



## MY VEHICLE PARTNER

provoke this needless emotion.

My Vehicle Partner is a group of very skilled consultants who will assist the new car buyer or lessee in an effort to narrow the new vehicle search, locate the desired vehicle, and then negotiate the best possible price and terms for that vehicle.

Within this and future articles, I'll attempt to highlight what I term as "landmines" or common pitfalls to avoid at the dealership and why you want to partner with a professional.

Here's my disclaimer: there are many good, hard-working, family-oriented individuals in the car business. Conversely and because of industry practices, dealerships will attempt to separate you from as much money as possible. Please understand that car dealerships are in the business to make money and to increase their margins and profits, which dovetails perfectly with the conversation or term "dealer invoice".

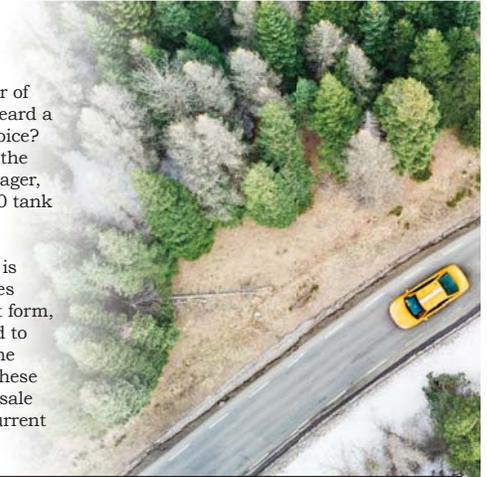
Dealer invoice is the amount a manufacturer charges the dealer for a car. *However, this doesn't necessarily reflect the actual dollar amount paid by the dealer.*

Dealer invoice is perhaps the greatest misnomer of the auto industry. How many times have you heard a radio or TV ad selling vehicles at or \$1 over invoice? Do you really believe that a dealership can pay the receptionist, lot-guy, salesperson, new car manager, general manager, rent, utilities, advertising, \$40 tank of gas, and more on a \$1 margin?

The auto industry's version of Russian roulette is called the stair-step program. While complexities surround stair-step programs, in their simplest form, they are incentives given to dealers that are tied to sales quotas. As sales increase for the dealer, the incentive amounts also increase. Many times, these incentives are used during "end-of-the-month" sale events that encourage dealers to empty their current fleet of cars.

I'm often asked: Is it advantageous to make that new vehicle lease/purchase at the end of the month? Perhaps, if your dealership is participating in the program and is fearful of falling short of its monthly goal (set by the manufacturer). In this scenario, a dealership will sell/lease you a vehicle at a loss to ensure that it makes its goal and receives the hefty incentives.

**If you're contemplating buying or leasing a new vehicle, please contact us for a free consultation.**





Vehicle Lease and Purchase Consultants

212 Decatur Street  
 Doylestown, PA 18901  
 Phone: 215.932.0921  
 Fax: 215.340.2799  
 Chuck@MyVehiclePartner.com  
 www.MyVehiclePartner.com

**Chuck Greenberg**  
 President