

# THE **ULTIMATE GUIDE** TO FINDING THE BEST CAR DEALS ON THE MARKET (**WITHOUT BEING A MASTER NEGOTIATOR**)



**EXOTIC CAR HACKS**

## Who is Pejman Ghadimi?



Most people out there recognize me as the “Exotic Car Hacks guy” where my YouTube channel have gotten over 6 MILLION views.

Others simply know me as Pejman Ghadimi, where I am most commonly known for being a best selling author, entrepreneur of multiple online and offline businesses, but most importantly, a CAR ENTHUSIAST.

Since I was young, I always has a passion for cars, especially luxury and exotic cars.

But I could never afford those cars growing up.

In fact, my first car was a Ford Probe that my mother and I had to share because as immigrants, we couldn't afford anything better.

After living in Iran and France, I knew being in America would give me the best opportunities in life, so I did not waste time and started



working telemarketer (yes, those annoying people who cold call) in High School.

I worked and worked and got better at what I did, but also began to make good money... especially for someone that was only 16 years old.

Like any teenager would do, I spent my hard earned money on my hobby of cars.

I wasn't making great money yet, but I was still able to own a plenty of muscle and sports cars like this Honda S2000 (don't mind the oversized clothing).



As I got older, I gained more experience in corporate America and started to progress up the corporate ladder.

As a result, I made my first six-figure salary in my early 20's.

This salary made me comfortable to start venturing into the luxury car segment where I was now owning cars like this \$85,000 Mercedes-Benz E55 AMG.



However, I soon realized my passion was COSTING me thousands of dollars.

Regardless if I leased, or bought and sold a car, I would end up LOSING money.

I simply didn't know any better and thought it was just part of car ownership.



But there came a turning point that changed my life forever...

This was when I bought my first exotic car at age 25, a used Porsche 911 Turbo.



I dreamed of owning a Porsche 911 Turbo since I was a kid, so when the stars aligned for me, I went for it and found this particular car in New Jersey and purchased it used for \$80,000.

After I thoroughly enjoyed it for two years, it was time to move on and when I sold my Porsche 911 Turbo for \$82,000.

WTF?!?! How was it possible that I sold my car for more money?

I connected the dots and learned the law of supply and demand, how the economy impacts the market, and how much margins dealerships had in cars.

That one car changed the way I looked at buying and selling cars forever.

Since then I have applied this strategy to own 75 of the nicest exotic and luxury cars on the market like these...



Best of all, these cars either MADE ME MONEY, or on average cost me less than the cost of a Volkswagen Passat lease.



However, there is ONE THING that allowed me to buy all these cars...

I was able to legally '*steal*' these cars from sellers who were desperate to get rid of them, and in-turn allowed me to buy these cars for up to 60% OFF MSRP.

Remember, you make money when you BUY, not when you SELL.

There's a process to this strategy, and 99% of car shoppers don't know it because they are uninformed.

This guide is going to show you exactly how you can find the same type of deals I do, regardless if you're looking for a Honda Civic or Audi R8.

## **First things first...**

Being able to buy, drive, and resell a car for free or profit comes from the ability to buy a car below what the retail is, and in many cases, the wholesale market pricing at that time.

Wholesale pricing is similar to trade-in, or bottom cash value.

To explain this in simple terms, if you were to go to a dealership and offer to trade-in your car, or ask how much they would buy your car, this is the 'bottom cash value', and usually close to what wholesale pricing would be.

There are a few reasons why someone would be desperate to sell a car and be willing to part from it for a much lower price than its worth both on the dealership side, and as well as on the personal side too.

Let's cover a dealers perspective first...

The majority of car shoppers somehow feel more comfortable buying from a dealership for a multitude of reasons, either based on financing, or the idea that their paperwork will be handled and all they have to do is sign and drive.

The average car shopper, believe it or not, is terrified of buying from private parties even though they are technically less likely to lose money going that route.

