



# *Women's*

## *Guide To A Better Car Deal*

# Women's Guide To A Better Car Deal!

We finally reveal the Scams, Tricks and Lies that ALL women should be aware of when shopping for a car!

- 4 Common Car Dealer Scams for Women to Avoid
- 5 Common Car Dealer Advertising Tricks That Target Women, and
- The Things That Women REALLY Want in a Car!

While it is not true of all of us, there are some unscrupulous car dealers who seem to “prey” on unsuspecting women. They seem to get some sort of pleasure from taking advantage of trusting women. They have, in the process, blemished the reputations of all auto dealerships though dirty tricks, shady deals, outright lies, and other undesirable tactics. They are the bad apples that have tarnished the reputations of the truly ethical car dealerships that don’t participate in deceptive practices and truly care about long-term relationships with their female customers.

The problem is in knowing how to spot the bad dealers and in being able to identify the tricks and scams that are directed towards women. So I’ve listed the most common scams the “bad guys” like to pull on women so you can be on the lookout.

Now you’ll know – when you see one of these games being played, run the other direction!

The material you are about to read in this complimentary report will help you SAVE TIME AND MONEY and can prevent you from being a victim of potentially unethical or dishonest car dealers. I have spent years trying to improve the bruised image of car salespeople. During this time frame I have overseen the sale of thousands of vehicles. I have analyzed and researched the tendencies of women customers that get the “BEST DEALS” and have found many things that these customers have in common and found that they ask very good, very tough question before they spend their hard earned money on the purchase of an automobile.

## **KNOW BEFORE YOU GO**

Women consumers (all consumers, really) need to be informed when seeking a new or used vehicle. You’ll be wise to do some research and run the numbers yourself. Fortunately, the Internet is a great source of information you can use to arm yourself with pertinent facts before heading to dealer showrooms and display lots. You need to know that dealerships treat the car buying process as three components to the sale. In other words, there are three opportunities



for the dealership to profit from the transaction of you purchasing a vehicle: 1) Vehicle Price; 2) Trade In; and 3) Finance & Insurance. In most cases, it will involve all three transactions. So you need to manage all parts of the process by doing research ahead of time. This survival guide was created with your best interests in mind. It is a comprehensive report that will inform you about the DO'S and DONT'S of women consumers and the car industry. It will help you GET THE FACTS that you need to separate the good car dealers from the bad ones. This report will protect you, finally revealing the Scams, Tricks and Lies surrounding women consumers and the automotive industry. In it, I will outline:

- 4 Common Car Dealer Scams for Women to Avoid.
- 5 Common Car Dealer Advertising Tricks That Target Women.
- The Things That Women REALLY Want in a Car!

## **COMMODITY CON | Car Dealer Scam #1**

Beware of dealerships that go on and on about selection and price and never talk about anything else. Most dealerships want you to believe you can buy the car from them for cheaper than from anywhere else.

The reality is we all get our cars from the same places and sell them for about the same prices. These prices are largely set by the manufacturers and NADA or Kelley Blue Book. Cars are commodities. I'm probably the only dealer in town who is willing to admit that.

The real reasons you should choose one dealership over another have nothing to do with pricing. Pricing can be gamed and gimmicked in the advertising. You should be looking for a dealer who has your best interest at heart. A dealer who helps inform you, instead of just selling you. A dealer who offers something unique in terms of service, follow-up, or peace of mind. A dealer who says something different than everyone else in town.

## **THE CREDIT CRUNCH | Car Dealer Scam #2**

Situation: Once you've found the vehicle you want and the price has been established, you enter the credit approval phase. You complete a loan application and it is taken by the salesperson to their finance manager for approval. Normally, approvals can be accomplished very quickly. Reputable dealers have both local and national lenders, and in some cases even internal financing capabilities. However, the dishonest dealers use the financing transaction to maximize their profit dishonestly.

In this ploy the salesperson or finance manager will return with your credit application, stating that your credit isn't as good as they had hoped it would be...and, that they weren't able to obtain financing through their preferred source. You're embarrassed and disappointed and you





feel you've wasted your time and won't get the vehicle you wanted. Usually, at this point, the salesperson tells you that they are going to have one last visit with their finance manager because "They are on your side." They're gone for a few minutes only to return with a smile and the "I've got Good News!" that they pushed their finance manager to call in a favor with another bank and they were able to get you approved.

