Common Sense Approach to Purchasing a New Vehicle



Houston Federal Credit Union is determined that our members have a better understanding of the entire vehicle purchase process.

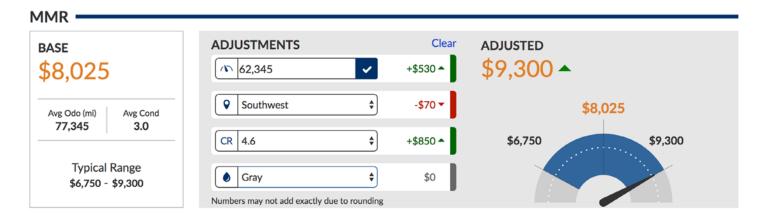




Follow these steps and stay in contact with your HFCU representative to ensure you get the best possible price.

Step 1 - Let Us Know if You Are Trading in Your Current Vehicle

Some dealers will attempt to underbid your trade, so provide the VIN, mileage, and vehicle condition to us. If your trade is worth \$9,000 and the dealer only gives you \$7,000, then you are essentially paying \$2,000 extra for the vehicle you are purchasing. HFCU has access to wholesale pricing data to help you determine a fair trade-in value.



Step 2 - Research Research

Conduct as much online research as possible *before* you visit a dealership, starting with the manufacturer's website as well as sites such as:







Important! Do not assume that 0% APR offered by the dealership is the best deal.



Step 3 - Schedule a Test Drive

When you find a vehicle that fits your ideal criteria, set an appointment for a test drive with the Internet Sales Department. Take your time and view the available inventory within your area.

Step 4 - Pay Attention to the Test Drive

During your test drive and vehicle "walk around," slow down and pay close attention to the equipment. Make sure the vehicle has everything you want and take notes.

Step 5 - Walk Away After the Test Drive!

- Leave the dealership.
- Never negotiate at the dealership.
- Thank the salesperson for their time and tell them you will be in contact.

After you walk away, ask yourself the following questions:

- Is the vehicle equipped exactly as I want?
- Is this the vehicle I want to own?

<u>Step 6 – Let Several Dealers Bid for Your Business Including Your</u> <u>Test Drive Dealership</u>

If you answer "yes" to both questions, utilize the manufacturer's website, local dealer websites, as well as the following websites to generate price quotes from multiple dealers in your area.

www.edmunds.com www.kbb.com www.autotrader.com www.cars.com

We recommend you do not provide your phone number and consider setting up a separate email account.



<u>Step 6 – Let Several Dealers Bid for Your Business Including Your Test Drive Dealership (cont.)</u>

Copy and paste the email format below with specific details as to your vehicle of choice. **Send this email to as many dealers as you wish within a range you are willing to drive to get the best deal.**

- I have done my research and have test driven this vehicle (include a link to the vehicle you test drove. Include the stock number. Indicate this is the specific model, color, and equipment you want. Dealers love to beat other dealer's prices!)
- I prefer email communication only.
- If you have this vehicle or a very similar vehicle in stock, please send me a copy of the invoice (or invoice equivalent) outlining the equipment, so I can review. I will only consider dealers who send me the invoice or invoice equivalent that details the equipment.
- Feel free to remove the portion of the invoice that reflects holdback dollars, etc.
- Please review your price in relation to invoice as well as whether this vehicle has additional rebates that will be deducted from your price.
- Please let me know if your factory lender is offering additional / promotional rebates or interest rates.
- Please provide a clean copy of the purchase agreement detailing all state taxes and fees as well as the unpaid balance due.

Here's what will happen next... very few (if any) of the responders will send you the invoice or detailed pricing. Most of the responders are paid to get you to come in for a test drive and then are compensated additional money if you purchase the vehicle. **Blind copy** all the responders and send another email.

"Thank you all for responding. I have already done my test drives. I am ready to purchase. I am looking for the best drive-out price on this particular vehicle or a vehicle with very similar equipment. I have included the link and stock number to the vehicle I am interested in purchasing. Please provide the invoice (or invoice equivalent) that shows the equipment as well as a detailed, drive-out pricing breakdown. I will purchase the vehicle from you if you have the best price. Thanks for your time."

