

EARN \$2000 THIS WEEKEND

**LEARN HOW TO EASILY FLIP CARS FROM THE
COMFORT OF YOUR HOME, ON YOUR
MOBILE DEVICE**



Easily earn \$2000 this weekend flipping cars

by Gerard Fairley

I used to design websites for a living, but I got a customer one day, who refused to pay me for a \$1500 website I developed for her. She loved it, but complained "life happened, and don't have money to pay you". I decided to move on to something else. My next door neighbor asked me to post some car ads on Craigslist that he got from the local Dealer Auction. I helped him sell 2 cars in a weekend. He made \$3200 and gave me \$500. I was like. Yo, where you get these cars from ?



I can do this too, I said....and the rest is history!

I started out posting cars on Craigslist for other people, but took my marketing skills and launched my own car flipping business (without a Dealer License)

8 years ago when I became interested in buying and selling cars on the side I had no idea where to start. All I knew was that I wanted these three things:

1. To add an additional stream of income (possibly turn it into full time income)
2. To invest the minimum amount of time possible – ideally just a few hours per week
3. To do something fun and interesting that I enjoyed...

When I first started posting ads online for my buddy, and subsequently flipping cars for myself, I knew very little about buying and selling cars and I made a lot of mistakes

that cost a lot of time and money. But, I'm a quick study....along the way I've learned a lot and in this ebook I'll to share some of those lessons with you, the beginner car flipper.

All you need is a weekend

The profession of buying and selling cars (car flipping) is a great source of income that doesn't require a huge time investment on your part. All you need is a few bucks and a few hours.

You only want to spend a few hours to find your first vehicle to buy and sell For the entire finding and buying, preparing for sale, and selling process, it may take you 3-- 10 hours. Most of your time is spent finding and vetting out the vehicle for sale. The selling part is usually pretty quick, as long as the price is right.

The trick I want to teach you, is to learn **how to make deals come to you** so you can spend less time searching and more time selling.

Be careful of this

If you're like me, you won't get everything right on your first few car flips, and even seasoned car flippers still **make bad purchases** from time to time. It happens. Cars have a lot of moving pieces and problems can pop up even if you've done all your due diligence up front.

Don't let that discourage you - **car flipping doesn't have to be that complicated**. In this ebook, you'll learn how to flip cars the simple way.

Most states in the US have **regulations on how many cars one person or entity can own** in one year. For example, if your goal is to flip 10 cars in one year but your state limits you to selling five, you might want to think about putting a few cars in your friend or spouse's name. You can also open up an LLC or INC and use these entities to buy and sell your cars thru. This safely and legally gets you around the 5 car per year regulation.

Just make sure that you're very familiar with your country and state's regulations regarding buying and selling cars **BEFORE** you start car flipping.



You will need some cash to start

Before your first purchase, you'll need to decide how much money you want to put toward seeding your flipping business. You don't need to go and borrow money in order to buy cars to sell. Ask a friend or family for a temporary loan. Using your own money is even better.

In my opinion, the smaller you start the better; \$1,500-\$2,500 should be enough. Not only does starting small lower your risk, it also takes some of the pressure off your first flip which usually translates to better decision making and less fear.

The car flipping business is no different from any of the other "buy low, sell high" business that you have encountered in your life. The key to buy as low as possible from one place, and sell as high as possible at another place. Wash, rinse and repeat. There are many places to buy cheap (running) vehicles from. We will get to that part in a few pages. Just know that with the power of the internet, it's easy to do this..as long as you believe it. Belief is a very important aspect to this and any successful business launch.

Become a Used Car Pricing Expert

Shopping for cars is much easier if you can quickly compare good deals versus bad deals. Begin studying car prices online and with pricing guides to get a feel for what typical car prices are in your area.

Focus on becoming an expert in the \$2,500-\$5,500 vehicle price range. Become a frequent user of [Kelly Blue Book](#), [NADA](#), [Edmunds](#), and [Craigslist](#).

I also recommend downloading [the free KBB app](#) to your smartphone so you can always lookup car values quickly and easily when you're on the go.



What Most People Don't Know About Used Car Values

The truth is, there is no actual way to get **an exact value** on one particular vehicle.

Each automobile has many different qualities and features than the next. Pricing guides are only used to help determine the ballpark value of a car. The *real* value of a vehicle is only determined by what someone else is willing to pay for it. Its subjective.