What you didn't realize is that the rate of interest you will now be paying is higher than it should be. Often, they will have misrepresented what they learned from your credit score. They may say you have "B" credit when in fact, you may have "A" credit. Now, you will have to pay the higher interest cost over the term of the loan. It's not uncommon for dealers to tell you that you have worse credit than you actually do. This allows them to penalize you with higher rates, which allows them to make more money. If a dealer won't give you your 3-digit FICO score from one of the 3 major credit bureaus, leave the dealership (NOTE: They can't give you a copy of your credit bureau).

The three credit bureaus utilize the FICO score or credit score as part of their overall credit reporting to lenders. In Fact, there are many today who actually look no further than the FICO or credit score. In other words, if your FICO score is below a certain level, you will not be considered for a loan by certain lenders. On the other hand, if your FICO or credit score is above a certain level, the doors to certain lenders automatically will swing open.

It is worth noting that a reputable dealer with good lending relationships may often be able to get a better rate than you can get on your own. This is accomplished through relationships and suggesting other items that lenders use to determine interest rates (Year, Make, Miles, Amount Financed, etc.)

My Advice: At my dealership, we will always be happy to "show and share" your credit score with you. We train all of our Business Managers to discuss credit scores and the effect they have on rates, insurance, job applications, promotions, etc. If you need help with your credit score, we can offer you our expertise and other credit score specific publications that you will find helpful.

### **ADD ON ADDICTION | Car Dealer Scam #3**

Situation: After hours of shopping, you've finally found the perfect vehicle. Now, you're staring at the stack of paperwork and fine print. There is, perhaps buried in the fine print a few lines that mention one or a combination of items including paint-sealant, rust-proofing or fabric sealant. These "add-ons" can range from \$200 up to \$1000. If performed legitimately, these add-ons can extend the life and value of your vehicle. However, the unscrupulous dealer may not even ask if you want them. In some cases, the additional services are either not performed, or are performed at a level that is much less than was represented. For example, you might have



paid for paint sealant and all the dealer did was clean and wax the vehicle. You may have paid for fabric sealant and all the detail department did was to spray a can of Scotchguard on the seats. Finally, you may pay for rust-proofing that was included in the original factory paint process (you should have received it for free).

**TRUE STORY: I actually bought a new car once (in my home town, for my wife) that was promoted on the sales floor as “ding proof” due to its polymer (plastic) panels. Ironical then that they tried to sell me rust protection later in the finance office on a “plastic” car that has little to no rust. Think about that for a minute.**

When I was younger, a different dealer in my hometown actually made one of my best friends cry when she tried to buy a car from them. They told her to bring back her husband and then they would talk numbers. Little did they know, she didn't have a husband to bring back. She obviously left and bought a car somewhere else. You should talk specifically about any add-ons you want. Again, you should research the value and cost of each of these add-on with third parties before arriving at the dealership.

CAUTION: Some really scummy dealers may even tell you something like this: “The bank is requiring you to buy a vehicle service agreement (or whatever).” These add-on products may also include: Fabric Guard, Life & Disability Insurance, or VIN Etching. Many of these products are good products to purchase, but only if you ask for them and are aware you are purchasing them on a voluntary basis!

FEDERAL REGULATIONS SPECIFICALLY PROHIBIT A CAR DEALER FROM FORCING YOU TO BUY ADD-ON PRODUCTS. You are not required to buy ANYTHING from the dealer in addition to the car itself, DON'T FEEL LIKE YOU HAVE TOO!

It is important to remember, however, that a reputable car dealer may present these products to you as options, and often it is a good idea to take advantage of these offers. When offered these products, weigh your options and decide what's best for you. If you feel pressured to buy, LEAVE!



My Advice: At my dealerships, we don't even offer most of these products. I would recommend that you research and consider a vehicle service contract (commonly known as an extended warranty) and I would definitely consider GAP insurance if you are financing your purchase without a substantial down payment. I promise that we won't make you buy anything and we won't even offer you foolish items. I won't present any product to you that I would not offer my own Grandmother, sound fair?

### **KEYS ON THE ROOF | Car Dealer Scam #4**

This scam sounds far fetched, but it really happens. You bring your vehicle in to the dealership for an appraisal as a potential trade-in. You are not ready to make a buying decision and you're ready to leave. The sales person tells you "The guy who has your keys is at lunch and won't be back for an hour. His office is locked. Why not test-drive another vehicle?" It's really just a sleazy way to keep you at the dealership. The more time you invest, the more committed you're likely to become...and the more likely you are to agree to terms you aren't comfortable with.

