

# **Car Dealer Secrets EXPOSED!!!**

## **YOUR FREE REPORT!**

**Discover the hidden secrets and common car dealer tricks that make car dealers wealthier and at least 80 per cent of ordinary car buyers – POORER!**

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Special Report by John Baxter

### **ATTENTION ALL PROSPECTIVE CAR BUYERS!**

- ✓ **Would you be interested in a revolutionary new way to purchase your next new or used motor vehicle that is *guaranteed* to save you time, stress and plenty of money?**
- ✓ **Are you having difficulties finding the time in today's busy world to enjoy a better lifestyle? Are the "good things in life" eluding you?**
- ✓ **Do you find that motor industry bargains are becoming impossible to find? More like finding a pearl in an oyster or the pot of gold at the end of the rainbow.**
- ✓ **Are you sick and tired of "banging your head against a brick wall" negotiating with dealers who are often evasive, patronising and rude?**
- ✓ **What if there was a new service available that could solve all of these concerns and go a long way to curing your car buying woes - Forever?**

If you answered **YES** to any or all of these questions then **THIS IS YOUR LUCKY DAY!** The following information will go a long way towards improving your health, wealth and happiness by improving you next car-buying experience!

Everyone wants a better lifestyle (big homes, flashy cars, boats & jet skis, overseas travel etc.) or at least to enjoy it- most of us never attain it why? Because no matter how hard we try there is never enough **TIME! I repeat THERE NEVER SEEMS TO BE ENOUGH TIME!**

I recently interviewed the founder of the rapidly expanding **STRESS FREE CAR BUYERS NETWORK** - Mr. Rick Pinson. I asked him why he believes his dynamic, new service based business can make a huge difference to the lifestyle of car buyers everywhere?

Rick's answer - By utilising his many years of experience gained in the Motor & Banking Industries, his expert "insider knowledge" of the car game and by providing his valued customers with the "**cure**" to "**Car Buyer's Syndrome**"! To elaborate further - Rick has personally witnessed the slide in popularity of dealers, the growing public perception that "dealers are stealers" and the dreaded **stigma** attached to buying cars from dealers.

**Put simply - so many dealers, so many cars, so many choices and so little time.**

Rick has spoken to many "victims" of the car buying process and believes that the secretive, evasive and in many cases, dishonest ways that many dealers conduct themselves has contributed to problem. Why is it that most people would prefer "root canal therapy" rather than lock horns with their local motor dealer? Rick explains that over the years many unscrupulous individuals coupled with highly misleading advertising techniques has brought the industry into disrepute. The legacy of this has been an unhealthy fear of car dealers, car salesman and the motor industry in general. Rick's extensive industry experience has enabled him to understand many of the secrets that only the privileged few ever encounter. We will learn some of these secrets in this free report and how you can benefit from this knowledge.

In this exclusive free report Rick will explain:

- ◆ **12 of the Secrets of the motor industry (some trinkets of wisdom from the hidden vaults that you weren't meant to know).**
- ◆ **Some of the pitfalls, dangers, warning signs and things to look out for when buying cars today - For the uninformed.**
- ◆ **Car Buyers Syndrome - the description, the symptoms and the cure for this modern day plague! Do you have it?**

My discussions with Rick unearthed some harsh & shocking realities about this mysterious industry. Here are just some of those closely guarded truths and car dealer secrets revealed...

## **TWELVE CAR DEALER SECRETS EXPOSED!**

### **1. Car Sales Staff MISSION "Seek & Destroy"!**

Most car sales people are trained and instructed in a soldier like manner to get a commitment from you **at all costs**. In other words from the moment you enter their battlefield (the dealership) you become their ultimate target.

### **2. Sale's Process is NOT designed to work in your favour.**

All dealers have their own sale's system with the primary aim of getting you to buy **TODAY**. Unless you understand the pitfalls or possess the necessary skills to turn the balance in your favour you are destined to fall victim to a carefully choreographed, highly controlled operation designed to empty your pockets. Have you ever paid too much for a car? It's a little known fact that over 80% of car buyers **DO PAY TOO MUCH!** Don't become a car-buying casualty!

