

# ***Ten Tough Questions to Ask When You Are Shopping for a Vehicle***



**By Kevin Thomas**

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## **Tough Question #1: Can you provide references or testimonials of people you have done business with in the past?**

Most car dealers cannot answer this question. In many cases it is because they have very few satisfied customers. Many dealers lure customers into the dealership with big promises, only to hassle them with high pressure tactics when they get there. Those dealers don't have happy customers. Do not do business with any dealer that does not have a long list of happy customers.

At **The Auto Super Center**, we have a long history of satisfying our customers – and we have a “wall of fame” to back it up. When you come in, take a look at our photo board or review our customer testimonials at [www.theautosupercenter.com](http://www.theautosupercenter.com).

## **Tough Question #2: Do you offer any kind of guarantee?**

Very few dealers offer a guarantee of any kind. Why would you want to risk spending money with someone who isn't willing to stand behind the vehicles they sell? Find out what guarantee (if any) is offered, in order to make sure that you are getting a good deal for your money.

At **The Auto Super Center**, each one of our vehicle is put through a 101-point inspection through a third-party mechanic, prior to sale. We guarantee each vehicle to be safe and road ready.

## **Tough Question #3: What do you do to prepare a vehicle for sale?**

When asked this question, most car salespersons will give you a blank look. Why? Because they don't do anything but a quick wash. When you're paying thousands of dollars for a vehicle, you deserve something more.

At **The Auto Super Center**, we give every vehicle on our lot a thorough cleaning that restores the luster and shine to the exterior, freshens up the interior by promoting that “new car smell” and makes leather interiors supple and soft.

#### **Tough Question #4: Why should I buy a car from you versus anyone else?**

Most people will tell you that you should choose them because of price, service or selection. In the car business, this means absolutely nothing.

Low price in the car business is an empty promise. All vehicles are priced based on supply and demand in the market place. So you will very likely get a similar price no matter where you shop. But if a dealer is promising a price that is too good to be true, then it most likely is...too good to be true. They will make up the difference in the finance office by tacking on additional fees.

Service is another poor answer to this question. Service should be expected by you, it should not be a selling feature of a dealership. Providing good service should be a requirement, not a bonus. Sadly, most people who promise good service fail to deliver. It's a lot easier to talk about good service than it is to deliver it.

Last, but not least, the power of selection is a myth in the car business. Almost every dealer visits the auction at least once per week. A caring dealer can locate any vehicle you want within a matter of days. This makes the physical selection at the dealership unimportant.

You should buy a vehicle from someone who is able to give you a quick and powerful answer to this question...someone who actually provides something beneficial to you.

At **The Auto Super Center**, we pride ourselves in providing our customers with the opportunity to purchase a quality vehicle at a fair price. We specialize in helping those with no credit, limited credit or challenged credit.

We are the only dealership in the area, new or used, that has a written Customer Bill of Rights that includes a 90-day, 3000 mile limited warranty; a three-day, 150-mile unconditional exchange opportunity; a comprehensive 101-point vehicle inspection, and much more. It is our stated policy to treat every visitor to our dealership as an honored guest in our home **every day, every time, without fail. No exceptions!**

### **Tough Question #5: Are you a member of the National Independent Automobile Dealers Association (NIADA)?**

A dealer who is not a member of the national association is a dealer who has not agreed to the NIADA's strict code of ethics. This code of ethics binds used car dealers to a standard of operation that protects the interests of the customers. Do not buy a vehicle from anyone who is not a member of the association.

**The Auto Super Center** is a long-standing member of the National Independent Automobile Dealers Association, as well as the Georgia division of the association. We firmly adhere to both associations' strict code of ethics.

### **Tough Question #6: Can you help me arrange financing at a competitive rate?**

Many dealers will be able to connect you with a financing source if you have stellar credit, but do not have any options for people who have had credit problems in the past. This is because banks and finance companies base their decisions in large part on the relationship that they have with the dealer. A dealer who has a good rapport with a finance company will be in a better position to help you obtain financing. Ask for a list of the finance companies that a dealer with and if you are given any hassles about your credit, turn and walk away.

**The Auto Super Center** specializes in helping people with no credit, little credit or damaged credit. We have helped hundreds of customers with credit problems obtain fair financing over the past nine years. We have a list of the finance companies, banks and credit unions that we work with that is available for you to review.

### **Tough Question #7: What is my credit score?**

This is especially important for any customer who believes that he or she may have credit issues. It is not uncommon for dealers to tell you that you have worse credit than you actually do. This allows them to penalize you with higher rates, which allows them to make more money. If a dealer will not tell you how your credit rates, leave and take your business elsewhere.

At **The Auto Super Center**, we will not leave you in the dark about your credit score, so that you will better understand the type of credit that is available to you. We also suggest that you obtain a free review of your credit report by utilizing [www.freecreditreport.com](http://www.freecreditreport.com), so that you can clear up any discrepancies that may exist.

### **Tough Question #8: Do you require a large down payment?**

You have probably heard stories in the past about people being asked to make a very large down payment on a vehicle. In most cases, this is not a requirement. However, many dealers will demand a large down payment in order to give you a lower monthly payment, while still over-charging you for the vehicle.

At **The Auto Super Center**, more than 50% of all vehicle purchases are made with a \$500 down payment. In some cases, you may even be able to buy a vehicle with no money down.

## **Tough Question #9: What will you offer me for my trade-in?**

Most people who choose to upgrade their vehicle currently own another vehicle. This generally leads to a dealer trade-in.

Trade-in prices are determined by the NADA Black Book or the Kelly Blue Book. When you are presented with an offer for your trade-in, you should ask how that compares with the Blue Book or Black Book value. If there is a big difference, you should leave.

At **The Auto Super Center**, we include the Blue Book value of your trade along with our trade-in offer so that you can see the value of your vehicle for yourself.

## **Tough Question #10: What is your percentage of repeat business?**

Very few dealerships will be able to answer this question, primarily because they do not have any repeat business. If a dealership doesn't have repeat business, it's because they are probably not doing a good job of servicing their customers.

At **The Auto Super Center**, 60% of all of our business comes from repeat and referral business. Not only does this prove that we create exceptionally happy customers, but it also allows us to spend less money on advertising. We are able to pass the savings on to you by providing you with a great deal on your vehicle. In addition to the cost savings, we also reward those customers who tell their friends and family about us through our outstanding customer referral program.

Please accept our invitation to visit **The Auto Super Center** or call us whenever you have a question about the car buying process or are thinking about purchasing a vehicle for yourself or someone that you love. We look forward to doing business with you!

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