

SELL CAR KIT

LUXURY/EXOTIC CAR MARKETING THROUGHOUT THE COUNTRY AS WELL AS THE WORLD...

MARKETING EXTRADINAIRRE



These tools help us to sell an average of 200 to 500 cars every month for our clients.

Selling your Luxury car is our #1 priority. To help you understand our programs and show you how we will sell you car, please review the information below. *You will immediately see why we sell over 200 to 500 luxury/exotic cars every month.* Our Website is unlike any other in the luxury/exotic car industry.

FinestMotorSports.com is an Internet network connecting qualified buyers and sellers of luxury and exotic automobiles. We utilize state-of-the-art Internet technology to sell your luxury/exotic car.

Unlike other companies, FinestMotorSports.com is the only website that exclusively sells 10 of the world's most prestigious type of cars. We serve the influential buyers and sellers of:

[Aston Martin](#), [Bentley](#), [BMW](#), [Ferrari](#), [Lamborghini](#), [Lotus](#), [Maserati](#), [Mercedes](#), [Porsche](#) and [Rolls Royce](#).

FinestMotorSports.com is designed to optimize our client's online car marketing experience by **targeting a defined audience**, the pre-qualified luxury/exotic car enthusiasts who honestly appreciate high quality automobiles. We rely on the top car enthusiast magazines throughout the country (see the listing below).

The personal service that we offer is unmatched by our competitors. You will have a personal account manager that will cater to your every need. Our service is what makes FinestMotorSports.com special and successful. We are here for one reason, to help with all of your luxury and exotic car buying and selling needs!

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Here are the honest benefits of working with our company. No other company in the industry can say or do what we do for the private luxury/exotic car buyer and seller.

1. We are in the top 3 of Internet luxury/exotic car marketing companies in the United States.
2. We are Qualified Internet Dealers, Consultants and Internet Brokers. Therefore we provide significant options to help you sell your car. (Dealers give other Dealers better prices and services).
3. We have a Dealer Network relationship with our company.
4. We invest your advertising dollars on **finding buyers**, not sellers like other companies do.
5. We advertise on all major Internet search engines like Google, Yahoo, MSN etc. to get a hold of qualified buyers and direct them to our website to view your car. We capitalize on Search Engine Optimization (SEO).
6. We utilize all of the luxury and exotic manufacturer enthusiast magazines. Again, **getting qualified buyers**.
7. We provide you one-on-one personal service with an assigned Account Manager that works with you throughout the entire process **until your car is sold**. Once again, no one else does that.
8. We have a Price Evaluation Team to make sure your car is priced accurately.
9. We have a Tech Writing division that will make sure your posting is worded properly.
10. Every client gets their own personal web page describing their vehicle with high quality pictures and written descriptions.
11. We receive calls daily from serious and motivated buyers looking for our clients' cars.
12. We provide financing to the buyer if needed.
13. We provide car transportation to the buyer if needed.
14. We provide leasing to the buyer if needed.
15. We sell an average of 200 to 500 cars per month.
16. We receive on average over 100,000 *unique* visitors to our home page monthly. Over 1 million hits overall monthly.
17. We can act as an intermediary between the buyer and the seller if you need us too. Once again, no one else does that.
18. We stand behind everything we say and 100%.
19. Our website is state-of-the-art. It is designed to achieve instant approval for the buyer.

[This is why we can offer you our 100% Money Back Guarantee.](#)

It isn't often that we don't sell a luxury/exotic car for our clients, however it can happen. We are extremely confident though that we can sell your luxury/exotic car.



Please understand that it is not an easy task to sell your car. It takes a great deal of promotion, experience and patience to accomplish that goal. We endeavor to utilize our many years of experience and knowledge in the industry to succeed in selling your car.

With that thought in mind, please understand as well that our success is based on the fact that we have and use state-of-the-art technology such as print advertisements in major car enthusiast publications and Internet Search Engine technology to locate serious luxury/exotic car buyers to our website.



[These tools help us to sell an average of 200 to 500 cars every month for our clients.](#)

Therefore, it is important for you to know that the time and effort we spend to guarantee you that we will sell your luxury/exotic car, takes money, experience and knowledge. The knowledge and experience we already have. The funding comes from the investment you make to our company to do the job. A major portion of the investment you make to our company is immediately applied to your luxury/exotic car by our marketing team. This insures both of us that we will succeed in selling your car.

We dedicate our energies to only the top ten (10) luxury/exotic automobiles manufactured in the world. We are the only company that does that. This way you know that we are dedicated to you and selling your car.

Protect yourself from all the time, frustration, worries, deceit, and headaches that go with purchasing or selling an exotic car! Let an expert handle your automobile transaction, just as an accountant would do your books. Our cost effective programs—whether buying or selling—will save you thousands of dollars, time, and effort and provide you with the great experience of owning a luxury/exotic car that it should be!

