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## **CERTIFIED PEACE OF MIND, LLC INTRODUCES A NEW VEHICLE CERTIFICATION PROGRAM FOR THE CONSUMER**

*New certification program provides people with a better option when selling or buying a vehicle.*

ROCHESTER, NY – March 10, 2008 – Certified Peace of Mind, LLC formally opened its vehicle certification operations in Penfield, NY on February 1. The new business introduces a revolutionary concept that enables people to have all the advantages related to selling and buying certified vehicles in the for-sale-by-owner market.

The brand new patent pending program answers a real need for people. By providing full disclosure on the current state of a vehicle, the certification program increases the level of trust between the seller and buyer. No longer does a buyer have to simply take “the word” of the seller, through the program they have a thorough certification report conducted by a third party that provides details on the vehicle – including areas that may need repair now or in the near future. The trust gained from this program gives the seller the opportunity to make more money for their vehicle over trading it in to a dealer and gives the buyer peace of mind by providing the necessary information to make an informed purchase.

“Consumers need a new option,” said Howard Shames, President of Certified Peace of Mind. “An option that allows them to get the full value of their vehicle; an option that makes it easier to sell their vehicle privately, an option that allows them to make the most of their investment in a vehicle. At Certified Peace of Mind we are advocates for people. We empower people to save money, show that they are honest and give them the tools to connect with buyers and sell their vehicle easier.”

CPOM provides sellers with a 140 point vehicle inspection, similar to the Certified Pre-Owned programs offered by vehicle manufacturers. Two primary enhancements CPOM provides that are above and beyond the manufacturer program are that any vehicle, regardless of age or mileage, can undergo the CPOM certification process. Secondly, CPOM certification provides true current condition of the vehicle fully disclosing any needed service or repairs, it does not require that the vehicle is perfect and the full inspection report is made available to all buyers.

Sellers also benefit from selling tools that help them connect with buyers and provide buyers with similar services they associate with buying from a dealer – such as purchasing a warranty for their vehicle or obtaining a vehicle loan. The company also operates a virtual showroom, [www.mycpom.com](http://www.mycpom.com), where every certification customer gets a free online vehicle listing and posts the full certification detail to serve as third party verification on the status of the vehicle.

The inspections are conducted by a network of affiliate service centers. Certified Peace of Mind is pleased to announce that Midas is the first to partner with us in Rochester, NY to conduct the vehicle inspections. CPOM has also partnered with Penn Warranty to provide warranties to buyers.

For more information on Certified Peace of Mind and the vehicle certification program visit [www.mycpom.com](http://www.mycpom.com).

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