### **Smart Car Buying Secrets**

Presented by:

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In partnership with Eagle Community Credit Union







### Introduction

• Marcia Francisco is the Senior Vice President of Marketing and Business Development for Autoland, Inc. With annual sales in excess of \$270 million, Autoland is the nation's largest credit union auto buying service, representing millions of Credit Union members. Marcia oversees Autoland's Marketing and Special Event Car Sales divisions, working extensively with automotive dealers on the West Coast. She is a member of the Marketing Association of Credit Unions and currently serves on the Board for the Greater Valley Chapter of the CCUL.



### Introduction

#### What is the key to being an educated shopper?

- Pay close attention to your budget
- Never buy spontaneously
- Do your homework
- Know different ways to shop
- How to pay for your purchase



### **Today's Objectives**

- How to set your budget BEFORE you buy
- Provide insight into the inner workings of a dealership
- Finance and Insurance the how's and why's
- Online auto buying what's it all about?
- Alternatives to the traditional methods of auto buying
- Q & A



# Set Your Budget

- What can you realistically afford?
- Don't be a Payment Shopper, but...
  - Know your threshold.
  - Don't forget the day to day expenses.
- Expect the Unexpected.
- Know your score...
  - What it means.
  - Save on your financing.
  - Get preapproved.
- Research and choose your car.





### New, Used and Leases

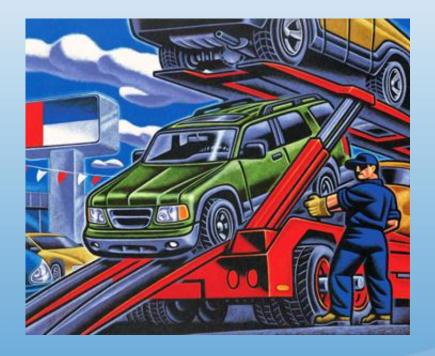
New	Used	Leased
More Specifications	Less Expensive	Payments Low
Most Reliable	Less Financing	Short Term
Better Warranty	More Value	More Car

New	Used	Leased	
More Expensive	History Unknown	No Ownership	
Value Depreciates	Less Warranty	Lease Contract	
	Maintenance Cost	Mileage Limitations	



### The Dealer

- The greeter
- The closer
- Finance and Insurance, a.k.a. "The Little Room"





### The Greeter

Navigating through the 'ups' system OR "Why are those guys so aggressive?"





#### The Closer

- How are they paid?
- Pricing: New / Used; Things to Consider.
- Can you really buy those cars from the newspaper?
- "Let me go talk with my manager."





YEAR	MAKE	MODEL	CYTLS.	I.D. NO.	LIC.	ODOMETER READING

A. SELLING PRICE	B. TRADE IN			
		YEAR	MAKE	MODEL
		LIC.	ODOMET	ER READING
	Payoff			
	Payoff to			
C. CASH DOWN	D. MOS. PAYMENT			
		\$.		



# Negotiating

- Shop 3 dealerships
- At invoice price, dealers still profit
- One pay contracts



#### **Finance and Insurance**

- 0% and special financing Fact or fiction?
- Alternatives to dealer financing
- Pre-approval through Your Credit Union:
  - Rate vs. Rebate
- Leasing Is it right for you?







#### The Credit Union Difference

- Loan terms available up to 84 months for new or used
- Rates as low as 2.74% on both new and used
  - Based on credit worthiness, loan amount, and term
- Up to 125% financing available for new or used



#### The Credit Union Difference

- Get pre-approved before you go shopping and make the car buying process easier!
- Apply online, on the phone, or in the branch
  - o (800) EAGLE CU or
  - www.eaglecu.org



### **Beware of 0% Financing**

	CU Fin	ancing	0% Financing
Price	\$20,000	\$20,000	\$20,000
Down Payment	-\$2,000	-\$2,000	-\$2,000
Manufacturer Rebate	-\$2,000	-\$2,000	-\$0
Amount to Finance	\$16,000	\$16,000	\$18,000
Interest	3.74%	3.74%	0%
Loan Period	60 months	72 months	36 months
Monthly Payment	\$292.79	\$248.43	\$549.50
Total Cost	\$17,567.40	\$17,886.96	\$19,782

All figures based on 8.75% sales tax rate, 1.15% dealer license and registration fees. Total cost is the sum of all payments made over the course of the lifetime of the loan, and is for illustrative purposes only. Please contact your Credit Union for actual rates and terms. Alternative rates and terms may apply depending on applicant's credit qualifications. APR = Annual Percentage Rate.



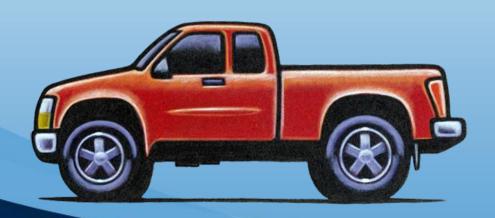
#### Finance and Insurance

- Extras Good or Bad?
  - Service Contracts vs. MRC
  - GAP
  - Maintenance Programs
  - Lojack
  - Window Etching, Tires for Life, PDR and more...



#### **Trade-ins**

- How much is my trade worth?
- Kelley Blue Book vs. market value
- Other options







### **Alternative Ways to Buy**

#### For the Do-It-Yourself-er

- Dealerships
  - Franchised vs. Independent stores
  - "Fleet" department
  - Newspapers "Loss Leaders"
  - The Web, Costco, AAA
- Private party
- Public auctions

#### For Hassle-free "Concierge" style buying

- Buying service Autoland
- Service + Savings!





#### **Autoland**

- Dedicated In-House Autoland Consultant
- Expert consultation and advice
  - Excellent vehicles that fit your budget
  - Options, packages, after-market adds
  - New, used, trades and more
- Takes the dealership out of the experience
- We work for you
- Take delivery at the Credit Union!

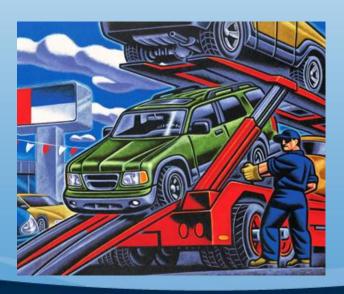




### Know before you go

- Front end
- Back end
- Service

- MSRP
- Invoice
- Holdback





# **Questions?**





### Ready to get started?

Car Buying Made Easy! Get Pre-Approved Today!

Call Autoland at 800.234.6999

autoland.com

Call Eagle at (800) EAGLE CU

www.eaglecu.org



Exclusive Offer: All webinar attendees who buy through Autoland and finance their car with Eagle CU will receive a \$50 Gas Card!\*

\*Offer valid through December 31, 2013