Some dealers will respond accordingly. Others will not. That's why it is crucial to send your initial price quote inquiry to as many dealers as possible in your area. Keep plugging away. It's a numbers game!



Step 7 - Send Pictures of Your Trade-in

If you don't have a trade, go to **Step 8**. If you do have a trade, **clean it up and take pictures**. Let the dealer know you are looking to get Manheim wholesale value. Email the VIN, mileage, and an accurate condition description. **DO NOT TELL THE DEALER WHAT YOU OWE ON YOUR TRADE! Let HFCU help you calculate a bottom line price if you have a trade!**

<u>Step 8 – Get Copy of Purchase Agreement PRIOR to Taking Delivery</u>

The purchase agreement is a crucial step because it has a detailed breakdown of the cost of the vehicle. Please email the purchase agreement to your HFCU representative, who will review to ensure the following:

- A fair price for your trade (if applicable) was negotiated with the member.
- No optional fees or charges have been added to the purchase agreement.
- If everything looks good, have your VIP check filled out BEFORE you take delivery!
- That's all you need! You can set an appointment to take delivery of your new vehicle!

Note! Requesting a copy of the Purchase Agreement will set off alarm bells at many dealerships because they do not want to give you the opportunity to identify optional fees. We recommend you be firm but polite and only work with dealers who will give you a detailed purchase agreement. If the dealer refuses to send you a copy of the Buyer's Order or equivalent breakdown, the following is a possible response:

"I want to give you the best possible **CSI rating** and social media reviews. Let's not jeopardize the sale or the rating by refusing to send the pricing breakdown. If you can't provide the breakdown, please have your business manager send it. Please ask your business manager to only contact me via email. If the purchase agreement is accurate, then I'll schedule an appointment to take delivery of the vehicle. Thanks!"

What is CSI?

CSI is the Customer Satisfaction Index. CSI scores and social media reviews are a BIG DEAL to franchise auto dealers. Do not be afraid to use them as leverage if the dealer does not cooperate. These top customer survey scores provide tremendous leverage for your vehicle purchase.



"Clean" vs "Dirty" Purchase Agreements

"Clean" Purchase Agreement

| | TRAC | DE-IN VEHICLE | #1 | ITEMIZATION OF COST | 3 | |
|--|---|--|--|---|---|---|
| YEAR | MAKE | MODEL | BODY TYPE | SELLING PRICE | \$ | 40790.00 |
| STOCK # | MILEAGE | ACTUAL | INACCURATE | LESS REBATE TO CUSTOMER | - | 4500.00 |
| COLOR/TRIM | VIN | | | SELLER INSTALLED EQUIPMENT: The following options w through your dealer, are not products of the manufacturer. P | which ha | ave been provide |
| PLATE Ø | | | EXP. DATE | these items are not through the manufacturer and should t | he need | arise, you shoul |
| BALANCE OWED | TOVAMOUNT | | | contact your dealer or the vendor that provided the option. OPTIONAL ACCESSORIES/PRODUCTS/SERVICES* | | |
| | | | N/A | | + | |
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| FEAR | MAKE | MODEL | BODY TYPE | | + | N/# |
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| ALANCE OWE | | ESTIMATE/ACTUA | | | + | N/ |
| OOD TILL | | VERIFIED BY | | TOTAL SELLING PRICE INCLUDING ACCESSORIES | = | 36290.0 |
| OPTIONAL | ACCESSORIES | /PRODUCTS/SERV | ICES: You have elected t | LESS DISCOUNT | - | N/ |
| urchase the | optional items lists | ed. The Seller does n | ot require you to purchase an | TRADE-IN 1 ALLOWANCE | - | N/ |
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These fees are legitimate. The dealer has not added optional charges for VIN Etching, Theft Protection, Phantom Footprints, Appearance Package, or Dealer Service Charges.



"Clean" vs "Dirty" Purchase Agreements (cont.)

