

Auto Dealer Academy

Master Course Syllabus

From AutoDealerAcademy.com™

Introduction:

Congratulations on starting your journey & welcome aboard!

This manual is truly a complete A-Z training program for the car business. It is widely known as the 'Bible to The Used Car Business' for years.

Inside, you WILL learn how to inspect cars, appraise them, buy 'em, and sell 'em for profit. There is no question this business can be very lucrative BUT it does require you to put on your overalls and get to busy!

Auto brokering, in particular, is a fantastic business model that flat out works! It just works. Your private clients (yes, "private clients") will LOVE you because your auto buying service (auto brokering) saves them time, hassle, money, & frustration! Heck, you even home deliver the car (or to their office is the BEST place b/c they can show it off to their friends and you can hand out business cards! Plus, have a office mate take your picture with the new owner in front of his new car! Send him a copy of the photograph AND another copy on the one year anniversary!) It really is an ideal business.

I am here to help anyway I can!

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Auto Dealer Academy™

Course Information: The Auto Dealer Academy's purpose is to provide the best dealer education possible to prepare you for a career as an Auto Broker.

Trainer: George Dean

Trainer Email: dealer_support@autodealeracademy.com

Course Pre-requisites: Strong love for cars. Genuinely want to help people. Ability to communicate with people clearly. Physically able to walk an auction, look under a car, & handle the noise levels at an auction. Good follow through skills and detail oriented. You will need the ability to download PDF files and have the latest Macromedia Flash installed to watch videos.

Learning Objectives/Outcomes: The goal is to give you enough information that you can confidently march forward with your goal of starting & operating a profitable used car business - more specifically an Auto Broker Business.

Module Layout & Time Release: I recommend taking One Week per module. Don't rush through it! Get out a notebook and take notes or use a highlighter and highlight meaningful subjects for future review.

Question & Answer Section: There is a dedicated Q&A section on the website. PLEASE post ALL questions in the appropriate forum so EVERYONE can benefit from your question and the subsequent answer.

Cancellation Policy: Once you feel you no longer need "dealer support", you can drop out. Just email me. You can always resume your membership when you are ready.

Technical Support: technical_support@autodealeracademy.com

One on One Training: Once you complete this training course, you can purchase two days of hands of training at a dealer auction. See the Dealer Store to find out more.

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- Industry Overview
- Six Step Profit Process Introduction
- Ten Reasons to Start a Profitable Used Car Business
- Advice for Beginners
- Ten Golden Commandments to Success In the Used Car Business
- Ethics & the Car Business
- 18 Places to Buy Cars
- Car Jargon
- Used Car Inspection Process Introduction
 - Inspecting Private Party Cars
 - Inspecting at Auctions
 - Inspecting Dealer Inventory
 - The Walk Around
 - Identifying Paintwork the Old Fashion Way
 - Nine Easy Ways to Identify Paintwork
 - Has the Car Been in An Accident?
 - Does Paintwork/Bodywork Affect the Value of a Car?
 - Identifying Frame Damage
 - First Frame Check
 - Second Frame Check
 - Third Frame Check
 - Fourth Frame Check
 - VIN Check

- Mechanical Inspection
- Fluid Check
- Belts Check
- Battery Check
- Air Filter Check
- CV Joints Check
- Exhaust System Check
- Smoke - Black, Blue, & White
- Rust = Cancer
- Flood Damage Inspection
- Interior Inspection
- Owners Manual and Maintenance Records
- Tips for Convertibles & Sunroofs
- Trunk Inspection
- Test Drive
 - Acceleration
 - Brakes
 - Steering
 - Suspension
 - Transmission
- Professional Mechanic Check
- Thorough Pre-Purchase Inspection Sheet

- Introduction to Valuation
- Seventeen Valuation Variables
 - Miles
 - Reconditioning Costs
 - Options on the Car
 - Time of the Year
 - Weather
 - Lease Returns
 - Color
 - Frame Damage
 - Paintwork
 - Current News Releases
 - Location of Car
 - Current Inventory Needs
 - Model Year Change
 - Condition of the Tires
 - What you can sell it for
 - Wholesale or Retail?
 - Smog Test?
- Five Valuation Exercises
 - Exercise I
 - Exercise II
 - Exercise III