What you're hoping to do when you study price guides is determine the ***most likely*** price that the car would sell for, and that is rarely the exact same number that you see in a price guide.

Use the Guide Your Buyers Use

I have found that most potential buyers use Kelly Blue Book to determine the value of a vehicle which is why KBB is my primary pricing guide. If your buyer is using KBB as a reference, it's very helpful as a seller to do the same so that you both will be on the same page.

What are the best Cars to Buy?

When I first started buying and selling cars, I went for whatever was available. American cars, Dodge, Ford, older BMWs (the worse) etc. However as time went on, I got a little more strategic in my purchases. Here is the best advice I can give you.... buy the best Toyota (Corolla, Camry, etc) and Honda (Accord, Civic, etc) ha you can afford. Those are the best selling cars in the country and you cannot go wrong, they will always sell quickly even ones with high miles. But of course, get them in the best condition you can afford withing your budget. Toyota and Honda also make quality trucks and SUVs as well. As your budget grows, maybe you venture into the luxury brand of Lexus (which is a Toyota). If you are a mechanic, then by all means go with what you know, but if you are like me (not mechanically inclined), you don't want to buy cars that are under average quality with hided problems.

What are the worse Cars to Avoid?

Definitely (most definitely) you want to avoid BMW, Land and Range Rovers, Jaguars, Audi, Porsche, unless you are getting them practically new (which your budget of course won't allow). These older luxury cars are very problematic and you can get stuck with a lemon that you cannot sell easily or have to take loss on. I remember early on, buying a "great deal" ...a 2012 BMW 750i for \$3,000. I figured it was worth \$6,000 at least. It looked great. I brought it and once I got it home, it would not start. I dropped \$1500 on it with a BMW specialist, and he finally told me how much it would cost to get the car rolling, I wanted to cry. I took a loss on that car and learned a powerful lesson (and am passing it on to you).

Finding and Buying Cars to Flip

As I said before, your belief is the most important thing to have aside from your start-up investment capital. Try and spend as little time as possible in finding your vehicle to flip. If you are using Facebook Market Place or Offer Up, you can find vehicles very quickly...just keep an out out for Dealerships who are also selling cars on those platforms. You want to seek out the distressed seller, someone who wants to get rid of their vehicle because they need money!

What helps is learning how to attract deals that help you **spend less time looking and more time buying**.

In this section we'll learn how to do just that.

How to start buying cars

As I mentioned earlier you'll probably want to stay away from rare, uncommon, exotic, or specialty vehicles like limos, buses, sports cars, and classic cars. Specialty vehicles have a lower number of potential buyers, which means they may take much longer to sell. And worse yet, you may get stuck with a lemon. Don't do it to yourself!

That being said, if you don't mind waiting a little longer for the sale, you may find that specialty vehicles can be **very** profitable, often making **more** profit per car than common vehicles. Some people flip or restore just a few classic or exotic cars per year, but earn up to **\$30,000** per vehicle in profit alone. It doesn't take long to earn a big income with those types of numbers.



The Sweet Spot: Lower Priced Common Cars

With rare exception, I typically target vehicles within the **\$1,500-\$4,500** price

range. Here are a few reasons why I like to flip cars in that price range:

- It is much easier to **attract cash buyers** in a lower price range. Since most people don't have over \$6,000 in cash to spend on a vehicle, they are more likely to require financing, which takes more time and adds more steps for you, the seller.
- Buyers of a lower priced vehicle usually don't spend time as much time obsessing over small imperfections, which often means lower priced cars are **easier to sell**. In contrast, if a person decides to fork over \$30,000 for a vehicle, they are much more likely to expect the vehicle to be in perfect condition.
- Purchasing in this price range **limits the risk** that you place into each vehicle. If you purchase a \$1,500 vehicle that has a bad engine you can scrap the car, cut your losses and move on. However, if you spend \$5,000 on a vehicle with a bad engine you'll be tempted to sink an additional \$2,000 into it to fix the engine and recoup your \$5,000 investment. Doesn't always work out in your favor.
- **Your profit potential can be higher.** If you have \$6,000 in total investment capital and you use all of it on one vehicle, your potential profit is limited to that one item. If you split the investment into 2 vehicles at \$3000 each (and sell each car for \$4,500+), your potential profit has dramatically increased.

3 Ways to Get Craigslist Deals to Come to You

1. Create the “Don’t Trade Your Car In” Wanted Ad

A great way to get deals to come to you is to post wanted ads. An example of wanted ad that I’ve used is below.

