

# Training Module for Used Car Dealer License

also known as ***Dealer License***

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## **0. What is a (Used Car) Dealer License?**

Many people enlist the aid of a consultant to help them through the process of becoming a state certified DMV auto dealer licensee. It can be a daunting process and we offer the consulting service for those that don't want to do it themselves. A Used Car Dealer's License is the power or License granted by an authorizing agency (a t state agency such as a DMV) that gives you the "privilege" (or license) to buy and sell cars (automobiles and heavy equipment) for profit within this country (issued by a state).

### **1. What does our program offer?**

**Our consultancy service is for people who don't want to do it themselves.** You can cut your own grass, or you can pay someone to cut your grass for you!.... Typically a person would want to get a retail Dealer License in the state they live in, because they intend to make it a full physical business. They want to sell retail to the public..or perhaps they want to export vehicles out of the country. Every state in this country requires a person (corporation) to operate out of an approved commercial location of some kind. Office or Car lot, depending on the state. Our business entails assembling all of the components a person would need for Dealer License (depending on the state), and actually file the application. We provide this service in all states...from east coast to west coast.

### **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 wanting to get their Dealers License and open up a physical location in the state of their choice.

Your objective is to generate leads, meaning you want to identify people who are looking to get into the car business as a Licensed Used Car Dealer. 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-5th 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 identify a person who is looking for what you have to offer...**

An Affiliate Marketer gets paid \$250 when one of his/her generated leads, turn into a sale (ie. a person signs up for our consultancy service).

Each lead that you generate and we turn into a sale (actual contract is signed for Dealer License Consulting service, and deposit is received; 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.

### **4. Telephone /Email/Messaging Responses**

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

Ask or 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 you trying to open a physical location in your state – with insurance, surety bond, and maintain those monthly rent/phone/internet fixed costs ?”** .....

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

If they say they just want to gain access to the Dealer auctions to flip cars and ...then they probably want Auction Access. ...you can talk to them about our **Auction Access** program.

However, if they are ready and 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.

Give them the Presentation about Dealer License. and our consultancy Services (which you are reading now).

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

- Do you have any background in flipping or selling cars ? Always ask this question as a **conversation starter**... its get the person to open up and talk about 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. What state do you live in? or trying to get a license in?
- 2. Ready to get General Insurance, and Surety Bond- ?
- 3. Are you financially ready to maintain rent on a physical location?

After you send your prospect information on what is Dealer License 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 a Dealer License, because there is a lot of misinformation on the internet.

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How does the customer ultimately signup and pay for the Dealer License ?

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

This includes:

Dealer License class (if applicable)

- LLC
- insurance
- phone
- surety bond
- cert of occupancy
- rent
- signage
- office set up

phase 1

- lease agreements
- Tax ein number
- LLC corp set up
- phone number

phase 2

- re-sale certificate
- prior business in the state ? (must pay back taxes)
- signage
- surety bond
- insurance
- occupational license
- power of attorney (poa)
- facility inspection

phase 3

- display photos
- office set-up

phase 4

- application submitted
- get dealer tags
- Get dealer temp tags

phase 5

- dealership registration
- Auction Access –set up

After you determine that a person is actually looking for Dealer License, then you would just send their name and number over to the sale team and track your leads.

Dealer License is for people (investors, entrepreneurs) who want or are ready to work from a commercial, physical location and sale a at least 5+ cars per month... They get to sign their own car titles and execute all paperwork themselves. They would have their own 3-5 Dealer Plates. They can get access to “floor plan” (short term financing for stocking inventory).

**We offer:**

- Ongoing support
- We provide for all inspections and local logistics
- NO Travel Expenses you do not have to be present for inspection!

This is a business opportunity for a person to own their own Retail-Wholesale Car Dealers License

**We provide Fast and Friendly Service – all inclusive**

We will help a person get their automotive retail – wholesale car dealers license, we can help a person grow their business with an industry leading combination of services including:

- Corporation Filings
- State application filings

- State DMV approved Professional office set up and/or Car Lot location
  - State-of-the-art phone system
  - Mail forwarding
  - Active Support Staff
- 

**Basic Prices:**

**Office** Based Dealership is \$2500 plus expenses.

**Car Lot** (Location) Based Dealership is \$3500 plus expenses...

**Exceptions List** – Georgia Dealer License \$1595 plus expenses

This service is targeting entrepreneurs and individuals who want to be the boss...be The Licensed Dealer with a direct relationship with the state. They are ready to start their own business. This person has their own funds of at least \$6-7K to invest to get started. This is just for the installation of license, the customer will keep it going on their own (renew license with the state every year (usually less than \$200). The Dealer will maintain license and monthly overhead (rent/telephone/internet) ongoing. We give 30 day support after license is issued, so we can support the new Dealer as they learn paperwork and procedures.

