



Selling Tips

We want to take this opportunity to first *Thank You* and make you aware that you have CPOM in your corner to assist in marketing your vehicle to a broad base of prospective buyers in the For Sale By Owner market. The CPOM Virtual Showroom is a great tool designed for use by both you and your potential buyer to help make the selling and buying experience of your vehicle less of a hassle. Remember the site: www.mycpom.com.

You have taken the first step in demonstrating to potential buyers that you take pride in your vehicle and have every confidence that it is in good working order by having it Certified. The certification should generate, in the potential buyer, a greater sense of trust and confidence in that he/she is not just buying someone else's headache. You have made a full disclosure of the current condition of your vehicle. Here are some additional tips and things to consider:



First things first – Show off your vehicle

Take advantage of your free online vehicle listing on www.mycpom.com. Pictures of your vehicle will be listed on the Virtual Showroom for 60 days from the date of inspection. Detailed instructions are included in the Value Bag you received when you had your vehicle Certified. Visit www.mycpom.com for further details.

- Make sure that you list your contact information and the asking price for the vehicle.
- Include up to 6 photos of your vehicle for free. Include pictures that show off different angles of the vehicle.

Certified Peace of Mind, LLC does not own, buy or sell vehicles displayed on the Virtual Showroom. All vehicles being offered are not inventories from Dealerships. These vehicles are from people like you who are trying to sell their vehicles in the For Sale by Owner market.



Show your pride

- You were provided a 12x18 inch sign that lets everyone who sees your vehicle know that this is a Certified Pre-Owned vehicle.
 - This sign can be used as a lawn sign placed beside the vehicle so it can be seen by anyone passing by the vehicle, or you can
 - Place it in the windshield of your vehicle while the vehicle is parked.
 - Be sure to clearly write your phone number and your Certification Number (provided on your inspection report) on the sign.



- The Inspection Form is a valuable document that should be displayed in one of the windows for any potential buyer to view easily. (**Be sure not to obstruct a driver's view while vehicle is in use**).
 - Your Inspection Form is also automatically listed online with your vehicle and can be easily printed by prospective buyers.
- If you purchase or utilize other free advertising, don't forget to mention the vehicle has been certified, and point people to your inspection report at www.mycpom.com.
- Make sure the vehicle is presentable by ensuring that both the exterior and interior have been cleaned and polished. The first impression is very important!
- Consider replacing things that may be worn and distract from the value of your vehicle. A perfect example is the replacement of worn and stained floor mats.



Offer a Warranty

Like the dealer – you can add value and trust to your Certified Pre-Owned vehicle by including a warranty. If you are selling a late model vehicle it may still have a remaining manufacturer warranty that may be transferable with the sale of the vehicle. Check with the manufacturer to ensure the warranty is transferable and valid.

If your vehicle is less than 150,000 miles you can offer the added value of a warranty.
There are a few exclusions related to particular models of vehicles – see plan details in your Value Bag.

Warranties range from \$35 a month to \$599 for an annual contract. As a savvy seller, you can raise the price of your vehicle to include the cost of a 1-12 month warranty, and purchase the warranty in the name of the buyer at the time of sale, or simply offer the buyer the opportunity to buy a warranty at the time of sale directly.

Either way – use the warranty as a sales tool it will enhance the value of your vehicle and make it more attractive to buyers.

Let people know the Warranty is available!

Also be sure that all of your advertising, (whether on www.mycpom.com or other places) notes that a warranty is available.

Warranty details and contracts are included in the customer value bag and online at www.mycpom.com.



You Have the Present – Get the Past

When you update your online listing on www.mycpom.com with pictures, price, etc. you have the opportunity to purchase an AutoCheck history report for \$19.99.

AutoCheck, a product of Experian, provides details on the history of your vehicle, past accidents, title changes, major repairs, etc.

When you purchase one of these reports you can print out copies of the report to show potential buyers. If you haven't noticed, we believe instilling trust is the surest way to sell your vehicle for its full value. Including an AutoCheck report also helps show that you have nothing to hide.



Pricing Your Vehicle

This is a critical step in selling your vehicle. There are two easy resources available that you can use to understand the market value of your vehicle.

Kelley Blue Book www.kbb.com

- 1) On Kelly Blue Book, click on the link for “Used Car Value.”
- 2) Follow the prompts and be sure to be accurate about mileage, features and current status of the vehicle.
- 3) Look for the “Private Party Value” so that you get the for sale by owner value of your vehicle. The other options are trade in value or suggested retail value.
- 4) Sales Tip: Be sure to look at what the *suggested retail value* of your vehicle is so that you can inform your buyer how much they are saving. By the way – if the buyer purchases a warranty, what does a dealer provide a buyer that you don't?

Edmunds www.edmunds.com

- 1) On Edmunds the area of the site you want to use is titled “Appraise a Car.”
- 2) Follow the prompts and be sure to be accurate about mileage, features and current status of the vehicle.
- 3) As you determine the price to use, be certain you are referencing the private party value.
- 4) Sales Tip: Be sure to look at what the suggested retail value of your vehicle is, so that you can inform your buyer what they are saving. By the way – if the buyer purchases a warranty, what does a dealer provide that you don't?

Once you have determined the selling price for your vehicle, go to www.mycpom.com and update the asking price for the vehicle on your free online, searchable ad.



Be Safe & Sound

- Use common sense. The old adage is: if something seems too good to be true it usually is. Use your best judgment!
- Secure payment first. Don't accept personal checks. Money orders or certified bank checks are easy for buyers to obtain. Make sure that a certified check is genuine by having the issuing bank verify authenticity and that they guarantee payment.
- Ask potential buyers who would like to see the vehicle to meet you in a public place. There should be no objections.
- It is not uncommon, with the introduction of the Internet, that someone from out of town or even overseas is interested in your vehicle. Common sense should prevail if someone wants to buy your vehicle sight unseen. Proceed with caution.
- **DO NOT** agree to any plan where the buyer will ask you to accept a check for more than the sale price and requests that you refund the difference. Deal only with the buyer and be suspicious of any buyer who asks that payments be made through a friend or representative of the buyer.



Posting a Free Listing to Craig's List (www.craigslist.org)

This is a great online service that has taken the country by storm over the past several years. Craig's List is an online marketplace where you can list almost anything for sale. The listings are FREE, and you can include photos and links. It's a great way to let even more people know that your Certified vehicle is for sale.

How to List Your Vehicle on Craig's List

- 1) Go to www.craigslist.org.
- 2) Click on the State then the city in which you want your listing to appear.
- 3) In the upper left corner click on the link for "Post to Classified."
- 4) For type of posting click on "For Sale."
- 5) Choose the category "Cars & Trucks."
- 6) Fill out the form provided.
 - a. A tip in using Craig's List is to include the make, model, year and price in the Posting Title.
 - b. Be sure to list the price in the box designated.
 - c. Where it asks for your Specific Location you can list the town you live in, you do not need to provide your street address unless you want to.
 - d. **In the description, note the vehicle is Certified, and include the link to your vehicle and inspection detail on www.mycpom.com.**
 - e. Phone Number: if you want to provide your phone number, you must include it in the description. Otherwise, Craig's List will only list a special email address they generate for you.
 - f. Be sure to include photos. This makes a huge difference in the effectiveness of your ad.
- 7) Once you provide detail on your vehicle, Craig's List asks for your contact information. They will provide you with a special email address that will automatically forward to the email address you use most.