- Exercise IV
 - Exercise V
- Common Valuation Method I for Beginners
- Common Valuation Method II for Beginners
- Pricing Guides
 - Black Book
 - Grey Book
 - Truck Book
 - NADA
 - KBB
 - Final Thoughts on Valuation
- Buy The Car
- Thirty-Two Tips of Successful Negotiations
- Six Tips of Avoid Making a Stupid Purchase
- Recondition the Car
 - Interior Detailing
 - Exterior Detailing
 - Engine Detailing
 - Tires & Wheels Detailing
- Sell the Car & Pocket the Profit
 - Set the Retail Price
 - Ten Places to Sell Your Car
 - Fifteen Tips to Writing a Classified Ad: 75 Power Words to Use
 - The Walk Around
 - Financing and Warranties
 - Do the Paperwork

- Buy & Sell from Home Introduction
 - Methods of Operation
 - Advantages & Disadvantages of Buying & Selling from Home
 - Ten Commandments of Buying & Selling from Home
 - How to Buy & Sell from Home
 - Curbstoning
- Ins & Outs of Auctions
 - Dealer Auction School Basics
 - Auction Tips of Beginners
 - Types of Sales
 - The Auction Process
 - Red Light, Green Light, Blue Light, Yellow Light
 - Bidding Strategy
 - Selling Your Car at the Auction
- Used Car Wholesaler
 - Wholesaling Introduction
 - Ways to Make Money Wholesaling
 - Advantages & Disadvantages of Wholesaling
 - Ten Commandments of Wholesaling Success
 - The Good Ole Boy Network - Your Wealth Building Network
 - More Wholesaling Information You Need to Know
 - Trust - That is the Name of the Game
 - How to "Get in the Door" with Used Car Managers

- o How to Become a Wholesaler
- o A Day in the Life of a Wholesaler
- o Tools of the Trade
- o 14 Tips to Successful Wholesaling

- Running a Small Car Lot
 - Introduction to Wholesaling
 - Advantages
 - Ten Major Action Steps
 - Find Location
 - Get Permits & Licenses
 - Line Up Financing
 - Set up Line of Credit
 - Decide Inventory Mix
 - Visit Dealers, Wholesalers, & Auctions
 - Market Report Research
 - Build Network of Wholesalers
 - Display Cars Effectively
 - Sell the Car & Do the Paperwork
 - Forms & Supplies
 - Goals & Objectives
 - Ten Commandants for Retailing Success
 - Financing, Warranties, & Paperwork
 - Finance Companies
 - High Risk Finance Companies
 - Inventory Turnover
 - Inventory Mix
 - Price Range of Cars & Your Mix
 - Display Area Management & Inventory Rotation

- o How to Improve Gross Profit
- o Special Notes for Small Car Lots
- o Dirty Car Tricks to Avoid
- o Car Security
- o Methods of Operation
- o Where is the BIG Money in Retailing?
- o Appraisals & Trade Ins
- o Want to own a major franchise?
- o Salesmen & Finance Managers
- o Dealership Marketing
- o Additional Thoughts

- Auto Brokering Business (This is THE profit model I recommend!)
 - Introduction to Auto Brokering
 - Tips for Success
 - Three Things You Must Do to be Successful
 - Checklist
 - Fifteen Steps to Successful Auto Brokering
 - Step 1: Marketing
 - Credit Unions
 - Small Business Owners
 - Networking Groups
 - Web Presence
 - Word of Mouth
 - Company Benefits Package
 - 14 Other Marketing Ideas
 - Step 2: Customer Walks Through Buying Process
 - Step 3: Customer Meeting to Discuss Options & Value Trade In
 - Telling the Client "The Story". Selling the "Experience"
 - Taking Profitable Orders!
 - Step 4: Write Up the Order
 - Taking the Deposit
 - Preselling the Warranty
 - Step 5: Source the Vehicle
 - Used Cars: Auctions, Wholesalers, Dealers, eBay, ...