Please look below to see additional information about FinestMotorSports.com and what we can do for you.

COMPARATIVE ANALYSIS FinestMotorSports.com vs. Competition

To better understand the value and benefits of selling your luxury/exotic car, it is very important to know and understand the positives as well as the negatives. Selling a luxury/exotic car is unlike selling an average vehicle such as a Honda or Toyota etc. Therefore, selling your Luxury/Exotic car requires your due diligence in eliminating as many of the negatives as possible.

As a Luxury/Exotic seller you are asking yourself these questions:

1. How quickly will I sell my car?
2. Will I get the right price?
3. Will I be showing the car to truly qualified buyers?
4. Who will help me sell my car fast and at the best price?

Contrary to popular belief, lowering your price on a luxury/exotic vehicle is not the right decision to make. The reason you believe that you should lower your price is only based on the fact that you have not reached the right audience of qualified buyers.

You get discouraged at the “tire kickers” and the callers who want to try and steal the car from you. So you say to yourself “well, nobody was really serious so I guess I have to lower the price.” If you owned an average car, that would make sense. However, you own a luxury/exotic vehicle and you need to attract serious buyers.

Examine your present audience of car buyers in Auto Trader and/or Cars.com. They are both excellent services, however, they actually only cater to the average car buyer seeking the average car. Their average sales price of car sales is between \$5,000 and \$10,000 (as stated on cars.com). Is that the audience you want? In addition, of the Luxury/Exotic vehicles they sell, the majority are sold at values less than what the seller was anticipating.

Next, compare the price you paid these companies to show your car versus the time period it may take to sell it. Once again, their prices are fair and reasonable for the average car. The turnaround time to sell their average car can be up to 8 weeks. The turnaround time for a Luxury/Exotic vehicle is considerably longer *if you are fortunate enough to even sell your car on their service.*

Let's look at some Comparative Analysis.

	<u>Competition Average Car Consumer</u>	<u>FinestMotorSports Luxury/Exotic consumer</u>
Visitors to the Website - %	100%	100%
Average Cars Sold - %	72%+	N/A *
Luxury/Exotic Cars Sold - %	<1%	100% **
Time it takes to sell an average car	8 Weeks+	N/A *
Time it takes to sell a luxury/exotic car	120 days+	27 to 62 Days
Expected Luxury/Exotic sales prices	Generally Below	At or Above
Qualified Buyers – Luxury/Exotic	<1%	Over 98%

* Represents that FinestMotorSports.com does not cater to that audience

** Represents that FinestMotorSports.com only caters to Luxury/Exotic buyers

What can be determined by the chart is that in order to sell a Luxury/Exotic vehicle, you MUST have an Elite audience. Remember, Auto Trader and Cars.com are excellent services for average cars, and FinestMotorSports.com is an excellent service for Luxury/Exotic cars like yours. Simply put,

‘YOU GET WHAT YOU PAY FOR’

[The 8 Myths of Selling a Luxury/Exotic Car](#)

So, what are reasons that a private seller of a luxury/exotic automobile succeed or fail? The answers are really quite simple yet baffling.

Too often a private seller gets caught up in an array of emotional thoughts that cloud the reality of what it takes to sell their car. They believe that they have a luxury/exotic car that the world will come beating at their door or phone or email to buy the car. The truth is that they just don't know the industry and how to capitalize on it.

Selling your luxury/exotic car privately is no different than what your local dealer does on a daily basis with the exception that you are doing it once and now. *So, why do so many people waste their time and money on useless dead-end car selling techniques?* The answer is very simple, THEY DON'T KNOW ANY BETTER!

Here are some of the most obvious mistakes a private seller of a luxury/exotic car makes – **AND THE ONES YOU MUST AVOID.**

- 1. Placing the car for sale on an Internet site that doesn't specialize or focus their attention on luxury/exotic cars:** Simply choosing a well known named Internet business that does not cater to luxury/exotic cars, but rather posts every make and model on the planet, lessen your chances of success to sell your car by at least 75%.
- 2. Not establishing a realistic budget to sell your luxury/exotic car:** If a new private seller doesn't plan ahead with a budget to sell their car, they will be caught in a tangled web of financial uncertainty of what to do without deciding how much to do it with. This is a sure fire killer to ultimately selling your car at a much lower price and doing so in a time period much longer than you expected or wanted.
- 3. Not understanding that selling your car has two primary factors:** The first is that you have a new temporary business. The second is that it is a numbers game. Both of the factors will contribute to your success or failure to sell your car. Here is how it works. Selling your car is no different than your local Dealers selling their cars, albeit on a much smaller scale. Both of your goals are to sell a car. Dealers have to do it everyday to stay in business, you however are doing it only once and now. So, the business side is obvious and the same – **sell the car**. Now combine that with factor two that it is a numbers game. In order for the Dealer to sell cars they need the number of buyers to walk into their showroom and have as many people as possible drive out with a new or used car. That is why they have an enormous advertising budget. You are no different. You also need the buyers as they do. However, you don't have a showroom and you don't have deep pockets for an ongoing massive advertising campaign. Therefore you have to budget your advertising dollars more strategically to REACH OUT TO THE RIGHT BUYERS to gain the advantage of the numbers of qualified buyers to sell your car.