### **3. No matter what – A car dealer will NEVER, EVER give you their absolute best price!**

What is the reason for this? Quite simply the pricing, bonus and loading structure is a highly complex maze of costs secretive to all but the select few in a dealership. It is purposely designed to be secretive and will always be a mystery unless you happen to own a dealership or handle the accounting process. Why do you think sales people are deliberately evasive when asked a simple question like: "**How much does this car cost?**"

Rick says that most car salesman have no idea what the profit margin is in a car they are merely puppets expertly controlled by their sales managers. Stress Free will enable car buyers to obtain huge discounts on new & used cars allowing them to **BUY CARS AT COST** and sometimes **BELOW!** This could save you **THOUSANDS!!!**

### **4. Dealers sell to you at Retail but buy back / trade at Wholesale.**

Any discount you obtain is often used to enhance the value of your trade in. The real "write down" value of your trade is rarely stated. This ploy is used by all dealers to make your deal appear better than it really is. Under new GST laws this will change slightly but Rick says, "Please understand this, unless you own a fleet of cars and can benefit from bulk purchasing power you will always be treated as a retail customer and pay more". Have you ever been confused by the term "changeover?"

## 5. Dealers can & will hold you **CAPTIVE!**

Don't worry - this is perfectly legal. To stop you from going to another competitor some dealers will do anything. This could mean anything from "misplacing" your car keys, asking you to leave your car so an outside wholesaler can inspect it and give you a better trade in price while you drive around in the car they want you to buy and so on. Rick has seen some pretty dirty tricks over the years played on many unsuspecting, innocent car buyers. Even "The Great Hoodini" would have difficulty escaping some of these well-laid traps.

## 6. Mechanical Inspections can be "**Biased**" and bought for the right price.

Rick has witnessed, on numerous occasions, many instances where vehicles have been passed as mechanically sound by "professional inspectors" only for unsuspecting customers to find later that the vehicles were highly defective. In some of these cases the car was never even inspected. Rick urges you that it **ALWAYS** pays to get your own independent inspection from a reputable inspector. Have you ever been burnt by a "**bodgy**" roadworthy before?

## 7. Beware of Dealers Statutory Warranties - They cover very little.

Many times dealers get out of paying for warranty repairs under the guise of "**fair wear and tear**". It is not uncommon for a dealer to continually delay repairs & procrastinate until the customer ends up either giving up, their warranty expires or the dealer ends up rectifying the problem to make them go away. **Rick's comment:** Feel free to check out the Consumer Claims Tribunal at the local Department of Fair Trading at any given time to regularly find dealers in attendance over these matters.

## 8. Attention New Car Buyers: Beware of "**TRANSIT DAMAGE**".

Rust, dents, scrapes, parts & tools missing, poorly repaired accidents and many more too numerous to mention here have all occurred on **BRAND NEW CARS** that Rick has seen delivered. Rick highly recommends all new car buyers to closely inspect and check their vehicle on delivery day for any damage or omissions.

## **9. Dealer Finance & Insurance is a minefield "riddled with DANGER"!**

Unless you fit the secretive statistical profile set down by many car financiers or take the time to understand the complexities you will end up paying too much - every time. The sign up process, complicated documentation and legalities are designed to confuse you. Rick strongly recommends that you **READ YOUR CONTRACT** and **KNOW WHAT YOU ARE SIGNING!!!** Have you ever signed a contract only to find out later on that you were taken advantage of?

