

SAVVY SHOPPER TIP:

TRADE vs. SELL My Used Car?





"Age, miles, dents, tires, color, accidents, make, model....all of these items decides the value of my trade. How do I decide?"

Another dilemma when car shopping:

"What Do I Do With My Trade? "

Option: 1 TRADE



The Easiest Option Of All, but not the smartest financial decision is trade your used vehicle (auto usado) with the dealer. It is convenient, and if that is your goal, go for it, just make sure you get the most value. When the dealer takes the used vehicle (auto usado) in as a trade they considers the wholesale value, the retail value and the market value. Also, the dealer has to leave enough room to add for smog, safety, commission and some fixed expense. All those items can mark up the price of your trade from \$500 to \$ 2,000 depending on the car dealer.

Option: 1 TRADE



The image above is from consumerreports.org

So, if the wholesale value is too low based on Kelly Blue Book it will lead to a low retail value as well. The auto dealer has to make sure that the price he accepts for the used vehicle (auto usado) plus the expense addition will fit the market price. The market price is what is known in the industry as to what the used vehicle (auto usado) sells for, or better said what people are willing to pay. So, Kelly Blue Book is a guide for assessment of a used vehicle (auto usado) but the market determines what to pay.

Option: 2 **SELL**



Selling your used vehicle (auto usado) can be a challenge and if you are up to it, these are the few things you might run into:

- Time to show your used vehicle (auto usado)
- Money you need to spend on advertising
- Limited customer-cash buyers only
- Benefit-Most money for your car

Weekends get tied up in selling your used vehicle (auto usado). This is a great opportunity to feel for the used car sales people. Strangers start taking apart your loving car and you are ready to blow 😞.

If you live in a city where it is allowed to have your car parked in the public with for sale sign, you just saved yourself some advertising money, otherwise if you

Option: 2 SELL

decide to list the car with [cars.com](https://www.cars.com) or [autotrader.com](https://www.autotrader.com) or any other site or local ad, plus a history report, you are looking at \$100-\$300 without taking your time in account. All this for a cash buyer and there are not that many out there. Selling your used vehicle (auto usado) by yourself can be time consuming, which means if you do not sell it fast, the value of your car drops every three months per Kelly Blue Book. Also, the potential buyer might want to have the car inspected by a mechanic, so consider the time for that too. Will you get more money than trading your used vehicle (auto usado), but consider how much is your time worth?

One of the recent trends is, take your car to CARMAX and they will give you the most money for your trade. Easy, convenient and fast! Why not?



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No matter which way you decide to go, here at Vio's Auto Sales, Inc we will perform a 52 point inspection on your car, assess the value of your used vehicle (auto usado) and provide you with a report of our assessment that will give you higher leverage when negotiating. All you need to do is print the coupon below and call or email our sales department for an appointment to get the true used vehicle (auto usado) evaluation.

\$25^{special}

**Assess the true value of
your trade with a 52-pt
service inspection and
receive a printed report of
the today's market value of
your trade by a 30yr used
car veteran at
Vio's Auto Sales**