Since this is a temporary business for you, unlike a dealer, it is imperative that you make two very important business decisions.

1. How much will my advertising budget be?
2. What is the best way to reach out to the number of qualified buyers?

So, have you decided on an advertising budget? Have you discovered the best resources to find the number of qualified buyers, and by qualified I mean people who are serious buyers, not just tire kickers?

Obviously I am asking you these questions in order for you to understand the realities of having your own short-term business of selling your car so you can make intelligent decisions and ultimately sell your car in a shorter period of time and at the best price.

- 4. NOT BEING AVAILABLE ALL THE TIME TO COMMUNICATE WITH POTENTIAL BUYERS. OR IN OTHER WORDS "HIDING IN PLAIN SIGHT."**

It is absolutely astounding that so many first time sellers do not make themselves easily available to prospective buyers. They list their cell phone yet they rarely answer on the first call. They list their email address yet they rarely check it or respond promptly. They think that by not responding promptly they are showing that they are not eager to sell the car. On the contrary, an interested buyer is eager to want

information and will quickly lose interest if there is a slow response and ultimately buy someone else's car. In essence if you snooze you lose.

5. NOT PRICING THE CAR PROPERLY.

We have seen all too often a car for sale by a private seller that is either way too high or well under priced. If you don't do your homework on pricing you are pricing your car out of the market. Quality research will result in a faster sale at the right price. The longer it takes to sell your car the more it depreciates on a daily basis. We have a Price Evaluation Staff available to assist you to price the car accurately and fairly.

6. POORLY WRITTEN DESCRIPTIONS AND SELLING POINTS.

All too often, a private seller believe that simply writing the basic details of the vehicle will be enough to get a person interested in the car. The details and specifics are important, however they are not enough. A prospective buyer literally needs to be overwhelmed by what they read. It is the exciting car ad that truly catches their attention that will in turn make the prospect want to respond.

7. GETTING EMOTIONALLY INVOLVED WITH THE CAR.

If selling your car is your goal, then separate the emotion from the reality. The more you are emotionally attached to your car, the less likely you will make the right decisions on how to sell it. Remember, selling your car is a temporary business.

8. BEING A POOR NEGOTIATOR OR TOO GREEDY.

If you are not comfortable negotiating with someone you will probably end up selling your car at a price lower than what you really could have gotten. Conversely, if you are too greedy, you will not sell your car at all. Either learn the skills necessary to negotiate or rely on a professional to do it for you.

The eight points discussed above are the sure fire reasons that first time luxury/exotic car sellers succeed or fail to sell their car. Overcoming these issues is not as difficult as they may seem. You can do it on your own or hire an expert like FinestMotorSports.com to help you.

FinestMotorSports.com

1-877-446-5371

THE WORLD'S FINEST LUXURY/EXOTIC CARS – INTERNET DEALERS – CONSULTANTS – BROKERS

How To Sell Your Car Properly

There are many factors that are necessary to assist you in the selling of your luxury/exotic car. All of which will contribute to an ultimate successful sale. By following the details below you will optimize your selling experience as well as achieve the potential of obtaining the best price possible.

PRICING: Establishing the right price to sell your car is crucial. It must be priced right according to many factors such as condition, amenities, extras, selling points and features.

One of the primary benefits of working with our company is the fact we employ a price evaluation team that will assist you in determining your cars' best selling value. Our staff of professionals will review your car and determine the correct value to have it posted on our web-site database.

PREPARATION: It is crucial to have your car properly prepared to be shown to prospective buyers.

Anything less than presentable is going to result in very low offers or no sale at all. Here are the steps necessary to get your ready for presentation. Wash, wax, and clean the dashboard, all the windows inside and out including the mirrors and vacuum the car prior to every showing. Remove all personal items from the car that are not needed. Make sure all of the lights (inside and out) are working. Replenish all fluids.

RECORDS: A presentable maintenance log with all of your receipts, including oil changes will be a very powerful selling tool. If you have not maintained a log, try to assemble one from the receipts you have. If you had something done but do not have the receipt, place it in the log as well. All buyers are skeptical. It is very important to provide buyers with the cars history report. This report will assure buyers that the car has not been in a wreck or the odometer has been tampered with.

