

***ZIP-ZERO-ZILCH***

**THE**

***TRIPLE “Z”***

***FREE USED VEHICLE  
INVENTORY SYSTEM***



***Revenue Enhancement Campaigns, Inc.***

Clearwater, Florida Monarch Beach, California  
813.658.8839 949.436.9582 [www.recinc.us](http://www.recinc.us)

## TABLE OF CONTENTS

WHERE TO GET YOUR FREE INVENTORY	Page 3
RESTRICTIONS, EXCLUSIONS, AND DISCLAIMERS	Page 3
WHO CONTACTS THE “VEHICLE FOR SALE BY OWNER”	Page 4
HOW MANY FREE LEADS CAN I GENERATE?	Page 4
EARNING AN AVERAGE \$3500 GROSS PROFIT ON USED CAR SALES	Page 4
THE REMOTE, GENERIC BUSINESS DEVELOPMENT CENTER.	Page 5
WHY WE ARE PROVIDING THIS REPORT FREE OF CHARGE	Page 5
SAMPLE EMAIL AGREEMENT	Page 7
SAMPLE SCRIPT	Page 8
SAMPLE DISCLAIMER	Page 10
SAMPLE COPY FOR ADVERTISING AGREEMENT (Revise as needed)	Page 11

## WHERE TO GET YOUR FREE INVENTORY

There are tens of thousands of vehicles for sale in your area. Each vehicle for sale includes a Seller, a Buyer, and most likely multiple interested parties: prospects. Each vehicle presents a opportunity for a new or used car sale, a finance sale, an insurance sale, a parts and accessory sale, an extended warrantee sale, and if handled correctly, an unlimited number of free leads: referrals.

Your new, free inventory is currently for sale by owners on side streets, Craigslist, Ebay, Cars.com, and a multiple of other mostly “for fee” advertising venues. Currently each aggressive floor sales representative should already be contacting those sellers.

The most effective advertising is usually paid advertising. Be assured that *paid advertising sales reps* are presently contacting sellers offering to advertise their vehicle for a price, usually a hefty price.

But why not offer them advertising for *zip, zero, zilch*; something *free* to establish a special relationship with the seller of a selected vehicle? That special relationship can be established by the offer of a free ad spot on a *designated section of the used vehicle presentation of your existing website*.

You set the parameters of the vehicles you allow on your website: make, model, equipment, condition, mileage, finance restrictions, insurance restrictions, etc. are just some examples. You'll find that no matter how stringent you set the parameters, ample vehicles in your area meet those parameters. Remember the old adage: ‘Go out after nickels and you'll come back with nickels.’ Set your parameters high.

## RESTRICTIONS, EXCLUSIONS, AND DISCLAIMERS

Obviously you'll want an agreement with the vehicle seller prior to listing his vehicle. That agreement can be an instantaneous agreement via email. You'll find a sample agreement later in this report. Also you'll probably like a disclaimer to post with the selected vehicle. Such a disclaimer would contain a notice that the vehicle is not owned by the dealership but rather is posted with a special arrangement with the seller and that some restrictions apply: i.e. “This vehicle is not guaranteed by the dealer ship.” (See a sample disclaimer later in this report.)

If there is a requirement that each vehicle posted on your website be pre-inspected, you have a prime suspect standing on your property in front of one of your professional closers.

Remember you have a new friend: you got that new friend by creating a special relationship by offering him something free. What an opportunity! And remember: even if you do not accept the vehicle for your website, your professional sales rep is talking to a prospect or at least someone who might have a referral

## WHO CONTACTS THE “VEHICLE FOR SALE BY OWNER”

Many dealerships have BDCs. (Business Development Centers) if yours is one of these dealerships you'd have a professional crew to execute your **TRIPLE “Z” FREE USED VEHICLE INVENTORY SYSTEM**.

What would they say? Who would train them? Later in this report you'll find a script especially written for your BDC personnel. The script is ample training in it itself, especially among most professional telephone contact personnel. It's also a good training script for new or shy sales people.

In lieu of a BDC, floor sales personnel can be enticed to put this program into place by offering weekly “spiffs” to the sales rep who lists most vehicles on your website. Remember, each person the sales rep speaks with is a prospect for a new or used car or knows someone who is. Another adage: “Someone on the other end of this very telephone has a commission check waiting for me. All I have to do is to phone the right person.” The same script that a BDC professional uses will suit an aggressive front line sales rep.

## HOW MANY FREE LEADS CAN I GENERATE?

This question is best answered by you. If you listed only late model, extra clean, low mileage vehicles on your “special section” website, you should get 3 to 15 calls per vehicle listed.