New Cars: Nine Step Process

o Step 6: Negotiate & Buy the Car

New Car Tips

Used Car Tips

o Step 7: Get a Buy Bid on Their Trade In

Module 6

- Auto Brokering Continued
- Step 8: Call the Client With Their Trade In Value & Price on Extended Service Contracts
- Step 9: Call the Client and Update on Your Search
- Step 10: Get the Car Inspected & Cleaned
- Step 11: Facilitate Financing
- Step 12: Have Paperwork Printed & Ready
- Step 13: Deliver the Car to the Clients Home/Office
- Step 14: Send a "Thank You" Card!
- Step 15: Call One Week, One Month, Six Months, One Year, & Forever!
- Building a Lifetime of Profit One Customer at a Time
- Let's Talk About Profit
- Resource Guide (Week 6 DOWNLOAD Bonus)
 - Leasing Guide
 - Sample Brochure
 - Sample Fax
 - Sample Order Contract Form
 - Sample Deal Worksheet
 - Actual New Car Fleet Manager Pricing Fax
 - Sample Wholesale & Retail Warranty Prices
 - Sample Dealer Detail Costs
 - Sample Mechanical Checklist for your Mechanic
 - Sample Dealer Demo Permit

- Copy of Manheim Financing Brochure
- Copy of Tracker Plus Dealer Software Brochure
- Copy of Dealer Auction Rules and Policies
- Copy of Gap Insurance Brochure

Module 6 Download Bonuses Page 415

Only Members in "Good Standing" can download this material.

Be sure to log into the AutoDealerAcademy.com and download these files.

BONUS: Audio Training Downloads

7 hours of audio training. Download and put on your phone or MP3 player.

Members report listening to the over and over and over.

- Welcome Message
- Buy & Sell from Home
- Dealer License & Retailing
- Selling & Reconditioning
- Wholesaling
- Used Car Valuations
- Auctions
- Inspecting Cars
- Auto Brokering I
- Auto Brokering II
- Auto Brokering III
- Auto Brokering and Other Tips
- Dealer Interview 1
- Dealer Interview 2
- Dealer Interview 3
- eBay Interview & Transcript

BONUS: Ebay Training

- Introduction
- 20 Reasons eBay Can be a Great Business
- What Sells on eBay?
- How to Research the eBay Market.
- The eBay Economy.
- Sales Tax Issues
- Shill Bidders
- NonPaying Bidders
- Escrow
- Private Auctions
- How to Start with Zero Feedback
- Tips for Selling the Car
- Tips for Sellers
- Tips for Buying a Car Off eBay
- To Reserve or Not to Reserve
- Salvage Titles
- Tips for Writing Effective Auction Ads
- Common Auction Terms
- Become a Powerseller
- Selling Guide
- Buying & Selling Cars on eBay Article
- eBay Motors Opens New Markets to Dealers Article

PERSONAL NOTE FROM GEORGE DEAN....

I've been there...

You see, I have been in the trenches with you! I've got the battle scars to prove it. I have stood in THOUSANDS of auction lines buying cars for my clients. I have trained hundreds of auto brokers. Learn from someone who has been there!

Fair Warning: **I am a straight shooter who will tell you how it is.** I don't believe in sugar coating things or telling you things to make your ego inflate. If you are easily offended, you might as well hit the 'back space' button and go check out the latest you tube video. Assuming you REALLY do want to learn this business, you are at the right place. Now, some people think I am flat out rude BUT its not my job to polish your butt or tickle your fancy. I certainly don't know everything and will be quick to tell you I don't know something. But, what I do know I openly share with you! I am here to tell you what you NEED to know and make sure you know it well! Welcome to Basic Training for Used Cars.

Trust This... **You WILL PAY THE PRICE for this knowledge one way or the other way!** You will pay me to train you and avoid stupid costly mistakes OR you will make stupid costly mistakes on your own. Your Choice!

I truly believe, Auto Brokering is a unique business concept whose time has never been brighter! It combines an ideal market place & timing/trend conditions perfectly. These are critical times - this is no time to be foolish with your money! Put the odds in YOUR favor! If you want to be in the used car business, take a serious look at what I am about to tell you!

