

Car Buying Strategy Card

Your in-dealership guide to getting a fair deal

Don't Forget!

- Know your budget before going to the dealership.
- Discuss the car's OTD price first, then trade-in, and lastly financing.
- Don't discuss your trade-in until the OTD price is negotiated.
- Avoid impulse decisions: It's okay to walk away and think it over.

On the Sales Floor

Know Your Numbers

- Always insist on negotiating the out-the-door price.
- Don't be a monthly payment shopper!
- Be aware of the fair market price of the car you're interested in.

Test Drive

- Always test drive the vehicle in conditions similar to your everyday driving. Don't be rushed.
- Caution: They may try to get info out of you during the test drive! Keep your cards close.

In the Finance Office

Ask About Promotions

- Dealers may have ongoing promotions not widely advertised. Ensure you're getting all eligible manufacturer incentives.

Don't Accept Forced Add-Ons

- Ask the dealer to list out and explain all fees.
- Challenge any fees that seem unnecessary, unwanted, or arbitrary.
- For any products you're considering, OR any that are being forced, ask to see the product's contract. The contract will show that it is NOT a required product, and will show the true price.

Secure the Best Rate

- It's best to arrive pre-approved with a competitive rate. Ask the Finance Manager if they can beat it.
- Be wary of extended loans that result in lower monthly payments but higher interest payments.



Key points

Know your car's value beforehand. Have offers in hand from online buyers. Negotiate your trade-in separately from the new car's price.

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Car Dealer Fees You Should NEVER Pay

- Vehicle Prep Fee
- Advertisement Fee
- Cash up-charge
- Pre-Delivery Inspection Fee
- Reconditioning Fee
- Additional Transportation Fee
- Any forced add-ons you don't want

Don't Answer These Questions Too Early!

- Do you have a monthly payment in mind? (Avoid this entirely)
- How much cash do you plan to put down?
- Do you have a trade-in?
- What loan term are you comfortable with?
- Will you finance through us?

Red Flags

- Asking for a credit application before a test drive, or before you've negotiated the OTD price, it's a bad sign!
- Bait-and-switch pricing: If the advertised price is not the real price, that's a bad sign!
- Conditional discounts: If they say you can qualify for a lower rate or price in exchange for purchasing a warranty or add-on, that's a bad sign!
- If a dealer is refusing an independent inspection for a used car, that's a bad sign!
- Pushing longer loan terms is always a bad sign. Avoid the added interest payments!



Key points

Double-check all numbers and terms. Do **NOT** rush through this. Ensure all verbally agreed terms are **in writing**.