AD TITLE:

Don't trade your car in, sell it to me for cash!

AD DESCRIPTION:

*If you are thinking about trading your car in, don't do it! Automotive dealers will offer you trade-in value, which is often way under what it's worth. Sell your car to me instead. I will pay over trade-in value for any vehicle under **\$5000** with **160,000** miles or less. Email me the make, mileage, and condition of your vehicle and I'll send you a cash offer that will beat a dealer's trade-in price. This is not a scam; I buy cars.*

After you receive emails in response to the ad, copy a link to the KBB trade-in value of the vehicle and send it to the seller with an offer above the trade-in price.

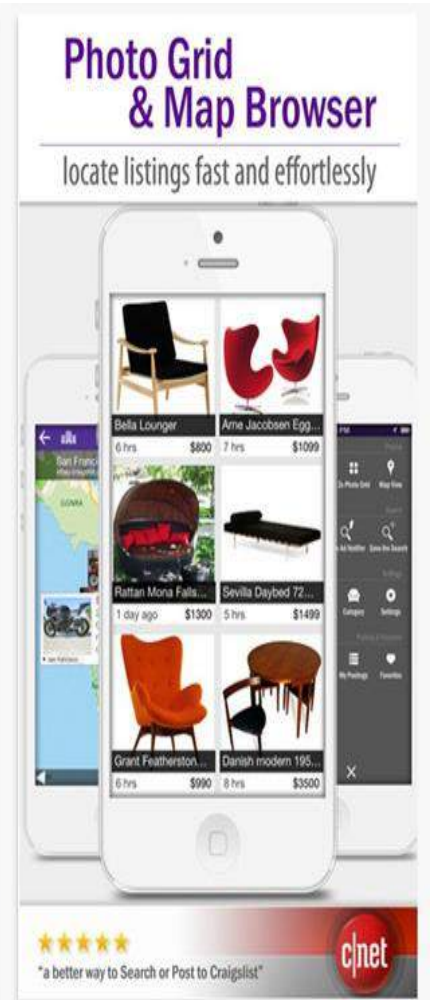
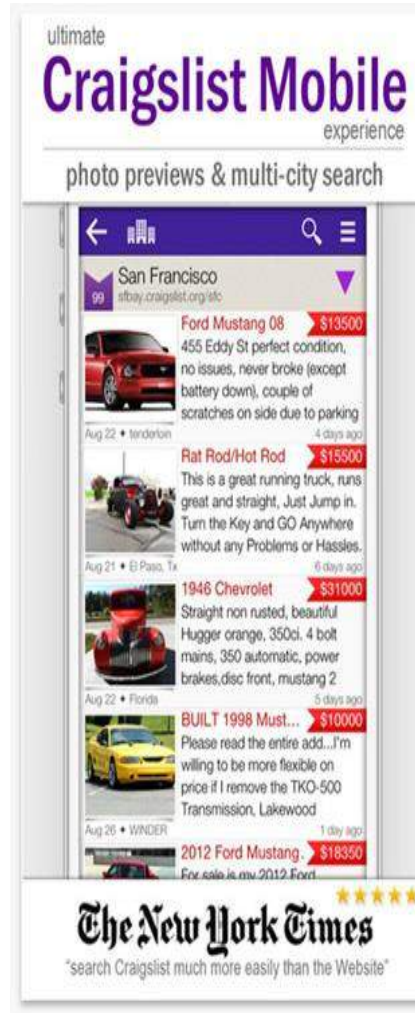
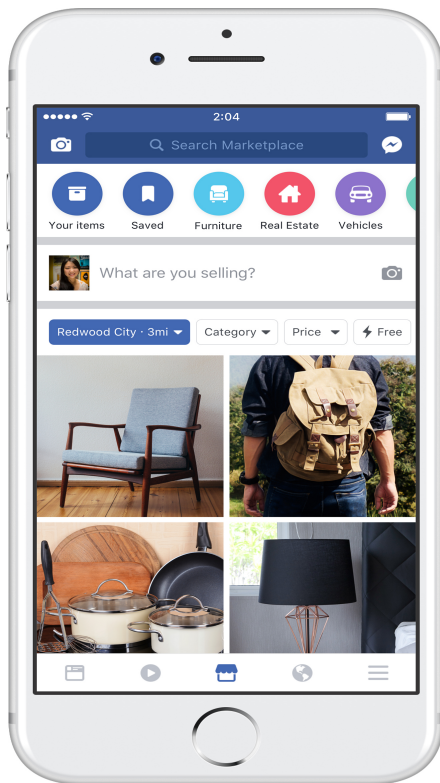
Here’s an actual email that I’ve used (don’t forget to include the KBB link in the bottom of the email):

“Thanks for replying to my ad. I've posted the KBB trade-in value for your car below. Click on the link and check it out. Based on this, your trade-in value is \$3000. I'll offer you \$3200 cash and I can buy it today!”

