

The Most Common Mistakes (A Car Buyer Makes)

Next to the purchase of a new home, a motor vehicle is one of the most satisfying or frustrating buying experiences you will encounter. In the automotive sales business, the consumer is rarely as prepared as the dealer is. The average consumer believes he or she is an intelligent and well-informed shopper who can go into a dealership to buy a car worth thousands of dollars thinking he can negotiate by the seat of his pants. The dealership relies on this. Consequently, regardless of how good of a negotiator the consumer thinks he or she is, the dealership will usually win and the buyer will usually lose, with losses consistently measured in thousands of dollars.

Here are the first 2 of the 12 most common mistakes car-buyers make that can cost them hundreds or even thousands of dollars:

- #1 Giving the salesperson your personal information too early in the process.* They want your personal information to run a credit check on you, which gives them an overwhelming advantage. *(see page 19)*
- #2 Negotiating for a monthly payment instead of the car's price.* It's easier for the dealership to use fraudulent selling practices when you ask for a specific payment. Read on to learn how to get the best deal. *(see page 22)*