

South Bay Auto Auction



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Reconditioning

Increasing the Resale Value of Your Vehicle



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What is Reconditioning?

- Market trends show that the used car buyers expect the same level of quality found in new cars.
- Reconditioning your vehicle is likely to increase your return 2-3 times of what you spend
- Positioning your vehicles to receive the highest offers with the least amount of effort and maximum sales results should be part of your selling strategy.
- Reconditioning your vehicles to make them more road worthy and marketable will increase the buyer's confidence level. This will result in an increase in the value of your vehicles which can be significantly higher than if they were sold in "as-is" condition.

Why Reconditioning?

- Buyer's inability to do reconditioning, results in paying more for a reconditioned vehicle.
- Cash-for-Clunkers pulled a large number of used-cars off the market. Buyers are stocking up their inventories in anticipation of this supply reduction. Buyers are also willing to pay higher prices only if the vehicles are properly reconditioned since they intend to hold on to them longer and increase their profit margins.
- A vehicle with lots of dents and scratches creates the misconception of a run-down and old vehicle and buyers will pay accordingly. A reconditioned vehicle projects the image of a vehicle that has been properly maintained and cared for.



For more information or details please contact your Bank Marketing Rep

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