

Training Module for Auction Access

All information in this document is produced and owned by GF Auto Consultants LLC

1. What is our Auction Access program?

Our program allows an entrepreneur or investor to become a Dealer Representative (Dealer Rep.) under a DMV licensed Dealer with their own auction access account (and card). This person can also buy online and go to their local Live Dealer Auctions independently. It does not matter what state the person lives in, there are Manheim and Adesa Dealer auctions in most states and major cities.

Auction Access is what a person is obtaining when they buy into our program. It is not the same as going thru their local state DMV and getting a Dealer's License, but it does give them most of the benefits for less money and a lot quicker. With Auction Access, there is no monthly rent or overhead.

Auction Access program is for people who want to work from their own home, office or dorm...and sell a few cars per month... There are no limits, there are no minimum sales quotas to hit either. You are an independent contractor.

What is an auction access card? It's a card that allows the entrepreneur to buy unlimited vehicles in any given calendar year as a Dealer, not a private citizen. Typically you need to be a Licensed Dealer to get this, but under our Auction Access program, we sponsor the entrepreneur's account and card.

A Dealer representative (contractor) with our program, gets an online buying account with **Manheim** and **Adesa** Dealer Only Auto Auctions, (for buying online and at physical auction locations). Our program provides a more closed in -secure buy and sell environment, with access to licensed, credentialed dealers and their authorized representatives. Dealer reps will even be able to contact sellers directly and many times get better deals on the vehicles up for auction or "buy now".

This service is targeting entrepreneurs and individuals who want to work as a contractor under a Licensed Dealership. They want to start

their own business...but don't want to pay the full cost of being a Licensed Dealer. This person has their own funds of at least \$2-3K to spend to invest in vehicles to sell to the public. This entrepreneur also wants to launch their own vehicle buying service, buying cars for people.

So, the entrepreneur is able to buy cars at Dealer prices, from Dealer Auctions, without actually being a Dealer themselves. They still need Dealer support to sign titles and any other paperwork associated with selling the vehicle. This same entrepreneur is able to utilize the sponsored Auction Access program to buy unlimited cars from private owners (they just send the vehicle title to the Dealer for processing).

This is not a Dealer License ! ... this is only a "short cut" into the dealer auctions, that's all. This allows a person to utilize the Dealer credentials to buy and sell unlimited cars...including unlimited access to the physical auctions.

2. What is an Affiliate Marketer?

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.. As an affiliate marketer of GF Auto Consulting LLC , you make money (\$250) when we close a sale on a lead you generated. Leads are potential customers who are actively to get Auction Access (auction access card with Manheim/Adesa/etc)..

Your objective is to generate leads, meaning you want to identify people who are looking to get into the Dealer Auctions. There are many ways you can do this. As you generate leads, you will need a spreadsheet or some platform in which to collect and store your leads and notes. This is critical for efficient follow up. Most sales occur not on first contact but on the 3rd-4th contact. As you increase your efforts (daily postings and follow-ups), you will increase the amount of leads you generate and the amount of money you can make.

3. How does our Affiliate Marketer get paid?

All you are trying to do when you generate a lead, is to identify a person who is looking for what you have to offer...

An Affiliate Marketer for GF Auto Consulting LLC, gets paid \$250 when one of his/her generated leads, turn into a sale (i.e. a person signs up for Auction Access with one of our Licensed Dealers and a commission is generated).

Each lead that you generate and we turn into a sale (actual annual Auction Access plan is purchased, then you earn \$250 commission.

Your job is not to try and close leads, but rather turn them over to the Sales Team in a timely fashion and keep track of all leads you generate.

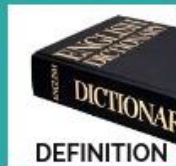
This image should help you t better understand what is Used Car **Dealer License** vs. what is **Auction Access**. This must be crystal clear for you, because people will ask you about this most!



Dealer License

Auction Access

You (your) company is the License... and it was issued by a state agency. It actually hangs on the wall of your location. You have a direct relationship with the state.



You are working with a Licensed Dealership (under a contract). You are not the License. You are a "1099" Contractor and have a relationship with the Dealer.

You sign the vehicle titles, you have your own Dealer Plates, your own insurance, bond, etc.
You control all the paperwork.



