

Car selling advice



Top Marques is bursting with prestige and performance cars in need of a new owner. Our essential selling guide gives you the facts to help you sell your car.

PREPARATION

Setting the price

Price your car correctly and it will sell quickly with less hassle.

- Search for cars of the same make and model in Top Marques to find out what other sellers are asking
- Get a used car valuation powered by Glass's
- If you are selling privately, remember you may not be able to set your price as high as a dealer would

Preparing your car for sale

A bit of elbow grease will pay dividends.

- A clean car is a desirable car
- Check the car's fluids are all topped up and the tyres are inflated to the correct pressure, or better still, get it serviced
- If there isn't long to run on the MOT certificate and tax, consider renewing them as part of the sale
- Take the car for a quick drive the day before a seller comes to view – especially if it has been standing for some time. This gets rid of unsightly rust on the brake discs and lets you check the car is free of faults. Bear in mind many buyers will want to start the car from cold
- Prepare your paperwork in a folder. Buyers need to see the car's V5C (logbook), service history and MOT certificates (if over three years old)

Wording the advert

Write a great advert and increase your chances of selling.

- Keep the advert concise – use bullet points to summarise key car features and write a sentence about your car's greatest assets
- Include the car type, model, year, mileage, colour and asking price
- State how up-to-date the tax and MOT is
- If your car has a recorded service history, mention it. If it's complete, put "full service history"
- Use full words and avoid abbreviations
- State the number of previous owners
- Show off your car's best features
- It's a good idea to include the number of previous owners
- Attach as many photos as possible

MAKING A SALE

Preparation

- Make appointments to view in daylight hours. It's a good idea to make sure bank will be open to receive payment
- Make buyers aware they will need to bring a driving license and proof of insurance if they want a test drive
- Plan to have someone with you during the appointment, for extra security and peace of mind

Test drive

- Never let the buyer test drive the car alone. If you pull over to swap seats turn the engine off and make sure you take the keys out of the ignition and keep hold of them
- Suggest a good test route which is several miles long and incorporates different types of road - especially if the buyer is not familiar with the area
- Be prepared for buyers to test the car's performance – but tell them to calm down if they are breaking the speed limit or you feel uncomfortable

Closing the sale

- Expect buyers to haggle and don't take a low offer as an insult - treat the experience as a business transaction rather than a personal one
- Set the price slightly higher than the amount you expect so you can be haggled down on price without being out of pocket
- Offering a free accessory with the car can sweeten the deal – if it's specific to that model, you won't need it anyway. A tank of fuel can also be tempting

Ask the buyer for ID with an address and landline telephone number. If something goes wrong, you'll know where to find them. If they are reluctant to give this information, you should be wary.

HANDLING MONEY

The most common methods of payment are banker's drafts, personal cheques and cash.

Whatever the type of payment, you must ALWAYS keep the car until the full amount is in your bank account and is available to use. This advice applies to all cheques, including Banker's drafts.

You should check if the money has been successfully placed into your account by speaking to your bank.

If the buyer pays by cash, take them to your bank and have the money checked for forgeries before being paid into your account. NEVER allow a buyer to take the car away before you are sure you have the money in full.

PAPERWORK

- Fill out the slip at the bottom of the V5C logbook and send it to the DVLA, informing them of the change of owner
- Give the top part of the V5C to the new owner
- Hand over the car's MOT certificate (if it's over three years old), handbook, service book and any other useful manuals and documents
- Give the buyer a receipt stating the date, amount paid, make, model, registration and names and addresses of both parties and keep a duplicate