Sellers are happy to receive more than what their dealer would have paid and I’m happy to purchase a car for less than I could sell it for. You’ll be surprised how many vehicles you can purchase that would have been trade-ins sold at a dealership that you now own under KBB private sale value.

2. Set Up Instant Alerts

Download the [CPro app](#) to your smartphone and set up notifications when used cars in your price range are listed on Craigslist. This third-party tool is WAY better than the official Craigslist app.



For example, you can set the app to send you an instant notification when any car is listed under **\$3,000**, is for sale by owner (not dealer), and has “must sell” in the description. Getting instant notifications will keep deals coming to you and help you get to deals before other Craigslist car shoppers.

Get very familiar with Offer Up and Facebook Market place, as these will be your next platform to find cars for sale (distressed sellers). All you need is a smartphone, if you have a Facebook account, then Market Place is already on your phone. Simply go to the bottom of the app and click on "Facebook Market Place. You will see people selling all sorts of items from socks to trucks and all items in between.

3. Pay for referrals

You can post on your Social Media accounts that you are willing to pay \$150 for a referral. Just about everyone knows someone who is thinking about buying or selling a car. Look to your sphere of influence to help you in this business. Offer to pay anyone that helps you find a car that you can purchase to flip for profit. Working personal referrals can be one of the best ways to find leads on vehicles before anyone else does.

Are you familiar with lawn or yard signs? All the politicians use them when they want to campaign, because they are cheap and very effective. Spend about \$150 and get some professionally made lawn signs made up. You can put them around your city or town "I Buy Cars for Cash". Put a simple website or phone number on it and watch the referrals pour in.

This is one of the ways you can start having deals come to you and the more eyeballs that you have working for you, the better.



If you are a little more savvy and know how to work with domain names, try and get a simple website domain name to use, so a person driving and see your sign and easily remember it. You can go on YouTube as well and find this information.

- WeBuyCarsnow.com
- SellMeYourCar.info
- DumpYourCar.com

Inspecting the Car for Purchase

Once you have found a vehicle that you're interested in, and the seller has agreed to meet with you, your attention to detail becomes extremely important.

You'll want to look the car over inside and out and check for any indication that the car has problems. There's **no way** to totally eliminate any possibility of buying cars with problems, but you can certainly lower your risk by spending a lot of time checking it out before buying.

If You Don't Know Anything About Cars

If you know nothing about vehicles, don't worry, there's still hope for you. The more you know about cars the better off you will be but you don't have to be an ASE certified technician to make good car purchases.

If you know absolutely nothing about cars just plan to spend a little extra money getting the car checked out by a mechanic before you buy it, and know that you may lose out on a couple deals as a result of that extra step.

Do Your Due Diligence

If you are feeling confident, that's great! Just don't let the allure of a good deal make you skip the proper due diligence.

- Want to make sure the car isn't stolen? Check the VIN at the [National Insurance Crime Bureau](#).
- Want to make sure the car has never been part of a recall? Check the VIN at [SaferCar.gov](#).

Don't just assume that the seller's words are facts. Do your own research.

I'm not advocating being less trusting of people. Though you might run into someone that IS trying to rip you off, I've found that *most* people just want to sell their car and don't have any malicious intent.

Major problems usually don't occur because the seller is lying to you about car problems. In my experience the majority of problems occur because the seller just didn't know about everything. Be sure and take it for a test drive and listen for weird sounds. Sniff for burnt oil and fluids. Check underneath for leaks! Examine the belts for wear and slackness. Squeeze the hoses, they should be firm, not soft.

Though you should make sure you ask as many questions as possible of the seller, it's ultimately your job to do all of the research and make sure you're buying a good car. After all, when you sell a bad car it will be your reputation on the line, not the person's that you bought it from.

Finalizing the Purchase

If you've made it this far, money has changed hands, you have the title, and the car is yours.

Great job. You've made a purchase and hopefully you have a great deal!

