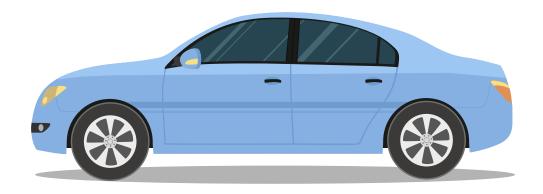




The Common Sense Approach to Purchasing a New Vehicle



The Common Sense Approach

to Purchasing a New Vehicle

In the market for a new car? Before taking the next step, let us help you through the oftentimes frustrating and tricky process of shopping for a new car.

No matter the car, we want to provide you with essential information that will make your carbuying experience a lot easier.

This step-by-step guide will help you in selecting and financing your new car, as well as tips on what to do with your old car.

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Follow our tips and you'll thank us later!

Get Pre-Approved



Become a Stronger Shopper

Before setting foot in a dealership, get pre-approved for a loan so you can know what kind of car you can afford.

At First Service, we make shopping for a car easy with an Express Check. An Express Check is essentially a blank check from First Service, good up to the amount for which you are pre-approved.

Once you decide on your vehicle, you'll be able to fill it out, hand it to the dealership, and go on about your day knowing you got a good deal on your new car.



LEARN MORE

Or visit ExpressCheck.org

Now that you're on your way to getting your financing done with First Service, it's time to pick out your vehicle. But before you do... slow down!

Slow Down

Do your Research

An impulse decision at the dealership could cost you thousands of dollars. Conduct as much online research as possible before you visit a dealership, starting with manufacturer websites.

The following websites also provide excellent industry reviews to help you research your ideal vehicle and compare to similar models:

- edmunds.com
- caranddriver.com
- motortrend.com
- consumerreports.org/cars



Understand your Trade Value

If you have a vehicle to trade in, invest in a good detail job or detail it yourself. Then provide the VIN, mileage, and vehicle condition to your loan officer at First Service. We have access to wholesale pricing data to help you determine a fair trade-in value. You should also be doing your due diligence in looking at the car value tools through the resources listed above to evaluate your trade.

It is important to determine your current vehicle's worth before you start your negotiations. Many dealers will attempt to underbid your trade. If your trade is worth \$10,000 and the dealer only gives you \$8,000, then you are essentially paying \$2,000 extra for the vehicle you are purchasing.

Schedule a Test Drive

When you see a vehicle that fits your ideal criteria during your research, set an appointment for a test drive. Be sure to include the whole family. If your spouse is going to be driving it, make sure they get a chance to test drive it. If you have kids, make sure they get a chance to sit in the back seat and make sure any car seats will fit. Have your trade appraised during your test drive.

During your test drive, take your time and evaluate equipment and packages.

Some dealerships will require you to provide your Social Security number for identification or Office of Foreign Assets Control (OFAC) purposes. In fact, some will not allow you to take delivery of your new vehicle if you do not provide it.

Do not provide your Social Security number on a dealer's credit application! Be sure to utilize the Social Security Number Authorization form at the end of this guide.

Negotiate via Email

Generate Inquiries

After you walk away from the dealership after your test drive, ask yourself the following questions:

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

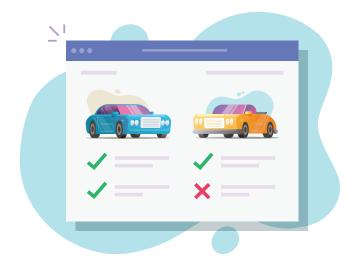
If you answer "yes" to both questions above, send your First Service loan officer a link to the ad or provide the VIN and mileage. We can provide input on a fair purchase price.

Then, pick up the phone and start calling area dealers within the driving distance you're willing to travel. Ask for the Internet Sales Manager and get their email address. Politely thank them, let them know you'll be reaching out via email and then get off the phone as soon as possible. Don't talk about the vehicle you want on the phone. All you are doing at this point is collecting as many email addresses from area dealers as you can.