"Dirty" Purchase Agreement

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Over **\$8,000** in optional products were added to the sales price of the vehicle. The member requested that the dealer remove all the products before Houston Federal Credit Union funded the loan. The dealer wasn't happy, but the member ended up purchasing the vehicle for \$37,000 compared to \$43,800.

"Clean" vs "Dirty" Purchase Agreements (cont.)

If the dealer tells you VIN Etching, Phantom Footprints, or Theft Protection are "already in the car," your response should be as follows:

"I understand you may have placed a sticker on the vehicle, but you have not paid for a benefit registration. It's just a sticker. Please remove this cost from the Purchase Agreement or lower the cost of the vehicle by the equivalent amount or I will continue my vehicle search elsewhere."

Always provide a copy of the purchase agreement to your HFCU representative via email or visit a branch. We will walk you through the process of filling out your check.

Moral of the Story – Let a Houston Federal Credit Union representative review your Purchase Agreement before you take delivery of your new vehicle!

Finance Department

The finance manager will ask you "What is your rate at Houston Federal Credit Union?" Do yourself a favor and simply say "I am getting an excellent rate. Thanks."

Important Note! Some dealerships will require you to provide your Social Security number for identification or OFAC (Office of Foreign Assets Control) purposes. In fact, some will not allow you to take delivery of your new vehicle if you do not provide it. Be sure and utilize the Social Security Authorization form HFCU sent you. Do not provide your SS# on a dealer's credit application!

If you get into a rate conversation and allow the dealer to pull your credit, you are leaving yourself wide open to having additional fees added to a different lender's finance contract. Experience the credit union difference and use your HFCU VIP Check. Enjoy your new vehicle!



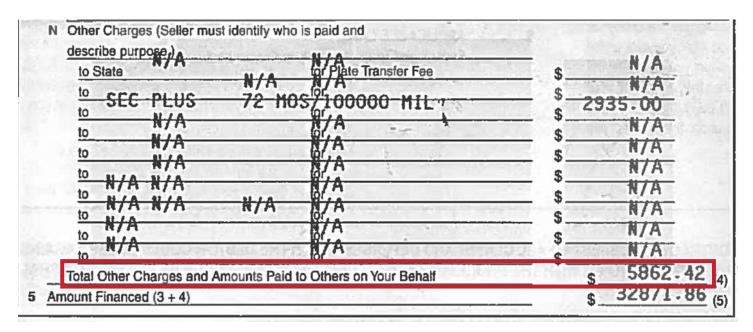
Gave the dealer her HFCU VIP check and drove away.



Allowed the dealer to pull her credit. This happened.



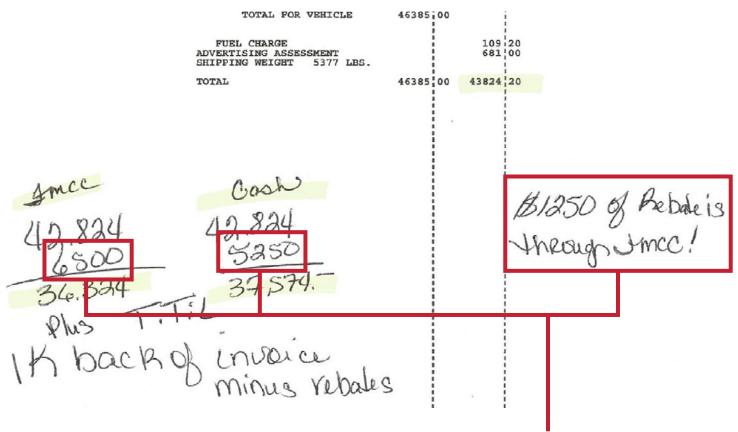
Finance Department (cont.)



Of this lender's finance contract for \$5,862.42, only \$327.42 are legitimate Title, License, and Doc fees. The remaining amount **(\$5,535.00)** was optional dealer add-ons. **This is what can happen if you get into a conversation with the dealer's finance manager and allow them to pull your credit for a better rate.** Simply tell the dealer "I am getting an excellent rate. Thanks."



When dealer offers additional rebates?