Imagine running a PROFESSIONAL business in a professional office. NO car salesman here! No waiting for a client to drive up so you can pounce on them! No Sir! We are talking a professional office offering a professional BUYING service designed to keep clients from EVER having to step foot in a traditional car dealership showroom ever again! Most brokers will rent an office space in a "professional office building" so they have a super nice high end office to meet with their clients. Nothing could be further from the typical car dealership experience!

The beauty of running an auto broker business is the fact you generally BUY cars for small business owners (people with money!), plus you don't need an expensive car lot on the main street in town, & you don't need to buy depreciating cars (let's face it, cars are a depreciating "asset") to advertise for sale. PLUS, no more test drives, no more nights, & no more weekends! However, you DO get to attend a lot of auctions (that's the fun part!). I will show you how to make a superb living without a lot of stress or difficulty.

Being an auto broker is viewed as a "professional service" with the same status of a CPA or Doctor or Attorney. People never look at you as a "used car salesman" - that's because you don't sell cars, you "BUY cars for people"! Being an auto broker is like being a pilot - it puts you in an elite club.

If you are tired of feeling like a hamster on a treadmill (going nowhere), then maybe its time to consider a new career. Remember the Dunkin Donuts commercial, where the poor owner drags himself out of bed and says "time to make the donuts". I think that's how most people feel about their jobs! Its emotionally devastating to be stuck in a job you hate! Isn't it? Is it time to make a change?

If so.... Get the training you deserve. I lay everything out in an easy to follow A-B-C format. Its easy-to-implement. This is NOT brain surgery guys! Anyone who tells you this business is HARD is a liar - they are just doing it WRONG. I teach a very LOW risk way of operating a highly profitable used car auto broker business.

Let me take you behind the curtain and show you exactly how its done...

Most Often Asked Questions and Answers

Q. What happens at the end of the training?

A. Most people get through the training in several months. It takes TIME to read and absorb the training information. It takes time to formulate your business plan. Well, I am here each step of the way. Even after you have completed the training and are starting your business, I am here for you. **As long as you are a member of the Auto Dealer Academy, you have my full support to help you.** I am NOT here to try and SELL you anything else (unless you want hands on one-on-one training at a dealer auction). The training is a "free-standing". Once you no longer need the support, you can drop out of the Academy. No problem.

I know this MIGHT sound like a lot to learn. I tell all my auto brokers to take it one bite at a time. Although, you can download everything today (if you join) PLEASE do not try and learn it ALL today. You can't. You simply can't. If you download my syllabus, you will see how the course is organized. This will help you start your training and see the path of your training. After completely Module One, you will start to see your confidence grow.

Q. How can you ease my skepticism.... How do I know you are for real?

A. I totally understand! The best thing I can tell you is about my OWN training. I was trained to be a car buyer for a national car chain from some of the top wholesalers out of the Orlando Auto Auction. I was truly trained by the BEST wholesalers and dealers in the country. **You can always give me a call:** Need to Talk? [Submit a Support Ticket](#) or Call 817-851-6207

I will tell you this.. I piss some guys off because I am SO truthful. I won't paint pie in the sky stories to help you allusion this business is simple as pie and you will make one million dollars your first year. I am the first to tell you to NOT do it. I do that more as a challenge to make SURE you want to REALLY do it. The guys who are successful I THINK would have been successful WITHOUT me BUT they will be the first to tell you that my training shortcutted their learning curve dramatically.

Q. Will I get the same results as your most successful students?

A. I will be honest. I do NOT know. I can not possibly predict that. Only YOU can answer that. Only you can decide if you are SO fed up with your current situation that you are ready to **really commit to the training and IMPLEMENTATION of the training**. I can't make you get up off the couch and make this business work. Only you know if you are lazy or disciplined, smart or not, or hoping to find a magic lazy way to riches OR if you are serious and a sensible businessperson.