Convenience has a price, but it doesn't have to be too high.

## **Here is how you can identify how desperate a dealership really is when it comes to selling their inventory.**

### **1) Cars that have sat the longest UNSOLD are typically the best places to start.**

Most dealerships have floor plan financing, meaning that their inventory has to move as fast as possible.

This is especially true in the case of franchise dealers, like official dealerships of manufacturers (Ford, Honda, BMW, etc).

Dealers who hold cars over 90 days enter the danger zone for that car, meaning that it could lose the dealership money at any time rather than become a profit.

Cars that have sat over 90 days are the best ones to start negotiating for.

You can actually look on a CarFax report and identify how a long a car has been sitting at the dealership by understanding the date on which it was offered for sale by that same dealer.

Take a look at the CarFax report below which indicates WHEN a car was listed for sale.

The closer to the 90 day mark, the more leverage you have.

<b>Owner 2</b> Purchased: 2015 Type: Personal Where: California Est. miles/year: 5,138/yr Est. length owned: 2/7/15 - 1/24/16 (11 months)				
<b>Low mileage!</b> This owner drove less than the industry average of 15,000 miles per year.				
		<b>Date:</b>	<b>Mileage:</b>	<b>Source:</b>
		02/07/2015	1,300	California Motor Vehicle Dept. Upland, CA
		02/23/2015	1,816	Land Rover of Newport Beach Newport Beach, CA 949-640-6445 <a href="http://lr-nb.com">lr-nb.com</a>
		02/26/2015		California Motor Vehicle Dept. Upland, CA
		10/19/2015	5,410	Land Rover of Newport Beach Newport Beach, CA 949-640-6445 <a href="http://lr-nb.com">lr-nb.com</a>
		01/24/2016	6,241	Dealer Inventory
		01/25/2016	6,244	California Inspection Station
		01/31/2016	6,246	Dealer Inventory
		02/03/2016	6,247	Land Rover of Newport Beach Newport Beach, CA 949-640-6445 <a href="http://lr-nb.com">lr-nb.com</a>
		<a href="#">Print this CARFAX Report and take it to your pre-purchase inspection</a>		

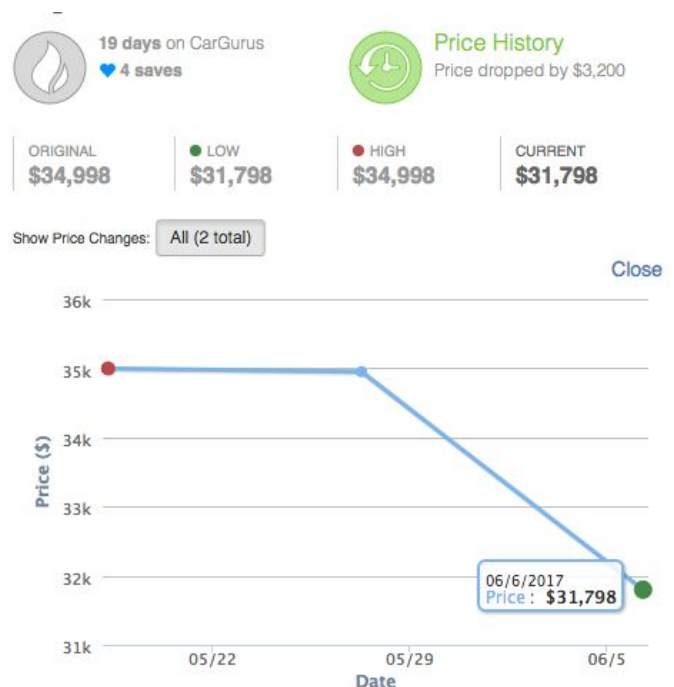
The second way of identifying how long a car has for sale is through a useful website called CarGurus.com.

Many of the same cars you come across on eBay, AutoTrader, or Cars.com will also be listed here.

