

September 2015

Dear Clients and Friends:

On a whim, I visited a Honda dealership a few weeks ago to have a look at the 2015 Accord. It has side and rear view cameras, a monitor on the dash, and some other features missing on my 2004 model. The salesman saw I was interested, raced back into the showroom, and returned with a fellow in an expensive suit.

From there it all went downhill. The “closer” asked if I was going to buy a car that day. I told him “no.” His next question was, “Why not?” That ended the conversation.

Some people like haggling, and I’m not one of them. You’ve seen the ads for TrueCar, which caters to people like me. With their promise that you’ll avoid dealing with a salesperson and never overpay for a new car, they claim your car buying experience will be simple, because they do all the negotiating.

However, the phrase “never overpay” doesn’t mean you’re getting the very best deal on a new car. TrueCar is paid for bringing in customers, and that’s figured into your price. Also, while they give you an estimate of what your trade-in vehicle should be worth, the dealer is probably going to offer you less. Bottom line, you might have landed a better deal on your own. But now you’re back to negotiating, which isn’t fun.

For your next purchase, consider hiring a professional who works exclusively for you, knows all the local dealers and how to end up with the best price. An online search for “San Diego auto negotiators” finds companies who provide this service. They take care of all the back-and-forth with the dealer, whether you’re buying or leasing, including a negotiation of your trade-in value. For a typical fee of \$350, there’s a good chance you’ll end up with a great result, while actually enjoying the experience.

Regards,



Charles M. Shackelford