

Car Selling Mastery Guide

So it's time to sell your car!

Here's everything you need to do to ensure you can sell it for top dollar and fast.

Photography

This is the single best place for you to get a competitive edge.

Taking great photos yourself or, if you don't have the skills, hiring an automotive photographer for a few hundred dollars makes a world of difference.

Your photos can make a prospective buyer want your car, versus shopping your car against others that look the same on price alone.

Look at how boring most dealer photos are. They are playing a volume game and don't really care to present a car well.

This is good for smart buyers as bad photos on a listing means more chance at getting a deal, or knowing something about the car that the dealer doesn't.

But for a private seller?

Mediocre pictures are terrible for your chances of success - thousands of dollars are on the line!

For inspiration, go to BringATrailer.com and see the photos of the premium cars listed on that website and you will notice the difference between average and excellent photography.

Or when browsing sites like eBay or CarGurus, you can often instantly tell which sellers are private and which are dealers.

For example, take a look at these two listings for the exact same cars including the color:



2015 BMW M5 RWD

\$59,900 • [\\$1,184/mo est.*](#)



2015 BMW M5 RWD

\$43,999 • [\\$870/mo est.*](#)



2017 Porsche 911 Turbo S Coupe AWD



2017 Porsche 911 Turbo S Coupe AWD

That's just the cover photo too.

As you can imagine, the rest of the photoset includes epic pictures encompassing the interior, exterior, and anything worth highlighting such as carbon fiber trim.

To find a photographer, look at places like your local cars and coffee, local people on Instagram, ask around via fellow car enthusiast friends, or even inquire in our member's only Facebook group.

The Listing

Below I am going to explain what and how to write your listing to make your car as attractive as possible, and share an example listing.

Don't make the mistake of looking at dealer ads and duplicating them; originality and great information lead to higher sale values - every time.

Section 1: The Title

On platforms like eBay where you have the ability to write your own title, make it easily google-able and descriptive.

Example: 2014 Maserati GranTurismo MC - Carbon Fiber, Well Optioned, High MSRP.

You want the first part to be simple. Year, make, model, trim. Then desirable features using the remaining available characters.

Section 2: The Intro

In this section, you want to put all the basics. The Year, Make, Model, VIN number, and the miles.

You should also introduce yourself as the owner of the car and why it's time to sell.

With car hacking, the suggested hold time is 6-12 months so buyers may be wondering why so fast.

Section 3: Pedigree

Most sellers list Ferraris that are red as "red" not Rosso Corsa or Rosso Scuderia. None of them go into the history of the model, why it's important, what makes it special, etc.

This is your chance to SELL your buyer in on the idea that this make, model, and exact car is the one for them.

Rather than telling people how amazing the car drives (they can watch that on YouTube), talk about what the car has done for YOU.

The doors it has opened, the relationships it's built, the business it has created, etc.

The better you can paint and story and illustrate for the reader what this car can do for them, the better.

Section 4: Options

Dealers don't list specific options based on rarity. At most, they're looking at window sticker and option prices.

If you know the average MSRP for your car make/model, and your car is significantly higher than the average, it's always good to mention it's a high sticker price.

Additionally, highlighting the rare and unique options on your car, your listing can appear a cut above the rest, even if other cars on the market actually have similar option packages.

For example, most modern cars offer carbon ceramic brakes as options, but many people decide against paying \$10k for that option.

Items such as that are worth highlighting as one single option can make or break your success.

Modifications can play an important role too as long as your parts are of quality and modifications are tastefully done.

Be sure to list all modifications along with their retail price, even if you bought them used or bought at a discount.

While modifications do not necessarily add-value per se, you can still command a small premium over other cars for the buyer who was going to modify anyways.

Section 5: Rarity

Most dealers don't look at rarity or historical importance.

I bought the only white-on-white Mercedes SL65 AMG Black Series from a Mercedes dealer and made \$18,800 profit because they didn't know it was the only one, and they failed to market the fact that it was owned by Marco Andretti, son of legendary race car driver Mario Andretti.

While there are actual cars that are truly limited in production such as the Lamborghini Aventador Ultimae (350 coupes / 250 roadsters), sometimes knowing the rarity of your spec can play a significant role too.

For example, my Lamborghini Huracan STO is probably 1 of 3 in the infamous Blu Glauco color.

With production over, the chances of finding another for sale will be slim to none.



Section 6: Condition

This is where you prove that you were a good custodian of your car, and an owner that someone will want to buy from.

Has the car been PPI'd or serviced recently? What was done? Do you have receipts to prove it?

How is the life of the tires and brakes? When was the oil last changed?