Old School dealers think this is funny and that they are so clever. But, you can outsmart them by bringing two sets of keys to your vehicle with you. If it appears that they are using this tacky tactic, get into your vehicle and drive away. Call the police and tell them the dealership is trying to steal your car. You'll get your keys back!

Another variation of this scam is for them to hold your driver's license while letting you take a test drive. Then, when you want to leave, they can't find it, etc. You can avoid this situation by asking the dealership to make a photocopy of your license before you test drive (or bring them a copy that you made before you came). Then, it's impossible for them to hold you hostage!

I love the car business when it's done right. I'm embarrassed for dealers who do it wrong. You deserve better than this. Find a good dealer in your hometown via referral from a friend or research dealers through CitySearch.com or the Chamber of Commerce...just don't fall for silly dirty tricks!

My Advice: At my dealerships, we hand you your vehicle keys immediately when we return from the appraisal. If you like, you can even ride with us on the appraisal...just don't try and keep my drivers license! We sell a lot of cars. We don't need to resort to mean tricks.

"Women deserve to be treated better than second class citizens when they are car shopping. I encourage you to find a reputable dealer that treats you with CLASS and RESPECT! I guarantee



that at my dealerships, we view our women car shoppers as more than just dollar signs...we see you as part of our family!"

## THE ROLLOVER | CAR DEALER ADVERTISING TRICK #1

### "We'll Pay off Your Loan No Matter How Much You Owe!"

Have you ever heard a car dealer say that on the radio or TV? Probably...but you should know, not all dealers are upfront about how it works. Here's the deal: When you trade a car with a loan balance, the money to pay off that loan has to come from somewhere. It can either come from the dealer's profit, from a manufacturer's rebate, or it can be refinanced into your next loan.

The problems start when you have a dealer advertising super low prices and saying that they'll pay off your trade. Hang on! If the dealer is selling cars at such a low price, then they can hardly have any profit left. So...where is the money coming from to pay off your loan? We both know the dealer isn't going to lose money to sell you a car.

Instead, what you really want to look for is a dealer who's offering up a legitimate reason to pay off your trade, and then backing up that reason with his or her own profit. And if you do end up in a situation where you need to put part of the balance from your current load into a new loan, here's what you should keep in mind:

If your car is worn out (bad engine, bad transmission, high mileage, body damage) and you are stuck with a balance and an unreliable vehicle, you have to do something, you have to get to work... Or if you're driving a car that you just can't stand anymore and you're eager to get rid of it... Then this may be a good scenario for you. If so, you should carefully find a good deal on a vehicle and secure a fair loan. The only way to get out of this cycle is to find a vehicle that you will be happy driving the entire term of the new loan. Then buckle down and accelerate those payments. Get your loan balance knocked down below the wholesale market value of the vehicle and avoid being upside down.

At my dealership, a professional will walk you through this entire process. We will explain your loan balance vs. what we are offering you for the vehicle. We will help you hand-select the perfect vehicle that has the best chance of dealing with your negative equity AND leaves you with a loan balance and payment you can deal with.

PS: Do you know why banks have drive-up windows? Most people think that this is for convenience, but they are actually there so that vehicles can visit their rightful owners (If you have any funny car jokes, please email them to me). Approximately 86% of vehicles have a balance due to the bank and some reports indicate that up to 40% of all vehicles have "negative equity" based on the wholesale market. So don't feel bad, you're not alone.



## THE MINIMUM TRADE | CAR DEALER ADVERTISING TRICK #2

### "We'll give you \$3,000 more for your trade than it's actually worth!"

When the AD Reads, "Push it, Pull it, Drag It...\$3,000 more for your trade than it's actually worth", look for the fine print that says...

- On Stock # \_\_\_\_\_

There's nothing wrong with offering to pay more for your trade than it's worth. That's what Cash For Clunkers was all about. But again, the money has got to come from somewhere. The way this works at most dealerships is that they limit your choice to only one or two vehicles...which happen to be loaded with extra profit.

Be ultra cautious on conversion vans...these oftentimes have over \$10,000 in markup built in. So, if they give you \$3000 "More" on a vehicle with \$10,000 markup, then they have duped you into paying \$7000 too much for a conversion van (yuck).

What you should be looking for is a dealer who will allow you to pick from a wide range of vehicles...and still take advantage of the special trade offer. That makes it much more likely for the offer to be legitimate.

My Advice: Ask the dealer for the best price on the vehicle they are showing you without a trade and ask the dealer for a "bid" on your current car. Now you will have all of the facts to make an intelligent decision.