A cool feature of this website is that it will show you how long a car has been listed.

It will also show you the history of price reductions.

Good to know right?





## 2) Signs claiming they are on special promotion or signs that say price reduced.

On dealer websites, look for very specific messages in the used car or pre-owned inventory sections like...

*“Last chance special”*

*“Pre-auction priced”*

*“Scheduled to go to auction XX/XX/XX”*

*“Manager’s special”*

These are indicators that the dealer hasn’t had many leads on the car and is in need of a buyer, and will settle for a loss before it ends up just auctioning the car off.

### Inventory Specials

#### Pre-Owned Car Reduced Price Specials



#### Manager's Special Price \$17,995

**2013 Buick Encore AWD 4dr Leather**

Stock # B196933A

Scheduled to go to auction 5/31/2016!!!

Expires 5/31/2016

1 Vehicle Found



#### Managers Special Price \$18,877

**2013 Subaru XV Crosstrek 5dr Automatic 2.0i Limited**

Stock # 2840742A

Scheduled to go to auction 5/31/2016!!!

Expires 5/31/2016

1 Vehicle Found

### 3) Does the car fits the dealership's typical inventory?

What this means is if most of the used cars at the dealership are in the \$20K range and entry level, a \$100K used Ferrari probably isn't what the dealers like to sell, or even know how to sell.

Yes, sometimes luxury and exotic cars will end up at these dealers because of trade-in, or other reasons.

That said, it provides a unique opportunity for you to buy that same car much cheaper, especially if it's been sitting more than 90 days.



The goal is to pay attention to the cues.

However, on the private party side, there are many other indicators to look for especially since the average person doesn't have a timeframe of 90 days like a dealership does.

The behavior is, however, just as easy to read.

## Four ways to see how desperate a private seller is to sell their car.

### 1) The seller needs to make room for a new car.

Most people who try to privately sell their cars do so because of the fact that they do not like the dealerships low ball value placed on their cars.

They often announce in their ads that their reason for selling is a new car on the way.

While the idea of selling on their own on Craigslist, eBay Motors, or AutoTrader seems like a good idea at the time, when their new ordered car is 3 months away, the desperation builds up fast as their time shrinks on their new car delivery.

Their window of trading to the dealer is gone, the value of the car goes down with time and there is no room in the garage.

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**\*\*Jaguar F-Type S 2016 many Options, 1642miles \$87,800 OBO\*\* Columbus, GA**

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**Year:** 2016  
**Make:** Jaguar  
**Model:** F-TYPE  
**Price:** \$87800  
**Mileage:** 1642  
**Color:** Ammonite Grey  
**Private or Dealer Listing:** Private Listing  
**Location (State):** GA  
**Transmission:** Automatic  
**Drivetrain:** [Rear Wheel Drive](#)

F/S: 2016 [Jaguar F-Type](#) S 380HP 3.0L V6 w/ 8Speed Automatic

\$87,800 Open to reasonable Offers

ONLY 1642 Miles!! Bought a 488 and need room in the garage.

Clean title in hand. Shipping can be arranged. Please email bentewes AT gmail DOT com or PM.



These things that will push a seller to give you their car at the same low price the dealer was willing to pay for it 3 months prior.

A small loss for them, and a great opportunity for you.

