and much, much more.

You can work with prestige marques such as *Audi, BMW, Jaguar, Mercedes, Porsche* etc, or the volume market such as *Ford, Honda, Toyota, Vauxhall* etc, but the choice is yours.

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

The **"How To Become A Successful Car Broker"** business opportunity will show you exactly what you have to do and will provide you with a very detailed understanding of the marketplace and how to get your business up and running and profitable quickly and efficiently and with the minimum of effort.

We have also provided a wealth of information should you happen to be setting up in business for the first time, and how you should go about this.

We will show you how and where to find the information you're looking for to set up in business, either as a sole trader or as a limited company, and what you have to do to get yourself set up.

Then, we begin the process of showing you how to build your business from scratch. How you get started, how you find the cars you would like to deal in, where you find your buyers and how you make this business work.

### ***"And what about the 'credit crunch'? Isn't this business being affected by the economic downturn?"***

The *'credit crunch'* **has** had an impact, and I would be lying if I said it hadn't. But people still need to sell their cars (in some cases even more urgently now), and dealers are still buying cars. New car sales are down, **but** used car sales are up. So in some respects, the *'credit crunch'* can actually benefit this business. It's about being cuter with the people you're dealing with and recognising those situations where a deal can always be made.

So as with all businesses, it's a question of seeing what's moving and what's not, and focusing your own business accordingly. It's about keeping your 'finger on the pulse', knowing who's buying and who's not, and seeking out those great deals which are always going to be out there.

The good thing of course is that once the market bottoms out, there is only one way it can go, and that's upwards. So it's a question of whether you're the 'glass is half empty' type of person, or whether the 'glass is half full'.

## **To Summarise...**

This is an opportunity that you don't need a lot of money to set up. It can be as little as you want, because there are minimal start-up costs, you're not buying any cars or anything, and the only real ongoing cost each month is the telephone.

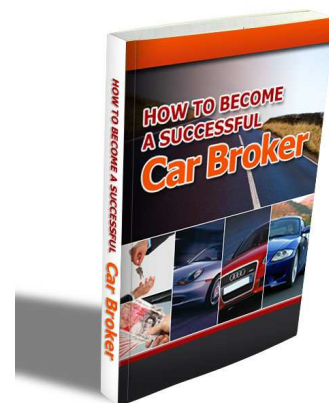
So your risk is very small. You're not having to invest thousands of pounds to see if it's going to work or not, or whether you will like it or not!

Hopefully I have been able to explain things to you in a bit more detail.

If you need any more information, please call or email us – see below.

Thank you.

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