The hard work isn't over, but you have accomplished the most important part of the car buying and selling process. After all, before you can make any money, you have to have some inventory to offer. You should feel happy about that.

Now let's get it ready to sell!

Getting Ready to Sell

Low Cost Repairs

Your vehicle may be in need of minor repair before you list it to sell. If you haven't already had the car inspected for repairs, consider getting a reputable ASE® certified technician to take a look at your vehicle and make sure there aren't any mechanical problems.

Spending **\$200-\$500 on repairs** could result in another **\$1,000 - \$2,000** on the sale of the vehicle and the fewer the amount of problems that your buyer sees, the more they are going to be willing to pay for your vehicle.

You can usually find private mobile automotive technicians that work from home and offer discounted rates. Craigslist is the best place to find them in the "Services" section.

For example, I found a retired mechanic on Craigslist who charges \$150 for a basic mechanical reliability check on any vehicles and I get a huge discount on any repairs that need to be done.



If you are handy with a wrench, then by all means make the repairs yourself. Any money you save, goes to your profit. Remember time is money, don't spend 2 weeks working on a car, when you can pay someone to do it. The faster the flip, the faster you can go to the next project. The money is made on the speed of the flip.

Maximize Your Profits with a Clean Car

Visual appeal is more important than you realize. Cleaning your vehicle is one step that you never want to leave out of the selling preparation process. Even if the vehicle isn't very dirty when you purchase it, clean it anyway. Because this is your buyer's first impression and people tend to judge a book by its cover, this can have a **big impact on the price** you can ultimately sell the car for!

Some people choose to hire an auto detail company to clean their vehicles. This can cost **up to \$250 per car**, depending on the vehicle and most detail shops can make a car look like it just came off of the showroom floor. My advise is take it to a good car wash, and get the highest package available (including a wax, and tire shine).

If you're willing to invest more than 1 hour, you may consider cleaning the car yourself. That requires a little more work, but does keep your margins higher. Whether you clean it or have someone else clean it, don't skip this step!

Pricing the Car

Initially I usually price a vehicle just over KBB® value to provide a little bit of negotiating margin. For example, if I want to sell a vehicle for **\$5,000** I will list the price of the vehicle as **\$5695**. A buyer may offer **\$4,500** and I can counter with **\$5,000**.

Always leave negotiating room in your prices. Buyers typically like to feel like they've gotten a deal, and if they're forced to pay your full asking price, they won't be as excited to make a purchase.

That's not to say that some buyers won't offer full price, because some do. I love those kinds of buyers, but they're rare.

Good Places to Flip Your Car

Craigslist

Millions of people use Craigslist to search for their next vehicle, and it's probably no surprise that I recommend using it to sell your car. It is by far the fastest way to sell a vehicle. I've even purchased a car from Craigslist, prepared it for sale, listed it on Craigslist again, and sold it on the same day. With Craigslist your ad is \$5 and visible to buyers within minutes. I recommend that you list basic information about your vehicle in the ad. Don't try to write a sales page because that will turn buyers off. Just list all of the features with great pictures. Remember, it's your price that does most of the heavy lifting. I also like to **list my telephone number in the ad**. Many people are more comfortable texting when they have questions or want to set up a time to see the vehicle. It also helps to weed out flaky buyers. A buyer that calls you is probably more serious than a buyer that sends you an email.

Since there is a large volume of sellers on Craigslist, make sure to **delete your ad at least every other day then place a new ad**. If you are lazy and just renew it, then a person sees that your car has been on Craigslist for several days, and will not pay the asking price. Posts that are older than 2 days usually don't get read, unless someone does a search for a specific model.

Facebook Market Place and Offer Up

I prefer Facebook Market Place over Offer up, but they work essentially the same. A person sees your ad, based on the zip code or city location in which you placed it. Just as in Craigslist, I suggest that you delete your ads every few days if your vehicle has not sold. This way it looks like your ads have been newly placed. Each time you post your new ad, change a few words in the description, and try to improve on the headline. Most important is the price of course. With the car market the way it is now, car inventory is down and prices are up.

Add inventory to Marketplace

Go to Marketplace.

Tap Sell.

Depending on the inventory you'd like to add, tap Vehicles or Housing for Rent.

Select your name/identity and choose the Facebook Page you'd like to associate with your listing.

Add details about your listing and images. Select Next and submit all your information.

Gas stations / Empty Lots / Walmart

Often a local business owner that is located on a busy street will be willing to rent lot space to someone selling vehicles. Try your local gas station and church as well.