You pay a Dealer for access to the Dealer Auctions, car title processing, and all related paperwork for each car. You pay a Dealer to use a plate (if available).

You always have to have a physical location for retail sales to the public. Either an office based or car lot based depending on the state requirements.



You can work from home or wherever you choose. You are mobile.

Cost approximately \$3K-\$10K to set up depending on the state. You will have monthly rent and other necessary expenses to maintain your License.



Will cost you \$1000-\$1600 per year to sign up with a Dealer. You then have to pay \$125-175 per Transaction (Title, Bill of Sale, etc.) But no monthly.

As a Licensed Dealer you have direct access to retail and wholesale lenders. You can set up a "Floor Plan" as well (short-term inventory financing).



As a contractor of the Dealership, you do not have direct access to lenders. You must pay a Dealer a fee for each financing transaction (\$250+).

Entire process to become a Licensed Dealer generally takes 4-8 weeks after your location is locked in and a lease is signed.



As a contractor, you have access to core benefits usually within 24-48 hours. Physical and online Manheim/Adesa auctions and a Dealer plate (if applicable).

You can buy and sell unlimited vehicles locally and nationwide as a Licensed Retail Dealership



You can buy and sell unlimited vehicles locally and nationally through your relationship with a Licensed Retail Dealership

Frequently Asked Questions (FAQ):

-After you sign up with one of our Licensed Dealers, you get an **Auction Access Card** so you can get into the physical auctions.



1.

How to get your Auction Access Card?

Dealer rep number, when it is active; comes directly to your email....it's a 9 digit number and starts with "101".....

You can take your Dealer rep number (that you got in your welcome email from AuctionAccess.com) down to any Manheim or Adesa auction location along with your Driver License. You will take your picture and get your temporary Auction Access Card right on the spot. Permanent one is mailed to you in 7days.

You go to Manheim.com and create a new online account.

You go to Adesa.com and create a new online account.

2.

Can I bring a guest with me to the Auction?

Well, yes, and no

<https://youtu.be/Ve6yx1xg10>

3.

I have to pay a title fee for each car?

Yes you do, that's the Dealer effort, and he has to send the signed title and paperwork back to you in overnight mail. That cost money. And also, that is the only profit the Dealer keeps on each vehicle that you sell. You should make \$500-\$1200 per vehicle 😊

4.

Can I use this in California?

Doesn't matter what state you live in....what matters is how close you are to Manheim (or your local Dealer Auction). Any licensed dealer in any state....can get you into any Manheim in any state...because it's a national auction chain with locations in most states and major cities (just like Adesa, CarMax, iaai, etc.)

5.

If I don't have a Dealer Plate, How do I get the car home?

How to get your cars home from the Dealer Auction

<https://youtu.be/K4HUXtVfuFc>

As of 1-15-2020 here are the current Auction Access Prices:



AutoGreg LLC
Florida Used Car Dealer



Privilege Import Auto
Minnesota Used Car Dealer



Victory Used Car Dealership LLC
Georgia Used Car Dealer

All 3 Licensed Dealers offers physical access to
Manheim, Adesa, & America Auto Auction Dealer Auction (online too)...

No Paper Temp Tags

Receive One (1) Minnesota
21 or 31 Day paper Temp Tag

Receive One (1) Georgia
45 Day Paper Temp Tag

\$1399 annual & \$175/Car

\$1299 annual & \$150/Car

\$1399 annual & \$220 /Car

Add-ons:

- 💡 Iaai (\$100)
- 💡 CarMax (\$200)
- 💡 Copart (\$200)



TRANSPORTER TAG \$1500
DEALER TAG \$2500

DEALER TAG W/AUCTION
ACCESS \$3300

Valid in all states

No Dealer Plates

You can use a Florida
TRANSPORTER tag
(\$1500)

No Dealer Plate

You can use a Florida
TRANSPORTER tag
(\$1500)

4. Telephone /Email/Messaging Responses

When someone sees your ad or post, the first thing you want to do is qualify them to see if they are our target customer.

Ask via phone/text/email/message :

Hey, thank you for your inquiry... I can get my sales Manager to contact you, but first let me get an idea of what you are trying to do in the car business.

Is that ok?

