

STEP 7: Getting your price.

This is the exciting part - getting the best price on your car. You have the tools, tips, advice and information to get the best possible price. Plus you can call our Bargain Auto Specialists anytime on the phone - it's like we're sitting at the table with you, helping you decide what to pay.

If you're buying a car from an auction, refer to the Auction Tutorial to learn how to bid. If you're buying a car from a dealer or private seller, read this Section carefully.

Information is Power. This has never been more true than it is today. The most powerful tool you have when negotiating price is information. With this information, dealers and private sellers will fear you when they realize how smart a Bargain Hunter you are.

"I am happy to say that I was successful in finding the SUV, at the right price, with the help of Bargain Network...I have compared the price of my SUV auction purchase to the Kelly Blue Book and advertisements from individuals in the newspaper. I really saved an enormous amount of money on my Isuzu Rodeo!"

- RHONDA H. (INTERNET)

Here's the information you need to get the best bargain on used vehicles:

Market prices. Ignore the seller's asking price. It is simply that – an asking price that a seller sets, perhaps hoping you end up paying more than the vehicle is worth. You should instead focus on market prices. Market prices are how much a vehicle actually sells for in your area. Since you are a Bargain Network member, it is very easy to get a market price. Simply visit the Bargain Network Motors website at www.bargain.com or call a Bargain Auto Specialist. Either way, you'll get an appraisal report of the vehicle you're interested in. You'll know how much you should be paying, based on the year, mileage, make, model, options and condition. Once you've found the market prices, it is best to print them out and bring it with you when you visit the seller. When a seller offers a price, show him your appraised price, noting that this is the price real buyers are paying and real sellers are selling at – and it is the most you would consider paying.

A Vehicle History Report (see Step 6 above) shows the leasing and delivery history of a vehicle. This can tell you how long a dealer has had a car. The longer the dealer has owned it, the more desperate they are to sell it. Tell them "if it's on the lot, it's going to rot." Again, order your Vehicle History Report from your Bargain Network Motors website at www.bargain.com or call a Bargain Auto Specialist at **800-300-6140**.

Have several alternative vehicles before negotiating price. Conduct a broad search (see Step 4) on the

Bargain Network Motors website and you'll find vehicles that match your desired Make/Model or even vehicles that don't. Don't get emotionally attached to any one vehicle because that will hurt you in negotiations. Always be prepared to walk away from a vehicle.

Here are other special Bargain Hunter tips to negotiate your best price:

Don't trade in your car. The dealer will low-ball you so they can make money when they sell it. They have to do this to run their business. So sell it yourself to someone who deserves and needs your car.

Show up at the dealer or seller with a bank draft or cash for the amount you want to pay. If the asking price is \$5,000, bring \$4,500 in cash. It's hard for the seller to resist and you will have saved \$500 without having to negotiate much!

Let the dealer know you're a smart buyer (and you have the help of Bargain Network). Remind the dealer they paid the trade-in price, which is much less than what they're trying to sell it to you for, so they're going to make a lot of money even if they don't get asking price. Remind them that if they don't sell the car to you, it will just sit on the lot and rot.

If you're at a dealer's lot, ask to see the "Buyers Guide". Buyers Guide stickers are required by law - they tell you what kind of warranty is provided with this car at the price asked. That way, they cannot claim they're giving you an extra warranty if it was already on the Buyers Guide.

Point out all the negatives you find in the car, such as rust, dents, high mileage, bad tires, cracked dash, missing mats, etc... These negatives will reduce the value of the car and put the seller on notice that you are not going to be tricked into thinking the car is perfect when it is not.

Always bring a friend – one who can be there to point out the reasons you should NOT buy the car. They can also take notes so you don't forget anything during the negotiations.

If you made an appointment to see or test-drive the vehicle, show up about 15 minutes late so they know you're not desperate. And it will remind the seller how many no-shows they're going to have (or have had already).