I personally love to have agreements with storage facility owners located at the intersection of two very busy streets. They rent cheap and are happy to maximize their unused real estate. The common price I've paid is **\$75 per month, per car**.

Because of the volume of traffic, most cars sell within a week.



If you already live on a busy street simply park the vehicles in front of your house with a for sale sign in the window. You may be surprised the amount of attention your vehicle gets if it is priced correctly.

Flyers

Target the type of customer that would purchase your vehicle and find out where those types of people hangout. Once you know where they are, post a flyer for your vehicle on a bulletin board.

For example, if you purchase a small vehicle that would be perfect for a college student, post a flyer on a local college bulletin board. If you have a large vehicle designed for comfort, post a flyer on your local retirement community bulletin board.

Target marketing bulletin boards can be a very effective and inexpensive selling strategy.

Get the car to sell itself

Put a smile on your face when talking to your customer on the phone and in person, so that you can generate a welcoming energy or feeling. People are more likely to buy from you if they feel that they like you and can trust you. That goes along way (along with a reasonable price) If you've made it this far, it's likely that someone has called or emailed about a vehicle that you have for sale and they would like to come see it. To keep your time invested in this step low make sure you try to gauge how serious the buyer actually is.

THE most important tip that I can give regarding selling is this: **Don't try to be a salesperson.** Let the price and visual appeal of the car do most of the talking for you.

I just like to keep it real and not pushy. Nobody likes that. Just present what you have to offer. Let the customer take their time with a test drive and poking around in the car.. Make sure you can point out the good features in the car. If it has great gas mileage, point that out. If the tires are in "almost new" condition, point that out...etc etc.

It's likely that the person interested in buying your vehicle has chosen to purchase it from a private seller like yourself rather than an automotive dealership because they don't like being pressured into a purchase or being "sold to." If you try to be pushy or use cheesy salesperson lines like "what can I do to get you in this car today?" you are likely to put the buyer off. Treat the customer as you would like to be treated.

Just be yourself, be honest about everything and let the buyer make the decision about purchasing. If you've prepared the car for sale properly you shouldn't have any problems finding a buyer.

Negotiate for Profits

Negotiating price while selling is very similar to negotiating price when buying. Pick a number in your mind that is the lowest price you would be willing to accept, and stick to that number. Let's look the dialogue of how most pricing negotiations happen.

In this scenario the car's KBB Private Party Value is \$5500 and it's listed for \$4999. You have \$2000 total invested in the vehicle and the lowest price that you'll take is \$4,350.

Buyer: *"So you are asking \$4999. Is that negotiable?"*

You: *"Would you be paying with cash?"*

Buyer: *"Yes"*

You: *"I would be willing to accept less. What would you offer?"*

Buyer: *"Would you go \$4,500?"*

You: *“That’s well under KBB® value and the car is in great shape. Not perfect, but still great shape.”*

Buyer: *“Could you do \$4,600?”*

You: *“You have a deal”*

The buyer gets the car under its KBB value and feels like he/she got a good deal by talking you down. Meanwhile you’ve secured a price higher than you would have been willing to accept. A win-win!

Finalizing the Sale

Once a deal has been made make sure that you receive the cash in hand before signing ownership over to the buyer and make sure you are very familiar with your country or state’s regulations on vehicle ownership transfers.

You can find most US state-specific forms at [USLegalForms.com](https://www.uslegalforms.com).

Invest back into your business

If you've followed the steps above you've bought a car, prepared it for sale, and sold it for a profit – **GREAT JOB!**

So what's next? Doing it again of course! Snowballing profits is the best way to gain momentum flipping cars, especially if you aren't starting with a lot of operating capital.

I began with **\$1,500**.

I used that **\$1,500** to buy a car that I sold for **\$3,500**.

I then took \$2,000 and brought a better quality car. That's how you snowball your profits. Once you reach a point where you can buy and sell enough cars to recapture your initial investment, all of the profits from the sales go directly into your pocket.

Summary

Buying and selling cars are easy, if you keep it simple. Cars are in demand, so all you have to do is focus on getting a vehicle at the lowest price point possible, and selling it for the highest point possible.

Use all the platforms that you have at your disposal, friends, family and social media accounts.

Invest your profits back into your business, so you can upgrade the types of vehicles that you are flipping. A newer and in better condition vehicle will command a larger profit margin for you and your bank account.



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