*“Call now for your free CarFax report. We might help finance, insure, and warrantee the vehicle for sale by owners on this website.”* Offers such as this make a prospective buyer more confident when buying from an individual. Individuals cannot offer any of these services. To get you to offer such services, the seller must refer the Prospect to you. You might consider compensating the seller for the referral if the referral buys a car and you profit from the trade, or from a new or used car sale, a finance sale, an insurance sale, a parts and accessory sale, or an extended warrantee sale. Make the seller want to use your services.

## EARNING A \$3500 GROSS PROFIT ON USED CAR SALES

It's been proven time and again that a \$3500 gross profit per used car sale should be the norm rather than the exception. The professional action of a BDC can and should result in a prospect 1. Showing up on the showroom floor 2. asking to see a specific sales representative 3. And fully financed on a specific vehicle.

## THE REMOTE, GENERIC BUSINESS DEVELOPMENT CENTER.

If you do not have a Business Development Center (BDC) RECI suggests contacting other non-competing Dealers in other geographical areas that maybe willing to share the cost of a “generic BDC” to be staffed with professionally trained phone Service Representatives. The service representatives represent participating dealerships by “cold calling” individuals and businesses in your area. These calls result in viable, qualified leads for both new and used cars. Dealers participate by sharing the cost of the facilities and Service Representatives’ compensation. In addition, a nominal fee per lead is required. A qualified BDC would advantage by reading this report and enacting some of the principle contained herein.

### WHY THIS REPORT IS FREE

Why would anyone provide valuable information for free? Well, there is a “motive to our madness.” We’re simply providing this free report to prove a point.

It is a well known fact that on-line marketers increase their response rate up to 800% by establishing a special relationship with website visitors prior to asking them to do business with them. (Increases in response rates range from approximately 1.5% to 25 to 40%)

Such marketers agree that the easiest way to establish a relationship with a website visitor is to offer them something for free. The only “something free” that can be offered on the Internet is something “downloadable.”

Now that you have downloaded this report, and have read it up to this point, RECI has established a special relationship with you.

**SAMPLE EMAIL AGREEMENT (Revise as needed)**

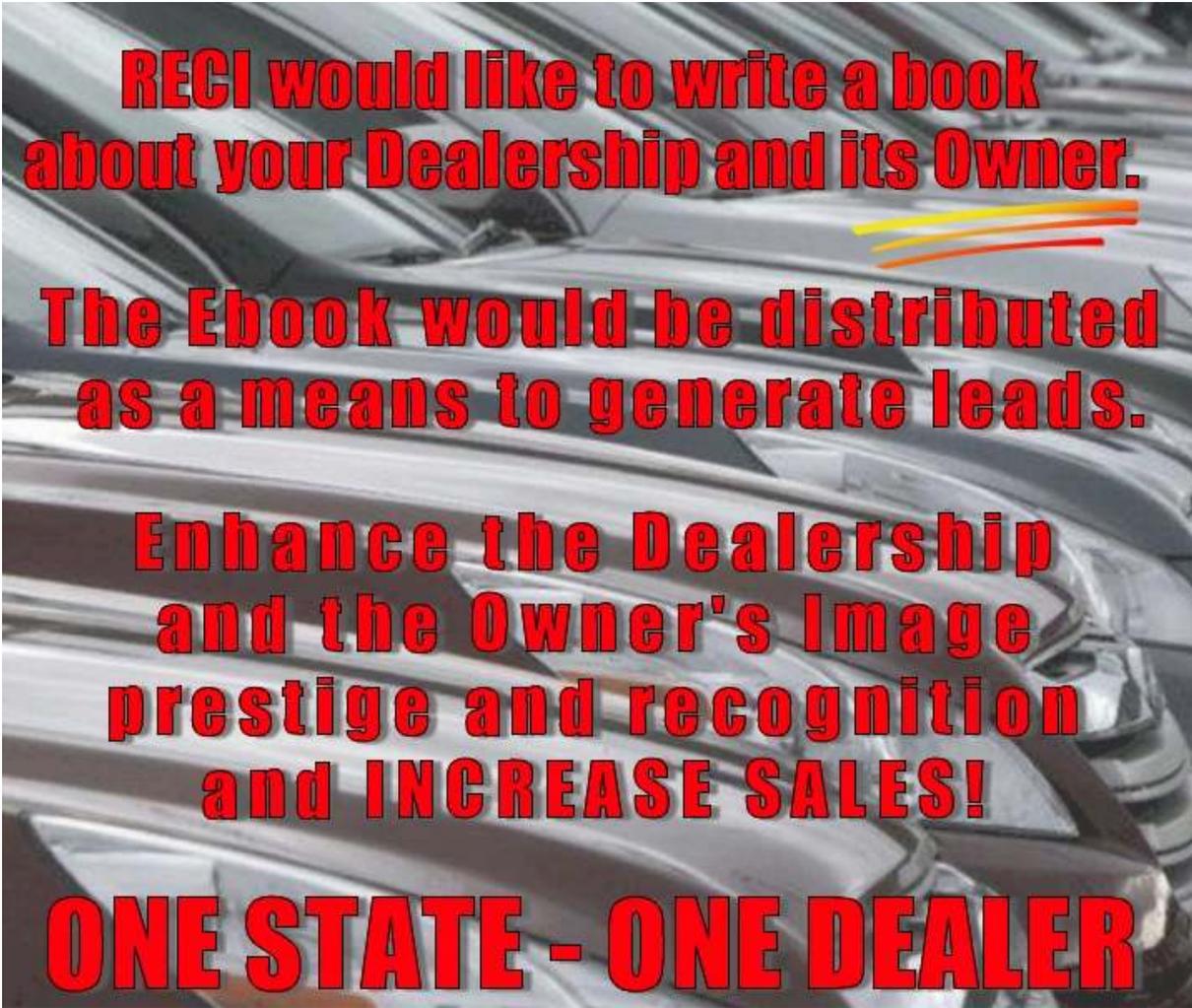
I, (name) certify that I am the current owner of the vehicle whose VIN is XXXXXXXXXXXXXXXX. By this email I am authorizing (dealer) to advertise this vehicle for sale in a special section of their website.