Does the car have PPF or ceramic coating?

All these things matter to a potential buyer who wants to ensure they're buying a car well maintained without shortcuts taken..

With nationwide car buying becoming more and more common, it's not uncommon for cars to be bought sight unseen.

So if you do your part to put prospective buyers at ease, the faster you can sell.

Think about it this way... car buyers who pay top dollar don't want to have to service their new car as soon as they get it - taking care of some minor items at a small cost to you can help you get more when you sell.

Lastly, older cars are seldom 'mint' unless garaged kept most of its life.

It's ok to point out minor imperfections as you want to be as transparent as possible.

Listing Example

Here is an example listing from an Exotic Car Hacks member who was selling his Maserati GranTurismo:

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2014 Maserati GranTurismo MC - Carbon Fiber, Loads of Options!

Up for sale is my stunning 2014 Maserati GranTurismo MC.

VIN: ZAM45VLA1E0076091

Miles: 18,276 (Miles may go up as the car is driven on weekends.)

Clean CarFax, Low Miles, STUNNING car!

There were no expenses spared with this MC, the most eye-catching GranTurismo on the market!

Powered by a 470HP Ferrari-built V8 engine (YES, the same one as the F430), this is the BEST sounding grand touring car available for well under \$100k. Press the "sport" button and the exhaust note transforms from an aggressive note to an all-out beast.

What makes this car more enjoyable than the Ferrari (which costs twice as much) is that you get the best of two worlds. Of course, you get the Ferrari power and the incredible exhaust note, but you also get an extremely comfortable, yet capable ride that makes the GranTurismo MC an absolute pleasure to drive around town or blast the back roads.

The 2014 model year is desirable in the MC for two reasons. First, Maserati worked through many of the early problems that plagued the 2011-13 models, and second, the optional centennial hood fitted on this car is aggressive in appearance and also super light in all carbon fiber.

Professionally wrapped in a matte Grigio Granito, this car is originally Nero underneath with Nero interior, Rosso accents, and loads of carbon fiber including carbon seatbacks (super rare option), steering wheel, and the beforementioned centennial hood (full options list below)

At 17,010 miles, the car was fitted with 4 brand new Pirelli tires and a fresh oil change. She is turn-key and ready for her next owner to drive & enjoy!

The car was recently PPI'd at Maserati of Sugar Land, TX and their full report is available upon request. Brake pads measure plenty of life (7mm all around). No wear in suspension bushings nor oil leaks from valve covers (common problems).

I recently drove the car from Houston, TX to Palm Beach, FL for the winter with ZERO issues, and the car turns heads even on the super-rich Palm Beach Island!

Full option list below (Nearly \$20k from the factory):

- ALGT - Alcantara Headlining (Nero)
- BACK - Colored Seat Back (Extra Campionario)
- BELT - Seat Belts (Nero)
- CALR - Red Brake Calipers
- DSH7 - Dashboard (Nero)
- HMLK - Homelink
- MCBK - Seat Backrest in Carbon Fiber
- MCE8 - Aerodynamic Carbon Fiber Pack
- MCI0 - Interior Carbon Pack
- MCI1 - Interior Carbon Pack Evolution 1
- MCI2 - Interior Carbon Pack Evolution 2
- MCR2 - 20" Rim Trofeo Polished Finished
- MCSW - Carbon/Nero Leather Steering Wheel
- PIPC - Carpet Piping (Rosso)
- RUF4 - Fabric Headliner (Extra Campionario)
- STCT - Trident Stitched in Head Rosso (Rosso)
- STC3 - Accent Stitching (Rosso)
- TRGT Internal Trim (Nero Soft)

Please contact me with any questions. Car is currently located in West Palm Beach, more photos and sound clips available upon request.

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Ease of Transaction

Unfortunately car buying/selling brings out a lot of clowns and tire kickers, but that's ok.

One method of weeding out unqualified people and tire kickers is to put a disclaimer that you will absolutely **not** respond to inquiries like...

“Is this car still available?”

“What is the lowest you will take?”

Your job is to basically field all inquiries and only answer intelligent questions from serious individuals.

Have copies of CarFax on hand, PPI reports, and high res images in a folder that you can send to people fast.

Also for those who aren't paying cash, it doesn't hurt to refer them to banks/lenders you've used (even better if it's the same lender who has the loan), to make the transaction more seamless.

Pricing

Notice how dealers price by starting higher and allowing buyers to make offers.

You want to do the same.

However, you don't want to be so high that it won't even start a conversation, so list and price in a manner that allows potential buyers to make you fair offers only much closer to your desired amount with the perceived discount they receive.