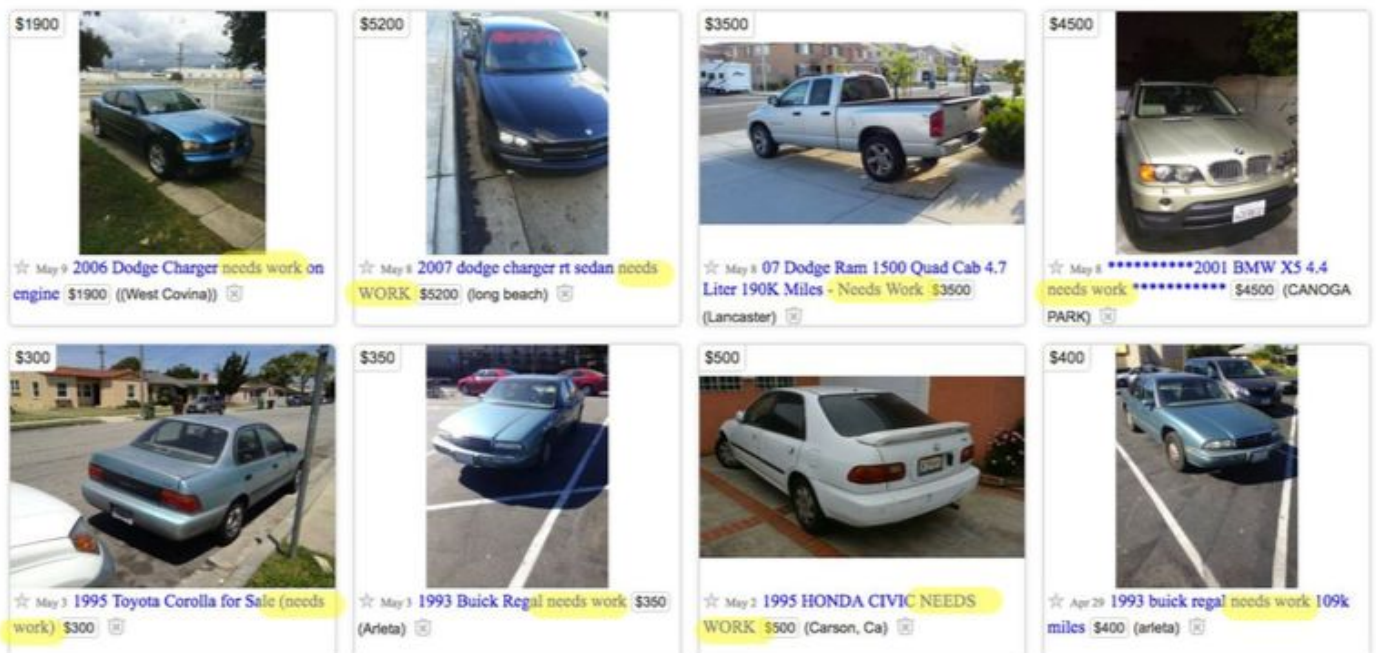
## 2) They have a 'broken' car and can't afford to fix it.

The most desperate sellers on online classifieds sites like Craigslist are normal sellers with no mechanical experience who have a broken down car.

The average person usually go to the dealership for repair. All dealers are in the business of making money, especially with service and parts.

That said, it is very typical that even small easy repairs for an independent mechanic look like a \$5,000 repair on a base model Lexus or Jaguar simply due to inexperience.

Those sellers who typically have a car loan and do not have that cash to make such repairs are very eager to find someone else who will take over their car.



Most repairs can be done much cheaper at independent shops and many even only charge 10% for what dealerships usually charge.

That said, it allows a unique opportunity for fixer uppers for buyers with basic experience and understanding of how to fix cars for cheap.

However, stay away from salvaged or rebuilt title cars as they're always a bad bet.

Accidents can be ok, depending on the severity. But zero accidents will always give you peace of mind.

### **3) eBay cars that are also listed on AutoTrader and Craigslist.**

eBay is the most expensive platform to advertise on for a consumer charging as much as \$100 for a 20 day listing.

That said, the average person will resort to the AutoTrader, Craigslist, and other platforms to sell a car instead.

People who list non exotic cars on eBay typically have a need to sell and are willing to negotiate to not have to spend an additional \$100 listing fee the next 20 days.

Selling my gorgeous 2016 Subaru WRX Premium in Dark Gray Metallic with the 6 -Speed manual transmission (who would really drive this with an automatic?). The Premium edition is a step up from the base model in that it includes 18-inch Aluminum Alloy wheels with 245/40 R18 Summer Performance tires, heated front seats and side mirrors, and a power sliding/tilt moonroof.