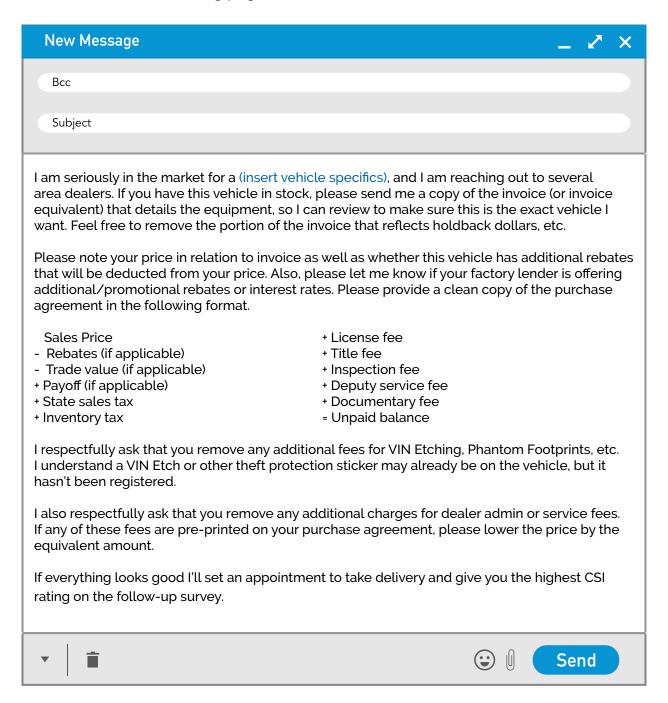
Once you have all of the email addresses, you will send the email on the next page to all of the dealerships asking for specific information. You should consider setting up a separate email address for this exercise. Once added to a dealership's email database, you are likely to receive many emails from all of the dealerships long after you have purchased your vehicle.

Beware if you see 0% APR dealer financing while online shopping or offered when you are emailing with dealerships. Do not assume that is the way to go.

More often than not, rebates to lower the purchase price of the vehicle will far outweigh any savings you would realize from taking 0% APR financing from the dealership.



Create a new email and blind copy all of the dealer email addresses you've collected. Copy and paste the email below with specific details regarding the vehicle of your choice. Send them a link to the actual vehicle that suits your needs. Dealers love to compete against each other. Follow the email instructions on the following page.



Forty percent of all new vehicles today are sold through dealership internet departments. The internet personnel know they are competing with other internet departments. Use this to your advantage and stick to email communication only.

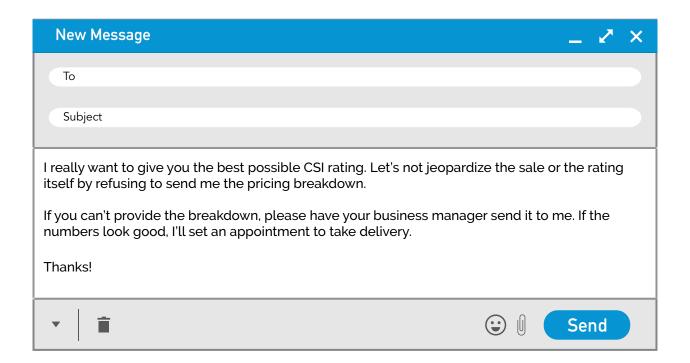
Keep in mind that rebates will vary from manufacturer to manufacturer based on market conditions, and not all vehicles will have a rebate.

Negotiate the Car

Requesting a copy of the purchase agreement via email will concern many dealerships simply 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 clear breakdown in the format outlined in your email.

You'll want to let First Service review your purchase agreement before you take delivery of your new vehicle. If you get into a rate conversation with the dealer at any time 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. Simply tell the dealer "I am already getting an excellent rate."

If the dealer refuses to send you a copy of the purchase agreement or equivalent breakdown, here's a possible response:



Why CSI Ratings Matter

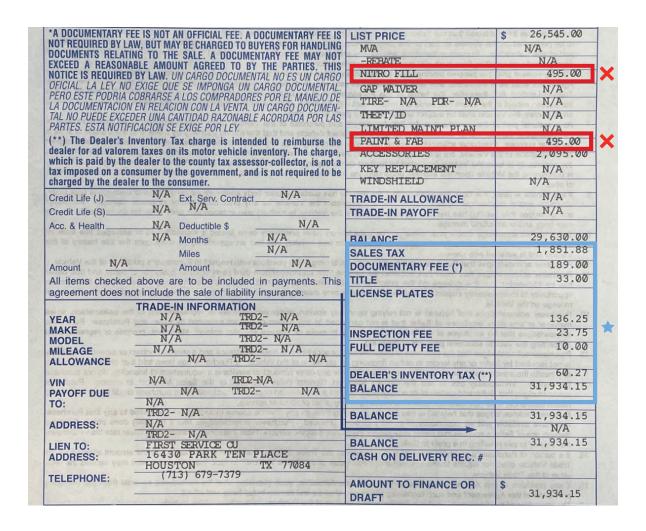
There is a tremendous amount of money to be made by dealerships for having high Customer Service Index (CSI) ratings. As such, understand that it gives you tremendous leverage as a consumer. While you may have to use it as a threat, if the dealer follows through, hold up your end of the bargain and give them those high CSI ratings.