Just be aware that sites like CarGurus and Cars.com do track price reductions so it's never a good look if there's constant price drops.

It really comes down to how much you paid, your urgency and timeframe for selling, and how much it would take for you to have a satisfactory outcome.

If you know that you bought way too high, then you must accept the fact you won't recover and it's best to cut your losses fast.

Ultimately, if you know your car is unique enough to command your asking price, stand your ground and exercise patience.

As I always say, patience + good visibility + good car = your desired outcome.

Where To List

When it comes to selling your car, the key is maximum visibility.

The more eyeballs you have, the better chance you have at selling your car, fast.

Typically there are 3 key places you can list your car:

- 1) Dedicated car classified sites like: AutoTrader or CarGurus
- 2) Enthusiast auction sites like: BringATrailer or CarsAndBids
- 3) Social media platforms like: Forums, Instagram, Facebook groups

While they all have their pros and cons, your best bet is to start with classified websites first as people are actively searching for cars to buy.

On the other hand, you can start posting your car on social media the day you get it (if you intend to sell right away), building interest and letting the greater car community know it exists.

That's one of the reasons why I have epic photoshoots of my cars done the day I get them – I often have buyers lined up and ready to pay premium dollars for my cars before they're even listed for sale thanks to months and months of content to my being ready to sell.

In the last few years, there has been a rise in popularity with dedicated car auction sites like BringATrailer.com and CarsAndBids.com.

While these websites get massive traffic and usually consist of car dealers and car enthusiasts, you are subject to their rules, and they often have strict requirements to be accepted with huge backlogs.

Those auction websites would be an absolute last resort.

Lastly, forums used to be all the rage in the early 00s but have slowly died with the rise of social media.

However, there are still forums with loyal enthusiasts for many brands like BMW, Ferrari, etc that are great high-traffic areas where you can get real interest in your listing.

Recap of where to list your car:

Cars.com

- Pros: Free to list.
- Cons: Can not have descriptive listings with formatting.

AutoTrader

- Pros: Listing fee starts at \$49.
- Cons: Private sellers get dedicated pages that stand out from dealers.

eBay Motors

- Pros: Ability to add custom keywords in title and have customized listings.
- Cons: Listing fee starts at \$19 but need to renew frequently.

BringATrailer.com

- Pros: Lots of traffic and mostly car enthusiasts.
- Cons: Flat fee of \$99. Listings allow comments which brings nitpicky people. Must be accepted. If reserve is set and not sold, it becomes public.

CarsAndBids.com

- Pros: Free to list. Lots of traffic and growing fast.
- Cons: Listings allow comments which brings nitpicky people. Must be accepted. If reserve is set and not sold, it becomes public.

Facebook Groups

- Pros: Free to list.
- Cons: Lots of tire kickers and low ballers.

Instagram (Social Media)

- Pros: Fast, easy, and full control.
- Cons: Exposure not as great unless you have big following.

Forums

- Pros: Free to list typically. Members are enthusiasts so less tire kickers.
- Cons: Only some forums are still active these days.

What To Do If Upside Down On Your Current Car

Negative equity is, unfortunately, far too common among consumers because they bought their cars “the old way”.

Thankfully, if you’re in that predicament, this will very likely be the last time that happens to you.

So if you have negative equity in your car and you don’t want to pay it down, you can often do what’s called an “equity roll” where you move that negative equity into the loan for your hack.

Here’s how it works:

Let’s say you have a BMW X5 that is worth \$45K but you owe \$55K.

And you’re hacking a Mercedes GLS63 AMG For \$62K.

You would get financed for \$72K on the AMG when you trade in your X5, and start making payments towards the AMG now.

Of course, this is not an ideal scenario, but since the AMG was bought using the strategies in Exotic Car Hacks, within a year you'll have paid off your negative equity and have started to build equity in the Mercedes.

The negative equity doesn't have to be paid down at once, but it'll have to be paid for at some point.

While the Mercedes will continue to depreciate (at a much slower rate), you could do the same "equity roll" strategy into a car that has much more upside, *if* it works with your needs and circumstances.

For example, assume starting with the same BMW X5 where you are upside down \$10k.

You could roll that negative equity into another car with much more upside, such as a Porsche 911 Turbo 996, which if hacked successfully, can wash that \$10k down to \$0 (or profit).

This strategy is a bit harder to execute as cars are hard to forecast so it's a riskier bet than another car that follows our traditional car hacking strategy.

Hopefully this quick guide provided some actionable tips you can implement the next time you need to sell your car.

Happy hacking!

- PJ