



Tirekicking Used Car Buyer's Guide (Paperback)

By James M Flammang

TK Press / Tirekicking Today, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Buying a used car isn't what it used to be. Car-shopping doesn't have to be an ordeal anymore. Transparency. Market-based pricing. Fair value. Surprise! These are terms that identify today's used-car dealers. Not all of them, to be sure. Tricksters are still around, adapting old hard-sell tactics to the digital world; but this book helps you spot them - and avoid them. Modern, progressive dealers shun the ethics-challenged, hard-sell tactics of the past, taking their business seriously and intent on satisfying their customers. They're still in it to make money, ready to drive a hard bargain. But they know that today's shoppers are better-informed than ever, typically arriving at the dealership armed with facts and figures. In this Buyer's Guide, consumers will find plenty of additional information, to help find the right car and get it for an acceptable price. They can also see how vehicle history reports and certified pre-owned (CPO) programs help reduce the risk when buying secondhand. Dealers and salespeople, too, can find useful advice on working with today...



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