

# Bommarito

**Missouri's #1 Automotive Group**  
**There can only be One #1**

Source- Bureau of MO. Auto Registration.

Missouri's #1 Automotive Group

**45<sup>th</sup>**  
**year**



Frank J. Bommarito CEO & Founder  
*Experience the Difference!*  
**Bommarito.com**

**Bommarito**  
**AUTOMOTIVE GROUP**  
**TO: St. Louis Area Residents**  
**FROM: Frank Bommarito**  
**RE: Third Party Pricing Services-**  
**Can They Save You Money?**

There are companies that advertise on national tv promising they can get you a great car deal, even better than the one you can find for yourself from your neighborhood dealer.  
 My smart shopper's tip about third party companies seeking your business is that they are not going to save you any money. Not in Missouri, where competition is the name of the game.

Did you know that the dealer the buying service gave your name to has just paid that company as much as \$400.00 just to get your name?  
 When you add that \$400.00 cost to what that car dealer needs for a reasonable profit, you will not find Missouri's best car deal.

If you think third party companies know something you don't know about a car deal, you are wrong. If you buy a newspaper, or check the internet, you can find out exactly what they know about making a good car deal.

The big question is; Why do some car dealers use third party buying services? My guess is they like the opportunity to deal with uninformed customers who trust the buying service to be well informed, plus that car buying service has assured the dealer that it will not participate in any of the profits generated from the trade-in and financing.

Remember there are three parts to every great car deal. The price of the car is just one of them, the trade-in value and the finance terms can be the game changer.

Now having said all that, I am wondering why our Missouri legislators allow out of town car buying service companies to do business in Missouri. They have no payroll here and their profits never remain in Missouri, which is a no win for the consumer or Missouri government.

Now if you still think any car buying service can save you money, bring me that car buying service's best price and I will beat it by at least \$200.00. Then I will pay you between \$200.00 to \$500.00 more for your trade, when given that opportunity, and beat their finance rate every day, every time, guaranteed. That's Missouri's best car deal.

The Bommarito Automotive Group is your neighborhood car dealer and beating any third party buying service company's pricing is done everyday.

Make sure you stop by any of our Bommarito locations during our Race to the Savings Sales Event. With every new or preowned purchase you will receive two tickets to the Inaugural Bommarito Automotive Group 500 IndyCar race at Gateway Motorsports Park on August 26, 2017. And now through August 16th, stop by any Bommarito Automotive Group showroom or service drive to register to win an all-inclusive VIP Race Experience and the opportunity to ride in an actual Indy car on race day.

We're in your neighborhood.

Where price sells cars.

Bommarito for all your Sales-Service-Parts and Collision Repair

Sincerely,

*Frank J. Bommarito*

Frank J. Bommarito  
 CEO & Founder  
 Bommarito Automotive Group



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**"WHERE PRICE SELLS CARS"**  
**Bommarito.com**



"20 Franchises - We are in your neighborhood."

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