This vehicle is financed through (Name of Finance Company) and I authorize the unpaid balance to be repaid to such company and agree that that amount is to be deducted from the proceeds of the sale.

I have been assured that there is no cost for this service and that I am not obligated to sell this vehicle unless a sale price of \$\_\_\_\_\_ is consummated.

*(Optional). I have been assured that there is no up-front cost for this service and that I am not obligated to sell this vehicle unless a sale price of \$\_\_\_\_\_ is consummated. Once a sale for the agreed upon amount has been consummated I agree to pay an advertising fee of \$\_\_\_\_\_ and I authorize the payment of such fee to be deducted from the proceeds of the sale. I agree that I have been offered \$XX for each referral I forward to (Dealership) and that amount will be deducted from my final advertising fee. (Set the parameters for this promise.)*

A picture of my driver's license and a picture of the Vehicle Identification Number have been submitted with this email.



**RECI would like to write a book  
about your Dealership and its Owner.**

**The Ebook would be distributed  
as a means to generate leads.**

**Enhance the Dealership  
and the Owner's Image  
prestige and recognition  
and INCREASE SALES!**

**ONE STATE - ONE DEALER**

The Ebook will be created and edited especially for your dealership and owner and will consist of over 100 pages. Your book will be distributed through a special website created especially for you. The data goes to you in real time. The Ebook not only enhances the dealership image in the community but also distributes special dealership offers and coupons. Its value will make the Ebook's value worth hundreds of dollars.

~~It makes little sense to create such a publication for more than one dealer in an area.~~ Consequently, since you responded to our offer of free information, you have first-hand experience on the effectiveness of establishing a special relationship with a Prospect. Therefore this offer is being made to you. **You are being offered the "first right of refusal" for your area.**

Your dealership can be the "**TALK OF THE TOWN.**" If this interests you, please contact Jim Garth at [JimGarth@RECIInc.us](mailto:JimGarth@RECIInc.us) to reserve your protected area. We know of no other Company to provide this service, but we expect it to be duplicated. Be the first

and probably the only dealer and dealership in your area for this special promotion.

**SAMPLE SCRIPT (Revise as needed)**

DEALER SALES REP:

“Hello, \_\_\_\_\_? This is (name) over here at (dealership.) I’m calling about the car for sale that I saw (state where the vehicle was advertised.) Is it still for sale?”

SELLER:

“Yes, no, maybe so.”

DEALER SALES REP:

“Great! Who am I to? (Name), I have something here that might interest you. If your vehicle qualifies, I can offer you free advertising on a special section on our (dealer) website. I can also help you sell the vehicle by offering to take a trade, by offering a free CarFax, by offering to finance it, and offering to warrantee the vehicle. You cannot do that yourself, can you?

That would help you to get your asking price for the car wouldn’t it?”

SELLER:

“Yes, no, maybe so.”

DEALER SALES REP:

“Well, here’s why we are offering to do this for free. We normally get between 3 and 15 inquiries on the cars we advertise. As you can imagine, we advertise only cars we can stand behind. Our professional sales people can usually make a profit on the trade if there is one. We usually get a service customer. We have a contract with CarFax and get them at a reasonable price. And sometimes we can make a profit on the financing, insurance, accessories, and the extended warrantee. And, who knows? Maybe sometime down the line you might turn to us when you need to replace your vehicle or repair it. We have great, professional facilities. Does that make sense to you?”

SELLER:

“Yes, no, maybe so.”