## **10. You can be "STUNG" just as easily at an Auction or Private Sale.**

**Sure you can save money but at what cost?** You can also avoid dealers but the pitfalls are numerous if you don't know the territory. Many people have "crashed and burnt" by electing to take this option - No Warranty, no guarantee of title in many cases and no guarantee the car you buy isn't stolen or has had the compliance plate altered and much more. On top of this most private sellers want way too much for their car because they have no idea what it is really worth. Rick's Warning: **CAVEAT EMPTOR** or **BUYER BEWARE!** **You do get what you pay for!** Have you ever had a bad experience buying this way? Rick can put you in touch with plenty that have.

## **11. Do you know when you are being "CLOSED"?**

Have you ever arrived home with something you had absolutely no intention whatsoever of purchasing and said: "I never intended to buy anything today. How did this happen?" It is so very easy to fall prey to a trained "closer" who can tweak our emotions, make us feel good about ourselves, befriend us and before we know it, squeeze every last drop out of us. Buying a car must be a **LOGICAL, RATIONAL** decision. Rick's advise - **Don't get emotional or you'll lose!**

## **12. The 3 R's. Rip Offs, Rorts and Raw Deals are rife in the Motor Industry.**

It is a known fact that certain car sales people and motor dealers have tarnished their reputations by decades of unscrupulous behaviour. The media has also been responsible for it's part in attacking car dealers who fall short on their promises. The end result is that **"MOST PEOPLE DON'T TRUST DEALERS"**. Unfortunately for most, there are not many reasonable alternatives available to car buyers - **Until now!**

"Don't get me wrong," Rick goes on to say, "I am not saying that all car dealers are careless and dishonest merely to be wary of the fact that the industry has painted some extremely gloomy pictures for itself over the years". "If you apply caution and realise the dangers there are

some genuine good deals and some very good dealers out there. Rick has seen many adverse situations brought on by pressure tactics where unwary customers were influenced to make decisions with catastrophic results. Decisions that are made in haste, coerced by specialist sales manipulators can have dire consequences and cost you thousands".

**Now you don't want this to happen to you - do you?**

Well there you have it - some of the things you were never meant to know about the car industry. Rick says there are many more fascinating and interesting secrets he did not have time to mention here. Motor Industry Secrets are closely guarded nuggets of gold known only to a select few. Dealers spend millions in advertising dollars to woo you - the buyer, and millions more to train their sales staff in the finer arts of getting you to spend your money. It is Rick's hope that Stress Free can **make a difference** by turning the scales back in favour of the car buyer. Just think – all that lovely money you save by using Stress Free's service could pay for a holiday, new outfit etc. Wouldn't that be great?

- ❑ **So, how does knowing these newfound facts make you feel?**
- ❑ **Would you be interested in receiving future free reports or newsletters?**
- ❑ What if Rick's **STRESS FREE CAR BUYERS NETWORK** can provide you with all the solutions for your next car buying experience?

This brings us to the next highlight of this free report:

**How do you avoid the pitfalls and dangers, keep your sanity and still have a pleasurable, memorable and rewarding car buying experience?**

This is where Rick's 20 years plus of hands on experience and training pays off for you! Rick's vision is to create the **"Ultimate Car Buying Experience"**- A pretty tall order but the benefits to car buying customers everywhere will be enormous!

The Mission of Stress Free Buyers is to educate car buyers to the dangers, pitfalls and **HUGE POTENTIAL FOR LOSS** by guiding you through the car-buying process with the ultimate aim of revolutionising the way people purchase cars. In other words, save you from the "Car Buying Experience from Hell". You are not expected to know all of the secrets simply to understand and respect the facts and increase your understanding of the car buying process. Rick genuinely cares about people he understands the trials and tribulations that we all face when we decide to buy a car. Makes sense doesn't it?