## MAKE US AN OFFER | CAR DEALER ADVERTISING TRICK #3

### "No Reasonable Offer Will Be Refused!"

Hmmm. Car dealer language can be confusing. "No Reasonable Offer Will Be Refused!" Then, why is it that your offer is NEVER reasonable? These ads rely on very subtle wording and tricks. Our brain hears this and thinks "I'm gonna make them a low offer and they are going to take it and I'm going to get a great deal." Actually, this is a mind game. The key word in the sentence is "Reasonable."

Read this: No Offer Will Be Refused. Now Read this: No REASONABLE Offer Will Be Refused (Except yours because it is unreasonable). Any offer less than the amount the dealer wants will be deemed "Unreasonable" by the dealership and immediately refused. A Google search of "No Reasonable Offer Will Be Refused Scams" turned up about 233,000 searches. It seems that





factory direct spas, motorcycles, furniture companies and many others really like to use this silly phrase. The guy who invented this word play probably cracks himself up. Read the ads and look for “Carslang” like this. Sometimes these guys are so good that I have to read the ad 2-3 times before I catch the “hook” or the “out.”

My Advice: Buy from a good honest dealership that you have researched. PS: Dealerships will often write ads like these because they think they are smarter than everyone else and they think they can trick customers and make fun of customers without getting caught. For example, I know of a dealership that has a weekly sales event that they call “Night of the Stars, where you are a Star.” On the surface this sounds corny, but innocent enough. Well there is another side to this story.

The dealership employees came up with this “Star” term because “Star” spelled backwards is “Rats.” They get the biggest kick out of this, and laugh at customers who think they are “Stars” but the dealership refers to them as “Rats.” I have a collection of other nasty names that I have heard other car people refer to customers by...email me and I will send you the list, I’m too embarrassed for our industry to list the names here. At my dealerships, I promise that we will treat you with dignity and respect. We can provide you with a book of happy customers who will back me up on this. Our customers are #1.

## **ALL APPLICATIONS ACCEPTED | CAR DEALER ADVERTISING TRICK #4**

**"All Credit Applications Will Be Accepted!" Or, "No Credit Refused" which properly translated means:**

You can fill out a credit application...it doesn't mean you can actually get a loan!

Q. How does a woman know when a car salesperson is telling a lie?

A. The Salesperson’s lips are moving...

I know that's an old joke, but lots of people actually think that every word out of a car salesperson's mouth is a lie. It’s sad, but there is a lot of monkey business out there when it comes to trying to sell you a car. While there are lots of honest, hardworking salespeople who want to formulate a win-win deal with you, you're likely to run across one or more of these scams on your journey towards finding that honest car dealer.

ACCEPTED doesn't mean approved. If you fill out a credit application, and hand it to someone at the dealership, then that application has been ACCEPTED. Now, if they offer you a loan and you drive off the lot in a new car, then that application has been APPROVED. There's a lot of road



between those two words, so be sure that you know the difference. Also be sure and read the fine print. Read the disclaimers. Think through the ad word for word.

My Advice: Buy from a good honest dealership that you have researched. If you are planning on financing your purchase, then shop with a dealership that has finance experts and a lending network of all types of specialty lenders. At my dealerships, nobody works harder to get you APPROVED on a loan that you are flat out excited about than my team of experts.

## **UNBELIEVEABLY LOW PAYMENT | CAR DEALER ADVERTISING TRICK #5**

**"A Brand New Suzuki Forenza for Zero Down and only \$59 a month!"**

Let's do some quick math; I will do all the work...On a 60 Month loan term you can borrow \$1000 for around \$18 a month at a decent interest rate with good credit. Thus, you could borrow \$10,000 for around \$180 a month or \$20,000 for around \$360 a month, and so on and so forth. So, how is it possible to buy a new \$20,000 vehicle for \$59 a month? The quick answer is, "It's NOT possible."

Many dealers are using this "advertising hook" to lure you into the dealership with too good to be true payments that you want to believe. Then, they put you on a long-term finance contract (usually 72 to 96 months). To achieve the advertised payment, the dealer will use the Rebate Money or Dealer Markup to lower the payments for the first 3, 6 or 12 months.

For example, if the dealer has an \$1800 Rebate available, they will use this \$1800 to lower your FIRST 6 MONTHS OF PAYMENTS BY \$300 EACH (\$1800 divided by 6 = \$300 a month). If the normal payment is \$359 a month, then this allows them to advertise the vehicle for \$59 a month with a small asterisk (\*).

\* Payments of \$59 for the first 6 months, then 54 (or 60, 66, 72 etc.) payments of \$360. Read the fine print. The \$59 lasts for the first 6 months and then the regular payment kicks in for the next 54-90 months depending on how long you financed.



