

TIPS OF THE TRADE

A car can be one of your most valuable assets but with the latest data showing six million Britons have accepted a bad deal on their vehicle sale, where are sellers going wrong?

“It’s worth less than you think” is what they will tell you!

The latest research by car marketplace Motorway shows 41% of Britons do not know how much their car is worth.

Research shows, the first point car owners need to remember is their vehicle is "probably worth less than they thought it was" or "your car is rarely better than the average". People tend to overestimate the value of their car. They tend to look at what other cars are being sold for, however, we can value your car honestly AND maintain and work with you to INCREASE the sale. We know what dealers and buyers are looking for AND what they will knock you down for.



End of Lease

Check you contract, don't do TOO MUCH or NOT ENOUGH when returning. Chips the size of a 10p can be charged in some, alloy chips not in other contracts. We can help extract the expensive issues and resolve them before you return it.

Part exchanging

If you do want to part exchange, go prepared!

Before you go into a dealership you should understand what your car is really worth - rather than just waiting for a dealer to tell you what it is worth. It can be worth thousands of pounds in difference.

Gimmicks, Bells and Whistles!

Be careful of any extras. Don't make the decision there and then "because the deal is only open today". FREE Mats, Paint Protections, Insurances etc are not usually FREE! Check!

And if you are sold an ADD ON, for example a PAINT PROTECTION, check locally first, more often than not we can tell you how much you should REALLY pay! Whilst we understand dealers have to do 'business and make profit', you can be one step ahead do your homework first.

Service records

It is important for motorists to keep records of their servicing and MOT history.

Sell it well

If selling privately in an ad "clearly written copy" that is "sharp and to the point" is important.

Price at a round number

Auto Trader recommend setting a car sale price at a round figure, for example £5,000 as opposed to £5,500, when selling it online can see it appear in more search results.

It's a reverse of what you might think.

"The way that search results happen on Auto Trader and most places is a pull down menu on a website and you search for price brackets, so under £5,000, under £4,000 etc.

"If you've got your car priced at a round figure, it's going to appear towards the top of those search results."

Good photos

Good photos can make a "huge difference".

You definitely see less interest in cars that have rubbish photography. They hang around longer on Auto Trader and other similar sites.