## **Stress Free - The Major benefits to you.**

### ➤ **Totally Independent & Unbiased Advice**

**STRESS FREE CAR BUYERS** has no vested interest, association, affiliation or connection whatsoever with any motor dealers or financiers. You will benefit from their experience, expertise and understanding by knowing that the advice and assistance they give is **designed to save you money.** **Please note: STRESS FREE does not receive payments, fees or commissions from dealers - WHATSOEVER!**

### ➤ **Time is on your side**

**STRESS FREE** understands you have better things planned than wasting your valuable leisure time and weekends doing the "Dealer Shuffle". Tell **STRESS FREE** what you want and sit back and relax while **STRESS FREE** haggles and negotiates on your behalf. You will benefit by improving your golf handicap, having fun with the family or whatever it is that you do that makes your lifestyle a quality lifestyle. Now that would be great, wouldn't it?

### ➤ **Saves you from a fate worse than *STRESS!***

Imagine that - a stress free car buying experience - hard for you to imagine?

**STRESS FREE** knows all the pitfalls and industry secrets so they will ride the roller coaster for you. Their staff will handle every facet of the buying process for you; they will keep you informed and treat you with utmost courtesy and professionalism. You will benefit by not having to lift a finger while they swim with the sharks while you while you watch them from the safe side of the glass! No more confusion, lies and deception -

**A TOTALLY STRESS FREE ALTERNATIVE.**

### ➤ **Best of all - You will save MONEY - GUARANTEED**

**STRESS FREE** will use all of their industry skills and savvy to flex their muscles on your behalf with their sole aim - **TO SAVE YOU PLENTY!** This is what you like to hear, isn't it? They are so certain of their ability to negotiate effectively on your behalf for **BIG \$\$\$ SAVINGS** that if you're not completely satisfied with the **END RESULT** then **STRESS FREES BUYER'S** service to you is ...  
**TOTALLY FREE!!!**

**What is included in Rick's STRESS FREE service?**

- ❖ Initial consultation-Comprehensive Questionnaire to identify your individual needs.
- ❖ All of STRESS FREE's friendly consultants are fully mobile - they come to YOU!
- ❖ Complete Budget Analysis and Personal Financial Assessment (if applicable).
- ❖ Complete explanation of all Insurance and Warranty Options available.
- ❖ Your consultant will explain STRESS FREE's role and service with a FULL presentation.
- ❖ Extensive Motor Search Facilities.
- ❖ STRESS FREE offers you Vehicle Protection Systems and choice of Accessories to suit your tastes and save you money.
- ❖ Unbiased advice and assistance to help you with your purchase.
- ❖ Trade In Particulars form and Independent Valuation.
- ❖ STRESS FREE has Vehicle Independent Inspection Options (for used car buyers).
- ❖ Appointment of STRESS FREE to act as your car-buying Agent.
- ❖ TRULY AWESOME Customer Service. STRESS FREE understands that you - the customer are all-important not PROFIT and that's what counts MOST!

**STRESS FREE PROMISE AND GUARANTEE TO SAVE YOU TIME, STRESS AND MONEY. IF, FOR ANY REASON YOU ARE NOT COMPLETELY SATISFIED THEN ALL FEES ARE WAIVED. SO YOU HAVE EVERYTHING TO GAIN AND NOTHING TO LOSE! LET STRESS FREE BUYERS PUT YOU IN THE DRIVER'S SEAT – THE ONLY THING DIFFERENT IS THAT YOU'LL PAY LESS FOR THE KEYS!**

**And now - The final part of this Gold Coast Stress Free Buyers Report – Car Buyers Syndrome**

## **What is CAR BUYERS SYNDROME? Do I have it?**

### **Description:**

A nervous complaint / disorder suffered by thousands of new and used car buyers everywhere.

### **Symptoms:**

Anxiety, confusion, disorientation, fear, irritability, loss of sleep, lack of appetite, nausea, nervous tension, sore feet, sweaty palms and general tiredness to name a few.

**Note: Symptoms can differ from person to person.**

### **THE CURE:**

**STRESS FREE CAR BUYERS NETWORK!  
GOLD COAST AUSTRALIA**

**When you make your appointment please notify your consultant about any symptoms of car buyers syndrome that you have that we may have missed.**

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