



## PRIVATE PARTY CHECKLIST

## 01-WHAT ARE YOUR GOALS FOR THE PRIVATE PARTY?

A - Diversify Inventory from core brands

B - Add Additional Gross to bottom line

C - Increase market share and customer base

D - All the above/Combination

## 02-WHAT ARE YOUR DESIRED PARAMETERS?

### A - Year

\_\_\_\_\_ to \_\_\_\_\_

### B - Make

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### C - Trims

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### D - Max Milage

\_\_\_\_\_

### E - Price Range

Trucks \_\_\_\_\_ to \_\_\_\_\_

SUVS \_\_\_\_\_ to \_\_\_\_\_

### F - Drive Train

\_\_\_\_\_

### G - How often do we reevaluate parameters ?

\_\_\_\_\_

### H - What current holes do we have in inventory?

\_\_\_\_\_

### I - Max # of Owners \_\_\_\_\_

Max # of Accidents \_\_\_\_\_

### J - Distance willing to drive

\_\_\_\_\_

### K - Dealer Cars

Y ☐ N ☐

### I - UBER/LYFT/TAXI

Y ☐ N ☐

## 03-WHAT ARE YOUR DESIRED GOALS

### A - Purchases

# \_\_\_\_\_

% (of total inventory)

\_\_\_\_\_

### B - Potential Profit per Unit

\$ \_\_\_\_\_

### C - Total Profit (Front end)

\$ \_\_\_\_\_

### D - % increase in units

1 Month \_\_\_\_\_

3 Months \_\_\_\_\_

6 Months \_\_\_\_\_

## 04-WHO WILL BE YOUR PERSONNEL

### Option A - Dedicated Buyer / Caller

\_\_\_\_\_

### Option B - Buying Team

• Booker \_\_\_\_\_

• Caller \_\_\_\_\_

• Decision Maker

\_\_\_\_\_

# PRIVATE PARTY ACQUISITION S.O.P

**Step 1 - Set Appointment and Send Confirmation Email.**

**Step 2 - Assume the close and acquire all necessary information upfront**

- Specific Appointment time and date \_\_\_\_\_
- DL#
- Title info
- Bank Info
- Registration

**Step 3 - Call for Payoff if necessary**

**Step 4 - Prepare as much paperwork as possible**

- Equity check
- Release of liability
- DMV
- Etc.

**Step 5 - Verify with customers via text. Email all information is correct**

- CONFIRM APPOINTMENT
- Notify them how long they need at the dealership
- Do you need to arrange a ride home for them
- Who is the point of contact at the dealership
- I have notified (point of contact) that (customer) is coming in (date/time) to bring in their vehicle

**Step 6 - Print vett sheet ahead of time and perform an inspection**

Walkaround checklist

**Step 7 - Greet customer in a timely fashion**

Treat them as if they are buying an expensive vehicle

**Step 8 - Finalize paperwork**