

WHY HIRE A VEHICLE CONSULTANT FOR YOUR NEXT PURCHASE OR LEASE?



By Chuck Greenberg,
MVP Partner

Vehicle consultants and brokers have been around for several years, but the concept is still a novel one to many. Understanding the difference between the broker and consultant is extremely important. Brokers are generally paid by the dealership/manufacturer and, in some instances, by the client and bank (finance company) as well. Consultants collect a predetermined fee from the client. My Vehicle Partner will never accept any compensation from a dealership, manufacturer, or lending institution. Our allegiance and commitment will always be with the client—period.

Not a week goes by that I'm not asked this question: "How/why did you become a vehicle consultant?" Like many people, growing up, I always enjoyed playing with toy cars, and that childhood memory morphed into the ability to identify almost every car on the road. With my formal training in computer science, it seemed unlikely that I would end up in the automotive industry. After almost 20 years as a computer engineer and sales director, our company was purchased by one of the McGraw-Hill companies. During this transition, I was introduced to specific training in professional sales, psychology,

and business negotiating. I was intrigued and found this education very useful (both personally and professionally). I then married my love for cars and my training/experience as a professional negotiator. While I never worked in the auto industry prior to becoming a consultant, I was quickly becoming a student of this profession and found that I was able to play the car game well—very well!

So what about the "why"? Many in business are so quick to speak about "what" they do and will metaphorically "throw up" all of the products and services they provide. I'd rather speak to the "why" we do what we do.

We've all been on the wrong end of a bad deal, and that feeling of being taken advantage of is an unpleasant one. Once I had the knowledge, the confidence followed, and, for nearly 10 years, I provided car consultant services free to many friends, family members, and coworkers. I didn't perform this service merely for altruistic reasons, but, rather, I needed to proof out the business concept, establish business contacts and I also needed time to figure out the resources required to get this business off the ground.

Last month, I was reminded of the "why" and value of our service. I was working with a young married couple that had

good income but damaged credit due to a prior self-employed business issue. We were denied credit by several manufacturers' finance companies and a few major banks/credit unions. This young family became my greatest challenge to date and a point of honor for me. Eventually, we were able to speak with a manager at the finance company, and, almost 7 weeks later, we creatively obtained financing for a beautiful new car.

Know and understand your "why"!

**For a free vehicle analysis,
please contact Chuck Greenberg
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**MY
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