ONLINE PRESENTATION: Another benefit of our company is that we employ a technical writing staff that will write a description of your car in a professional and exciting manner. It is very important to write something that will immediately grab the buyer's attention. What is unique about your car as compared to others that are similar? The car must appeal to the buyer's lifestyle and interest. Key phrases will attract their interest such as "one owner, garage kept, maintenance records available" are important. Highlight all non-standard additions and/or modifications that make the car more attractive. Be sure to list any recent replacements such as tires etc. The key to a well written description is to be different, honest and exciting.

PHOTOGRAPHS: The old adage "a picture is worth a thousand words" is very true. Good quality pictures will have a major impact on attracting buyers. There are several important guidelines to remember when taking your pictures. Always photograph in daylight. Avoid any reflections, shadows or distracting objects. Put your car in a location that has a flattering background. Avoid locations where the background is questionable. First impressions are very important. The first visual of your car should be the best possible picture. Photograph the car from the right front-side angle to achieve a complete view of the entire car. Take pictures of the interior that will show the beauty and features of the car that will be the most appealing to buyers. Pictures of the interior that are not appealing will not be productive to show.

PERSONAL PRESENTATION: After you have set up an appointment, buyers will be interested in many different aspects when meeting with you. One very important issue (other than the car itself) is you, the seller. Make sure you are presentable and personable. Nothing turns off a buyer more than someone who is not coming across well or appears disinterested or rude. Find a neutral location to meet a buyer. Try to avoid your home if possible.

Before you allow the buyer to take a test drive, discuss with them all the positives about the car. Show them the exterior, the engine compartment, the trunk and end with the interior. Prior to taking the test drive ask to see a valid driver's license and proof of insurance. Let the buyer drive, however you will navigate. Have a planned route that allows the buyer to experience different driving conditions. Explain all of the positives about the car while doing the test drive.

After the test drive and if the buyer is seriously interested, they may want you to hold the car for them. You must ask for a deposit and let them know that it is only good for a short period of time, usually a week. Many buyers will want to have the car inspected by a mechanic. This is a reasonable request. However, you must be the one to take the car to the mechanic and stay with them throughout the inspection. In some cases, especially with higher priced luxury/exotic cars, the buyer may wish to have a complete diagnostic (at their expense) of the car by a recognized dealer. This could be a very positive event for you and the car buyer especially if the car is in excellent condition. Above all, be honest, friendly, accommodating and fair.

NEGOTIATIONS: This can be the make or break for the sale of the car. Remember, a proper negotiation must be a win-win for both parties. Do not be stubborn or unwilling to negotiate. Be open-minded and willing to discuss different options. Establish for yourself what your bottom-line price will be and NEVER let the buyer know it.

Be prepared with different responses when a buyer begins to negotiate. They will discuss possible scratches or a ding here and there. Respond by saying that is normal wear and tear and is accounted for in the asking price. If the buyer makes an offer lower than your asking price, pause and think about the offer and counter that with an offer that is closer to your price than his offer. You may continue to negotiate and ultimately come up to a fair win-win price. Obviously, never go below your pre-determined minimum price. Some buyers will show you a receipt from the mechanic for repairs needed on the car. Look at the receipt carefully to determine if these are justified repairs and priced accurately. Consider reducing the price based on your interpretation of the repairs needed. If you and the buyer agree to a final price, then you must finalize the sale.

FINALIZE THE SALE: You must protect yourself at all times to avoid possible fraud. Follow the proper protocol for the final transaction.

1. Write up a bill of sale including the final selling price and any deposit provided. On the bill of sale include the way the funds will be transacted and the way the car will be transferred to the new owner. Also include the names and contact information of both parties. In addition, include the odometer reading. Some owners will want to drive the car away while others may wish to have it transported.

2. Only accept one of the following means of payment, wire transfer, cashiers or bank check or cash. Other than cash you must allow at least at least three business days for the funds to clear. Do not be swayed by what the buyer says regarding the financial transaction. If the buyer discusses a complicated payment arrangement, be careful and cautious. After good funds have cleared, you will transfer ownership of the car to the buyer. Contact your local motor vehicle office to find out what the requirements are to transfer the title to the new owner to prevent you from being liable for any accidents or other occurrences. In some instances you may owe a lending institution. They will own the title to the car. You can complete the transaction at their offices if needed. If the bank or lending institution is out of sate, you can go to the local motor vehicle office and obtain a temporary operating permit based on the bill of sale. After you pay off the balance of the loan, you will receive the title to sign cover to the new owner and the transaction will be completed.

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We all know the power of the Internet. Most of us use the Internet to search, chat, learn and entertain. However, how many of us know how to use the Internet to Advertise, Market and Publicize? That is what our marketing staff is paid to do – Advertise – Market – Publicize your luxury/exotic car.



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Please feel free to contact us at 1-877-446-5371

Thank you for considering FinestMototSports.com for your car selling needs.

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