This car has only 8,200 miles, recently had its first service (see picture), and runs as a new car should, flawlessly. I ordered this car with all of the bells and whistles you want, but nothing you don't need. This WRX has the all-weather package which includes heated front seats, side mirror defrosters, and all weather floor mats. It also has an auto dimming rear view mirror and compass as well as the bumper applique. Lastly, I opted for the Wrx short throw shifter package with includes the Sti short throw shifter and shifter knob. Please see the attached window sticker which lists all of the other equipment offered on this vehicle.

I am the first owner of this vehicle, and I followed the manual's directions of properly breaking in the engine to a T. I do not smoke, and I have driven this vehicle with care. Other than the factory options, this vehicle is completely stock. Although the sticker picture states that the average gas mileage for this vehicle is 23 mpg, I have obtained 34-36 mpg on lengthier road trips. The only minor cosmetic damage is a scuff on a wheel (see picture).

**I am selling this vehicle because it simply does not fit my current needs. This is a great sports car and even family car.**

The mileage will continue to go up slightly as this is currently my daily driver (averaging 15-20 miles per day).

**The retail price was \$30,674 when I purchased it just a few short months ago (see picture).**

That creates a unique opportunity for a savvy buyer.

There are also other hints.

Desperate eBay sellers will share similar problems to what we discussed above and may even be selling estates, or their friend's cars who do not use eBay.

This provides a unique opportunity as it shows the owner isn't capable of selling the car and will be more likely to sell cheap.

#### 4) Desperation keyword phrases in classified listings.

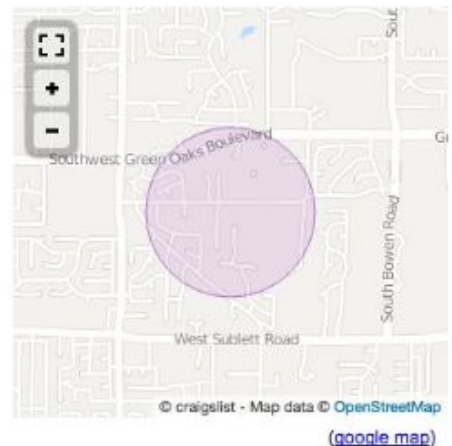
While this is more common on Craigslist than Cars.com, or AutoTrader, private sellers who are in tough financial binds and/or eager to sell will mention specific phrases that indicate their desperation to unload the car as fast as possible.

These keywords can be things like:

*“Divorce”, “fire sale”, “moving”, “pay rent”, “mortgage”, “must sell”, “Can’t afford”, etc*

★ 2013 TOYOTA CAMRY SE **NEED MONEY FOR PAST DUE MORTGAGE** PRICED TO SELL - \$10995 (ARLINGTON) 

image 1 of 4



2013 toyota camry

fuel: gas

title status: clean

transmission: automatic

- [safety tips](#)
- [prohibited items](#)
- [product recalls](#)

If you search for these keywords in the body, or the title, you may uncover hidden gems of deals.



This also creates an amazing opportunity to flip cars for good profits.

I hope these few steps will help you save some money on your next car by selecting to purchase the right car, from the right person, at the right price.

## **Here's What to Do Next...**

Now I know what you are thinking... ***“PJ these tips are killer, but how can I drive exotic cars like you too?!?”***

Well you are in for a treat because I want to show you exactly why exotic cars are more AFFORDABLE than normal cars, and how you can own them for FREE.

Join my upcoming webinar and I'll show you exactly how you can buy an exotic car within 90 days, even if you aren't a millionaire.

In fact, this is the exact same strategy that has allowed hundreds of regular people, even people as young as 18, in their first exotic car.

Check your email for a link to join my upcoming training session.

I look forward to seeing you on there!

- Pejman Ghadimi