



WOMEN'S

Guide to a BETTER CAR DEAL

Women's Guide To A Better Car Deal

**Hey ladies, you're never going to believe this—
buying a car can actually be fun!**

For many people, buying a car is one of the biggest purchases they'll ever make. There's options, packages and pricing to weigh before taking the plunge. But when you get down to the knitty-gritty, there's so much more to choosing a car than merely finding a way to get you from point A to point B.

In many ways, our cars are an extension of who we are. They represent us in the parking lot at work. They show our neighbors a piece of our personality when we park them in our driveway. They safely and reliably get us to and from work and get our kids to and from school. They take us on family vacations. And so much more.

It is all these reasons that make buying a car a big decision. But it is also these very same reasons that make buying a car a fun experience.

For this reason, I've developed this brief report—just for you. Whether you are looking for a car to get you back and forth from college or work, to transport your growing family or just to get you around town, it is important that you read this entire report before visiting any new or used car dealership. The information in this brief report will help put the fun back in buying a car and empower you to make this important decision and get the best deal possible.



Where to start? Picking a dealership is probably the most overlooked part of buying a car. And it's easy to see why. When you look at local car dealerships you'll probably notice that they all look virtually the same—they make the same offers, they have the same cars, they list the same prices. But which dealership you choose will wholly determine the experience you'll have when buying a car. Some might even say it's the most important part.

In most cases, if you ask an employee of a dealership why you should choose them, they won't have an answer. They might mutter something about price, years of service, or selection. Or maybe that they're family-owned and operated. But the truth of the matter is that, especially in the car business, these things mean absolutely nothing. They all may be true and sure they may be valuable, but every dealership is going to say similar things. And you deserve more.

What you should be looking for is a car dealership that provides something of actual value to you that goes above and beyond just a car. A great dealership will have resources to guide you through the car buying process and support systems to help you overcome things that may get in the way of you driving a car you love. If they put solutions over products, it's evidence that they care about you as a person, and not just a sale. That focus ensures you will have a better experience working with them.



One sure fire way to tell if a dealership has your best interests in mind is by how they approach you when you first visit. At the first point of contact, it should be obvious that the team's top priority is helping you find a solution that will help you get out of the old car that doesn't fit your life anymore and help you drive a Nicier, Newer[®] car you'll love. You'll know this is what they're trying to do by the type of questions they ask. Some great road signs are:

- “What are you hoping to achieve today?”
- “Are you looking for a car for you or for someone else?”
- “What's been keeping you from driving a Nicier, Newer[®] car?”

Once you get into a conversation with these “Solutions Providers,” you'll notice that they are genuinely invested in helping you. Not just interested in selling you something. They are excited to be there for you and to help you take this important step in your life.

These helping hands won't be focused on selling you a car; they'll be focused on solving your problems. They'll tailor the conversation to your specific situation and to what you have told them you are there to achieve. The entire conversation will be focused on your unique situation and what problems you are facing (whether it's money for a down payment, some credit history mishaps, or a specific monthly payment). If at any point in time, you feel as if you're being treated like a number instead of a person, it's time to cut and run!

The professional helping you find a car should stand with you, helping you achieve more and find the perfect car for your situation. When you both are working together towards this common goal, that's when buying a car is fun and you can be confident you'll get the best deal.



to your visit!

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