

## Car Buying 102

A couple of weeks back we were preaching Car Buying 101. Essentially this article emphasized your Halton Hills address as being your best negotiating tool at Georgetown Chrysler Jeep. Shopping local is obviously the best way to ensure your area merchants can continue to pay the ~~outrageous, hefty, oppressive~~ *umm* reasonable taxes associated with commercial/industrial properties. This, combined with an increasing number of sports/leisure sponsorships, charitable donations & higher operating costs means a company really has to "grind it out" everyday just to survive and compete another day. Complain? **NEVER!**

We consider ourselves very fortunate to be in a position to gainfully employ 50 (local) hardworking individuals who in turn sincerely care about your automotive needs. (OK maybe not Phil Grahame but he's the richest guy in Acton).

I know we subsequently promised to publish Service 101 but our loyal readership (all 4 of you) asked for more car buying stuff. Here goes:

Shop around as much as you like. NO PROBLEM. Go to all those biggest, greatest sales in our history places and price out exactly what you want. That's OK. Simply come in when you've completed your research and say "OK Cowboy I wanna buy local, how much can you beat this by?" If it can be done, we'll do it.

Before you shout "That's not fair" let me tell you what isn't fair. Folks, when you go to 5 different stores chances are you'll get 5 different prices. Frustrating? You bet. Particularly when 2 of them give you prices specifically designed to ensure a return visit (lowball). And yes, unfortunately, it still happens. Armed with this misinformation you come back to where you want to complete a transaction. **BUT!**

Salesperson says: "Can't buy it for that, it's below cost (more frustration).

Customer says: "But that guy half a tank of gas from here says he can do it".

Salesperson says: "He's lying, the manager will say No".

Customer fills up his car goes back to the lowest price place, gets beat up by Sales Manager, wife calls husband stupid jerk, signs deal, pays more rather than go back and face honest salesperson at local dealership.

THAT Ladies & Gentlemen, isn't fair, because we both lose.

Folks, the best advice I can give you is this. Pick a local car dealer; **Chrysler**, Chev, Ford, **Jeep**, Toyota, Honda, **Dodge**, VW or Mazda. If they serve you well, keep supporting them. Nurture a relationship and you will never pay too much.

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