Once they say yes, then ask them:

So..., “Are are you trying to open a physical location in your state – with insurance, surety bond, etc” ?

or

“Did you just want physical and online access to the Dealer Auctions”?

If they say they want to open up a physical location in their state or some other state , with their own Insurance, Surety Bond, own Dealer Plates, and have the \$5-7K investment to do that ...and maintain the monthly rent on their location....then Great. We can do that for them.

But that’s not Auction Access

Give them the Presentation about **Dealer License**, and our consultancy Services.

If they Say, “I just want to get into the Auctions,... and flip a couple cars a month” ... or something similar..... then you give them the Auction Access presentation (which you are reading now).

This is basic information you will need to know in order to qualify the lead.

Ask these 3 questions:

- Do you have any background in flipping or selling cars ? Always ask this question as a conversation started... its get the person to open up and talk about what themselves. Just listen and then say “we have several people on staff to help you maximize your efforts and we provide on-going training and support via email, phone and video”.
1. Do you have a valid Driver’s License?
 2. What state do you live in?
 3. When are you looking to get started?

After you send your prospect information on what is Auction Access and current prices ...follow up with them to see if they have questions or are ready to sign-up.. At this time, you can hand the lead over to sales, once you have qualified them to this point. They may even be ready to make payment and sign-up.

These answers help you to gauge if you need to send the lead in right away to the sales team, or put the person on your calendar for follow-up at another time. Or perhaps your lead needs some additional information. Some people need a few conversations before they are very clear as to what is Auction Access. Many people will think this (sponsored Auction Access program) is actual Dealer License (but it’s not), this is because there is a lot of misinformation on the internet.

How does the customer ultimately signup and pay for the Auction Access?

Debit/Credit card/Paypal/Cash deposit to Bank of America/Zelle

Here are ads you can use in your marketing efforts. These ads are ready to go, just add your contact information:

- 1.

Unplug from your Dead-End Job and start a Car Business

Enter the Dealer Auctions...where you have unlimited inventory and affordable vehicles with full condition reports and documentation on the vehicle and the seller of the vehicle (you can access seller transaction history)

call or text (000) 000-0000

2.

>>How to become a Legit Car Flipper...

want to set up a legit car biz in your local neighborhood?

No more horsing around...Get serious about building a legacy...

>>>>>Programs from \$1399 and \$220 per Vehicle (includes 45 Georgia paper temp tag)...

Full auction access, dealer license and direct wholeale retail

Text or call [000]---0..0..0 - 0..0..0..0

3.

Make your mark in the Car biz! Low investment

Hi...tired of working for someone else your whole life ?

Ready to do something about it?

Start a Car Flipping Biz...

Programs from \$1200 and \$200 per Vehicle...

call or text (000) 000-0000

4.

Earn from \$800 to \$1200 per Vehicle and even more...

Get in to the DealerAuctions where you can find any car you need for your customers!!

Enter the Dealer Auctions...where you have unlimited inventory and affordable vehicles with full condition reports and documentation on the vehicle and the seller of the vehicle (you can access seller transaction history)

Earn from \$800 to \$1200 per Vehicle and even more...

We can add you onto our dealership account so you can buy cars at wholesale from the dealer auctions.

Annual membership is \$1399 and you just pay \$220 per car to the Dealer (title/bill of sale/45 day paper temp tag), and you keep all the profit. call or text (000) 000-0000

5.

High return. Low investment. The Car Business. we help

Are you sick and tired of feeling unappreciated at work?

_Easily earn \$1500+ on your next Car Flip ...

We get you the access to Dealer Auctions!

call or text (000) 000-0000

Images:

These images can be used by you in the manner you like, just add your contact information.



Get access to Dealer Auctions !

**Buy wholesale from Manheim,
Adesa, and more...**

Make money!

Programs from \$1299 annual membership

Contact:



\$1399

Fast Access

~Manheim

~Adesa

~CarMax

For Wholesale
Vehicles...

Contact:

***only->* \$1399**

fast Physical and Online Access...

Auction Access

Manheim/Adesa/CarMax/etc

Contact:



only-> **\$1399**

fast Physical and Online Access...

Auction Access

Manheim/Adesa/CarMax/etc

Contact:



Get into your Local

Dealer Auction..

**including the large
National Chains.**



Starting from \$1399 /yr.

Flip Cars for Profit

Blanks



