

HOW TO GET A  
DEALER  
LICENSE AND  
START A  
PROFITABLE  
USED CAR  
BUSINESS

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**HOW TO GET A  
DEALER LICENSE  
AND START A PROFITABLE  
USED CAR BUSINESS**

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## **INDEX**

How to Get Your Dealer License	6
Three Successful Used Car Businesses	17
Reconditioning Cars	20
Starting A Used Car Business	21
An Introduction to the Independent Used Car Business	24
How to Determine the Value of a Vehicle	27
Dealer Only Auctions Explained	30
How to do Consignment Sales	38
Good Record Keeping	40
Titling Issues and Processes	42
Effective Advertising	44
Secrets of Selling Via the Internet	46
Selling “Certified Pre-owned Cars”	48
How to be an Effective Salesman	49
How to Name Your Business for Maximum Sales	53
The Secret of the Right Location	55
How to Provide Financing for Your Customers	56

Other Sources of Income for the Used Car Dealer Used Car Dealer	60
Federal Used Car Rule	66
How Much Money Will You Need to Start	76
Business Planning – Where to Start	79
Planning For Your Used Car Business	83
The Legal Structure of Your Business	87
Insurance Requirements	89
Unraveling the Confusion of Local and State Regulations	90
How to Keep Proper Business Records	91
Get a Handle on Your Business Finances/Taxes Invaluable Resources	93
Invaluable Resources	96
Appendices	
I - National Arbitration Policy For Wholesale Dealer-Only Auctions	98
II – Vehicle Reconditioning Check Lists	112

# HOW TO GET YOUR DEALER LICENSE

First, I want to thank you for ordering this manual. You will find it a helpful introduction in starting a used car business. Also, if you have received my other manuals on wholesaling or exporting, you may find duplicate information in each. This is because there are common issues across the three businesses. I wrote the individual manuals as stand alone, so a buyer would not have to read all three if they were interested in just one business plan.

My name is Don Massey and I'm a licensed wholesale dealer in Colorado. I have been involved in buying and selling cars for years. Many people ask me: are you "the" Don Massey? I answer; "Yes I'm THE Don Massy but not that Don Massey." Don Massey is a dealership that has many locations around the country, primarily Cadillac. Sorry to say that's not me!

## WHAT YOU'RE ASKING

I find there are generally three different types of interest in buying and selling cars.

First: you want to know how to open a used car lot.

Second: or your interest is in buying and selling a few cars a year as a part time business.

Third: you want to know how can I to go to a wholesale dealer only auction, buy a car and resell it for a profit. You want to know how to get an auction license to get into the dealer only auctions.

Let me clarify something right now. There is NO auction license. Dealer only auctions set the rules for access to their auctions; not your state. A bidder at an auction must have a dealer license to get into the auction. I will cover the details of this access later.

The auctions are for wholesale sales only between dealers, banks and rental or leasing companies. The auctions cannot collect sales tax on the transactions. Dealer only auctions cannot sell cars to the public. They do not have retail dealer licenses. Side note: I see that Manheim Auctions is offering limited public auctions at some of their locations.