REMEMBER: Ads that seem too good to be true often are. After having all of the facts, you may still be interested in this type of offer. Maybe you just started in a new job or maybe it's Christmas time and your budget is tight. I just want to make sure you understand exactly what you are agreeing to. My Advice: Look at ALL of the facts so that you can make an intelligent decision.

Many banks offer 90 days until first payment that will help you get past Christmas or Tax Time. This may be a better solution for you. Find a dealership and a salesperson who you trust and ask them to give you all of your options. The more options, the better!

**SPECIAL BONUS SECTION: WHAT WOMEN REALLY WANT FROM A CAR** "The primary thing that women look for when they're shopping for a car is the safety features," says Courtney Caldwell, editor in chief and publisher of *Road & Travel Magazine*.

"They do a lot of shopping on safety features for a vehicle because they have concerns for their own personal safety as well as that of their family and their child." Women also focus more on whether it's a practical choice and within their budget.

"It's not necessarily what they want if money were no object," Caldwell says. And tastes vary widely. "There's no one car that all women like," she says. "It all boils down to lifestyle, age and income." But their choices are resonating with the auto industry.

Experts are quick to point out that women influence 85 percent of vehicle sales. So if you're a female driver, automakers are watching what you're buying. "The one big difference between men and women is that men are a little more power-performance conscious; women are more miles-per-gallon-economic conscious," says Charlie Vogelheim, vice president of automotive development for J.D. Power and Associates. Women tend to be more focused on who's riding in the vehicle and whether they're comfortable, while men are more focused on the utility and cargo of a vehicle, he adds.

Caldwell says, "Two of the most popular vehicles are the Honda Accord and Toyota Camry, because of their reputation for safety and affordability. Most women with families tend to gravitate toward minivans or crossover vehicles because they're practical for their lifestyles. As kids get older, women look at sedans or other vehicles that fit their lifestyles while boomers tend to focus on luxury vehicles."

### Putting Safety First

"Women are particularly vulnerable in rear-impact crashes – they often sit closer to the steering wheel and there is bad positioning against head restraints – and they tend to be more at risk for neck injuries," says Russ Rader, spokesman for the Insurance Institute for Highway Safety. As a



result, it's important to make sure that the vehicle has head restraints designed to protect in a rear-impact crash and has good ratings for rear-crash protection.

**Features experts suggest women seek:**

- Air bags (including side air bags).
- Seatbelt pretensions.
- Crush zones in car.
- Antilock brakes.
- Electronic stability control systems.

**The five features women are most interested in, according to the J.D. Power survey, are:**

1. Power lift gate/trunk/hatch.
2. Sunroof.
3. All-wheel drive.
4. Remote engine startup.
5. Bottle holders in door panels.

That compares with the 2000 survey when the most sought-after features were run-flat tires, sunroof, split fold-down rear seat, "smart" passenger air bag and rear-passenger air bags. "Features like power lift gates and remote engine startup reflect the increased desire for comfort," says Vogelheim. These cars have gotten better equipped. You can heat up the car on a cold day or cool down the car on a hot day by having your air conditioner or heater on before you open the door.

## **Tech Touches and GPS**

Not too long ago, power windows and doors were a luxury. Now there are navigation systems and electronic features, such as hands-free telephones and the ability to connect an iPod to a voice-activated system.

"Some women have a fear of getting lost. GPS systems help simplify women's lives, especially as moms take their kids to activities in towns they have never visited," adds Pam Scholder Ellen, an associate professor of marketing at Georgia State University in Atlanta. The J.D. Power survey found that the top technology/safety features that appeal to women include:

- Lane departure sensors and blind-spot detectors.
- Rear back up camera and sensor.





- Side curtain air bags.
- Sleep detector sensor.
- Pre-accident alert.

“And when they look at style, women seem to be much more interested in color than men,” Nerad says. “We’re seeing more imaginative and more colorful interiors returning to vehicles these days,” he says. “For example, blues are becoming more popular,” Nerad adds, “and chocolate browns have joined interior options.”

“While focusing on the practical, women want to look good in what they’re driving,” says Ellen. “The car defines people,” she says. “So if you look at someone driving that unattractive car, that person’s aware that they’re kind of judged by the car that they’re driving.”

Thank you for the chance to share this information with you. Please accept my invitation to contact me personally whenever you have a question about WORRY FREE car buying or are thinking about buying a vehicle for yourself or someone you love.



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