Please please please don't doubt yourself. You CAN learn this business. It is NOT brain surgery BUT I will warn you - you must LOVE cars to make this work AND to make auto brokering work, you need to be able to get along with people EASILY. You have to have the mind set that you are truly helping PEOPLE. I have training hundreds of auto brokers, both male and female, young and old. If you reject this chance to learn the car business, I truly believe its because you, secretly, doubt yourself! Maybe you lack your abilities or you lack of follow through (actually applying the training). I urge you to see past those self doubts and take life by the horns and make things happen for yourself.

The ONLY thing I can offer is a money back guarantee. If you are not satisfied within 30 days and need out of the academy, let me know. not everyone can be successful in this business. Its only for the elite - truly.

I guarantee you there is something meaningful, beneficial, and profitable for you in the training at the Auto Dealer Academy. **I can assure you, there is no place in the USA that offers such complete training and support.**

TRAINING TIPS:

Once accepted, you will be mailed a thick three ring binder with all the training material. You will also be granted access online to download audio training materials and the inspection videos. I recommend sitting down in your favorite chair with pen and paper to take notes ONE MODULE AT A TIME. (I like to pour a large ice tea when I am reading).

Do this for all SIX modules and the bonus training material AND then DO IT AGAIN. YOU WILL MISS stuff. The second reading is even MORE valuable in my opinion. I guess it all depends on how serious you are if you do it twice or even three times. Heck, its your money you are playing with! Don't be stupid and make a mistake that is OUTLINED for you already in the course.

Also download the hours of audio training and put them on your iphone, ipod, or ipad so you can train anywhere! Members report listening to this stuff over and over burning the information into their brain. When you hear something over and over, it finally sinks in and becomes a part of you.

I DO recommend going through the training SLOWLY and IN THE ORDER I published them. There is a reason to the madness. I've been putting this together for over a decade. I have trained hundreds of brokers (yes hundreds!) and I KNOW where you will MESS UP and cost you

THOUSANDS of needless dollars. I want to help you AVOID making stupid costly mistakes. This is an IN DEPTH study course. The experience is nothing like reading a thin little manual.

I have gone to the extremes to make sure everything I teach works.

I have consulted with other dealers, wholesalers, and brokers through the years. They have went through my course and added stuff they thought I should have added. I have cheerfully paid dealers hundreds of dollars to pick their brains and bought many steak dinners for the privilege. I have been trained by some of the best in the business and from the School of Hard Knocks. So, if you want to be a successful auto broker, like myself & other graduates, then get this training in your hands right away because it will save you from making tons of expensive stupid mistakes like I made. If accepted, you get ALL the training and lessons I have learned over the past fifteen years. I challenge you to find ANY auto broker who will "strip naked" in front of you, revealing every detail of what he does, how he does it, and how much money can be made. You won't!

You will be relieved to learn that the fee for this training is the SAME fee as I charge clients to use my auto broker buying service. How fair is that! So, if you follow my formula, it will cost you just ONE freaking deal to get this training material. So, after your first deal, this training was basically FREE. I told you it was a NO BRAINER price!

Folks, I will know instantly if you tried to shortcut the learning process and SKIP modules JUST by the questions you ask in the Q&A forum and when you ask them. Be sure to visit the Q&A forum so you can see the questions OTHERS have asked. Be sure to ask your questions in this forum as well. I want everyone to learn from everyone. The Q&A Forum is worth the price of this training alone.

PLUS, if you get **one hour of phone consultation with me personally**. I recommend saving this til the END of your training so we can make it a strategy session and not wasting your time (and my time) by asking questions that are answered in the training material. My consultation fee is \$250 per half hour (30 minutes). If you need additional chat time, we can schedule it.

I recommend buying a 5 subject notebook and TAKING NOTES! Yes, WRITE IT DOWN and you will remember it BETTER - I promise. Also, WRITE YOUR QUESTIONS DOWN AS THEY OCCUR TO YOU! Ok?

WARNING: There are some pretty lame "courses" out there promising to teach this stuff for stupid cheap. The sites are cheesy (you know what I mean) and they don't offer any real help. Most people selling anything similar has NEVER EVER bought a car at a dealer only auction in their life! Simply put: You get what you pay for my friend!