So let's take a person who wants to sign up with our Dealers License consultant service , and get their own license. What do you do?

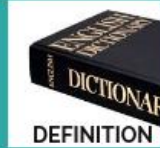
You pass them onto them Sales Team via email or text right away.



## 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 signup 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 thru your relationship with a Licensed Retail Dealership

## **Frequently Asked Questions (FAQ):**

1.

### **How many Dealer Plates do I get?**

Initially you will receive 1-5 plates depending on what state you are trying to get license in and your accompanying Dealership insurance package. Some states like Florida start you off with one (1) plate and you can add on unlimited amount of Dealer plates. Other states like Georgia give you 3 Dealer plates to start, New Jersey, you get 5 plates. So, it depends on the state. Once you set a consultation with the Sales Team, they can let you know exactly how many plates for your state.

2.

### **Can I get a Dealer License if I have a felony?**

Well, it depends...

<https://youtu.be/kKAczJGghyU>

3.

### **How much is my monthly rent going to be?**

This varies from as little as \$300 month on a small office based location, to as high as \$1,200 for a 5 car lot based location in any state (real estate costs vary from state to state). So, monthly cost are based on if you have an office based Dealership (License) or Car Lot based Dealership (License)..... and this; is set by the state. The state also decides how small an office or car lot can be. Some states want 10 car lot location (Maryland), other states allow you to set up business with a 3 car lot location (Pennsylvania).

4.

### **How long does the process take?**



Start to finish usually 4-8 weeks . Of course the time varies based on how quickly we secure all the necessary components, like your location, insurance, bond, etc.

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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**

Looking for low start-up and operating costs?

Have your OWN Used Car Dealers License today and STOP MAKING OTHER DEALERS RICH!

Avoid the problems and call me and let me explain you don't want to wait a month to flip a title amongst other problems.

Having your OWN used car dealer license is the ONLY way to assure doing business correctly.

Your own Dealer Plates...We do it all for you...Car Lot based locations are only \$2500 + Expenses (\$3K)

Insurance/Bond/Location/etc

dealer plates auction access wholesale retail call or text (000) 000-0000

2.

**>>Become a Legit Car Flipper- get a Dealer License..**

Have your OWN Used Car Dealers License today and STOP MAKING OTHER DEALERS RICH!

Avoid the problems and call me and let me explain you don't want to wait a month to flip a title amongst other problems.

Having your OWN used car dealer license is the ONLY way to assure doing business correctly.

dealer plates auction access wholesale retail

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

3.

**Make your mark in the Car biz! Low investment**

30 Day custom build out only \$5999

\_\_\_\_\_ Used Car Dealer License - complete

~Location/Bond/Plates, etc

~With Full 30 day consulting support

retail - wholesale - buy here pay here call or text (000) 000-0000

4.

**Earn from \$2000 to \$3000 per Vehicle and even more...**

Without a Dealer License of your own, you are limited to what you can do in the car biz. And it will cost you more to do it!

We build you a small Dealership from scratch .... only \$5999 we do the complete set up for you.

==>Your \_\_\_\_\_ Used Car Dealer license w/plates, location, auction access, insurance, bond, etc.

>>only \$5999 Earn from \$1,200 to \$2,000 per Vehicle and even more...

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

. call or text (000) 000-0000

5.

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

>>only \$5999

Your up front money includes the first 60-90 days rent, a fully furnished office /warehouse with a desk, chair, lighting fixture, Insurance, bond, and your LLC!

With full access to any wholesale auction access which comes with 1-4 dealer plates, whereby you can buy at wholesale prices and sell to the public with your retail license that belongs to you.

used dealer license auto broker car franchise

call or text (000) 000-0000

Images:

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

## Buy/Sell **Cars** from your Cellphone

Get a slice of this \$140 **Billion** market pie!



Become an **AUTO DEALER**



**Contact:**

## Florida Dealer License

- \*Location
  - \*Surety Bond
  - \*All Insurance
- New Revised Price**



You are the Boss, with your own Dealership...  
**Tax Benefits, Plates, Temp tags,  
Auction Access**

## Get your Car Dealers License! -we do all states

- \*Location
  - \*Surety Bond
  - \*All Insurance
- New Revised Price**



You are the Boss, with your own Dealership...  
**Tax Benefits, Plates, Temp tags,  
Auction Access**

## Ready for your own Used Car Dealer License ?

Make Money in the Car Business ...



contact:



**Dealer License Package only \$5999**

complete with location, insurance, bond, plates, etc.

Blanks