DEALER SALES REP:

“Okay, let me ask you this: is the vehicle free and clear or is it financed?”

Okay, who is it financed through?

What do you estimate the balance owed to be?

Would you be kind enough to give me the finance company’s phone

number? What about a contact name?  
Are the miles correct?

Can you email me a picture of the Vehicle Identification Number? (Done with smart phone)

Can you email me a copy of your driver's license?

Can we see the vehicle? Could you bring it by here so that we can take some additional photos of it?

*(Offer a free; car wash, tire rotation, appraisal, offer of purchase, etc.)*

Great, and if you have the title, bring it too. We could have our title clerk look it over to make sure it is correct. We wouldn't want to get your settlement delayed due to title problems, agreed?

Oh, and bring your wife and kids. We have a special waiting area with Kids' games and coffee and snacks.

Could you folks bring it by tomorrow, I'm here between the hours of \_\_\_ and \_\_\_. If not, how about between the hours of \_\_\_ and \_\_\_." Be positive: set a time.

Now, you won't be offended if I call and remind you about our appointment, will you?  
*(If you get a "yes" to this question, the prospect has just invited you to call to remind him of the appointment, to reprimand him for missing the appointment, to call him on other vehicles for sale, or even to invite yourself to dinner!)*

**NOTE TO THE READER:** If all of this "clicks" and you have set your parameters correctly, you'll probably have a live Prospect standing in front of your professional closer. He's probably of good credit; his car was financed. If not, his title is in hand and his vehicle is with him. His wife is with him too. No "one-leggers" here!

If you cannot sell him a car, go ahead and list it on your website as promised. You are giving him something for free: *you have established a special relationship* with him. *And all calling prospects belong to you!*

**SAMPLE DISCLAIMER (Revise as needed)**

DISCLAIMER: Vehicles listed in this Section are not owned by (Dealer.) Vehicles advertised herein belong to the Seller listed in the ad and is advertised as a courtesy only. (Dealer) does not warrantee such vehicle nor attest to its condition. Purchases of such vehicles are at risk to the buyer. Please call (Name) for a free CarFax report on this vehicle.

**SAMPLE COPY FOR ADVERTISING AGREEMENT (Revise as needed)**

**SERVICE PROVIDER: (DEALER)** \_\_\_\_\_

**SUBSCRIBER: (ADVERTISER)**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip \_\_\_\_\_

Phone Numbers: \_\_\_\_\_

**SUBJECT OF SALE:** In accordance with the provisions listed herein, the Subscriber hereby makes an agreement with the Service Provider to advertise his/her vehicle in a special section of the Service Provider's website. VIN: (vehicle identification number) \_\_\_\_\_

**LENGTH OF THIS AGREEMENT:** This service is to be provided by the Service Provider until the vehicle is sold or for 30 days whichever comes first.

**PERMISSION TO EDIT, COMPLETE, AND/OR CREATE, RETAIN ADVERTISING REVENUES:** Service Provider reserves the right to edit materials submitted to conform to all appropriate established editorial standards, and to complete or create material if material is not submitted according to the time agreement below. Subscriber agrees that in such cases of substandard, incomplete or missing materials, that unconditional approval of the content completed or created by the Service Provider is hereby granted by Subscriber.

**COST OF THE SERVICE** Unless otherwise indicated herein, each advertising service as described herein will be provided to the Subscriber at no cost

**FORCE MAJEURE:** It is further agreed that Service Provider shall not be held liable for failure to perform if such failure is due to labor disputes, natural disasters, civil unrest, material shortages, delivery difficulties encountered in war zones, suppliers' performance or lack of performance, or Acts of God.

**DISPUTES:** Parties hereto agree that any disputes that may arise regarding the terms of this agreement be settled according to the laws of the state of \_\_\_\_\_, in the county of \_\_\_\_\_. The Subscriber hereby specifically agrees that the Service Provider's liability arising from any disputes regarding this service shall not exceed the amount the Subscriber has paid for the Service Provider's services. Subscriber specifically agrees to pay all fees incurred collecting any amount owed including, but not limited to, all court costs and legal fees.

**UPON SIGNING THIS AGREEMENT** the Subscriber hereby agrees that this service is a confidential and exclusive service of the Service Provider and the Subscriber acknowledges that he/she has read this contract, that he/she understands the terms herein, that this agreement is non-cancelable, that he/she has not relied upon any promise, statement, or representation other than what has been stated in herein, that he/she has the authority to execute this agreement, that this agreement is valid upon the Subscriber's and Service Provider's assigns and successors, and hereby acknowledges receipt of a copy hereof.

For the Service Provider \_\_\_\_\_ Date \_\_\_\_\_

For the Subscriber \_\_\_\_\_ Date \_\_\_\_\_

**NOTES:** Use this space for vehicle description and any special terms and conditions