In this example, if you finance with Ford Motor Company you will receive an additional \$1,250 rebate. This effectively raises the total rebate amount from \$5,250 to \$6,500, thus lowering the cost of the vehicle. You may take advantage of the additional rebate, but your interest rate will more than likely be much higher than your qualifying rate at HFCU. Also, you will have to let the dealer pull your credit.

However, you can get the best of both worlds by re-financing at HFCU. All you need to do is wait until your loan account number is in the other lender's system. This typically takes 1-2 weeks. Once the account number is established, we can pay off this loan, and you can start fresh with the credit union at a lower interest rate.

Important Note! You do not have to wait 90 days or make 3 payments with the other lender. You will not lose the additional rebate if you refinance within 90 days!

Important Note! Always make sure the "bottom line" (Unpaid Balance) on the purchase agreement matches Line 5 (Amount Financed) if you initially finance with the dealer's lender to take advantage of the additional rebate.



When dealer offers additional rebates? (cont.)

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| PURPOSE, UNLESS OTHERWISE INDICATED BELOW. ALL WARRANTIES, | | $\overline{}$ | |
| IF ANY, BY A MANUFACTURER OR SUPPLIER OTHER THAN OUR | | + | N/A |
| DEALERSHIP ARE THEIRS, <u>NOT</u> OURS, AND ONLY SUCH MANUFACTURER OR OTHER SUPPLIER SHALL BE LIABLE FOR PERFORMANCE UNDER | , | + | N/A |
| SUCH WARRANTIES, WE NEITHER ASSUME NOR AUTHORIZE ANY OTHER | | $\overline{}$ | |
| PERSON TO ASSUME FOR US ANY LIABILITY IN CONNECTION WITH | | + | N/A |
| THE SALE OR LEASE OF THE VEHICLE AND THE RELATED GOODS AND | | + | N/A |
| SERVICES. IF WE SELL A SERVICE CONTRACT ON OUR OWN BEHALF, ANY | | -+ | |
| IMPLIED WARRANTIES WILL APPLY ONLY WITH RESPECT TO THE ITEMS | | + | N/A |
| COVERED IN THE SERVICE CONTRACT. | DEPOSIT / PARTIAL PAYMENT | - 1 | N/A |
| ☐ USED VEHICLE LIMITED WARRANTY APPLIES. We are providing the | | | |
| attached Used Vehicle Limited Warranty in connection with this transaction. | DEPOSIT / PARTIAL PAYMENT | - | N/A |
| Any implied warranties are limited in duration to the term of the Used Vehicle Limited Warranty. | UNPAID BALANCE DUE | = | 38890.23 |

If your "clean" Purchase Agreement shows an unpaid balance of 38,890.23 after you take advantage of the additional rebate offered through the dealer's lender, make sure Line 5 (Amount Financed) on the other lender's finance contract also equals \$38,890.23.

If Line 5 (Amount Financed) on the other lender's finance contract is higher than your carefully negotiated "bottom line" (Unpaid Balance) on your Purchase Agreement, this means the finance manager has added optional items! *Politely tell the finance manager that you only want to finance the Unpaid Balance on your Purchase Agreement!*

And remember... You do not have to wait 90 days or make 3 payments with the other lender. You will not lose the additional rebate if you re-finance within 90 days!

If the finance manager tells you will lose the additional rebate if you don't make 3 payments or wait 90 days, just say "O.K."...because you know the truth!



Recap

- Conduct as much online research as possible before you test drive via the manufacturer's website as well as sites such as www.edmunds.com, www.caranddriver.com and www.motortrend.com
- Let HFCU know if you have a trade-in.
- Slow down and pay attention on your test drive.
- · Walk Away after your test drive. Leave the dealership.
- · Get multiple dealers to bid for your business.
- Communicate via email only.
- · Ask for a clean copy of the Purchase Agreement to be emailed to you.
- Let your HFCU Representative review the Purchase Agreement to ensure you are only paying for the vehicle plus legitimate Tax, Title, and License fees.
- Use your HFCU VIP Check to pay for the vehicle. Have your check filled out before you visit the finance manager at the dealership.
- Enjoy your new vehicle!