Read more about why CSI is your hidden power: bit.ly/CSIHiddenPower

Review the Purchase Agreement

Now let's take a look at examples of "Clean" and "Dirty" purchase agreements.

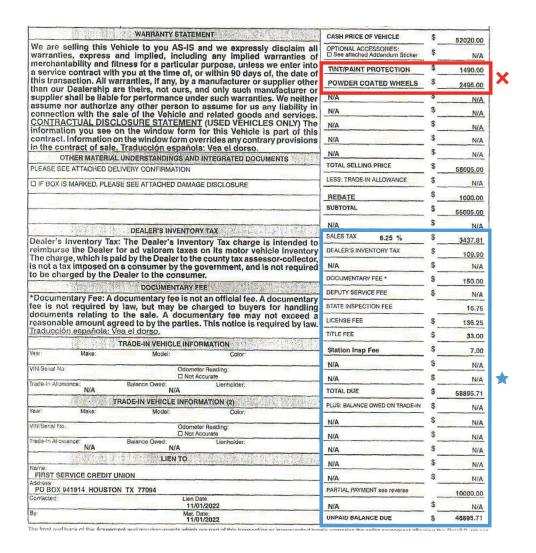
Purchase Agreement Example 1



On this purchase agreement, you can see that items like Nitro Fill and Paint & Fab total almost \$1,000, and these are not necessary. A good rule of thumb when looking for "dirty items" on a purchase agreement is to look for the items that are written in, as opposed to the items that are part of the original agreement. The items outlined in blue are legitimate fees. You can see the differences in the purchase agreement above.

*Due to the market, some items can not be removed.

Purchase Agreement Example 2

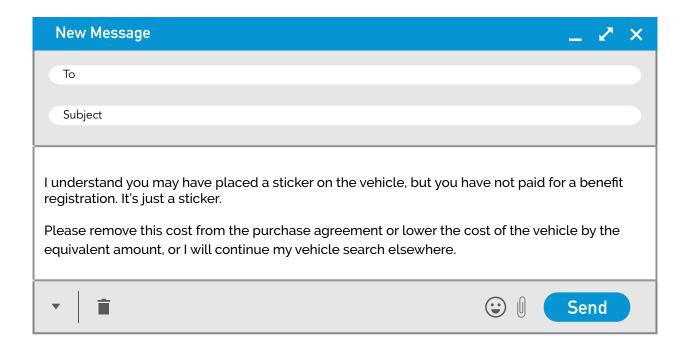


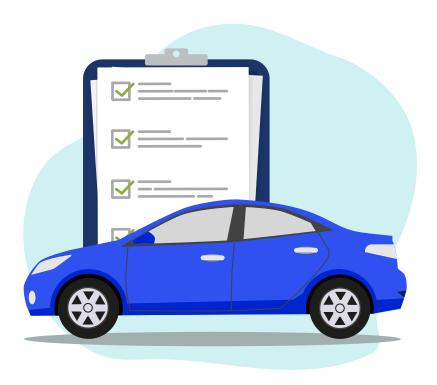
The sales price of this vehicle included almost \$4,000 in optional products on this "dirty" purchase agreement. The member requested that the dealer remove all the products before First Service funded the loan, or they would not purchase the vehicle.

The dealer wasn't happy, but the member ended up paying \$4,000 less for the vehicle.

First Service can provide you with Extended Warranty, GAP, and Multishield Protection at a far lower cost than the dealership.

As you are reviewing the purchase agreement, if the dealer tells you VIN Etching, Phantom Footprints, or Theft Protection are "already on the car," your response should be as follows:

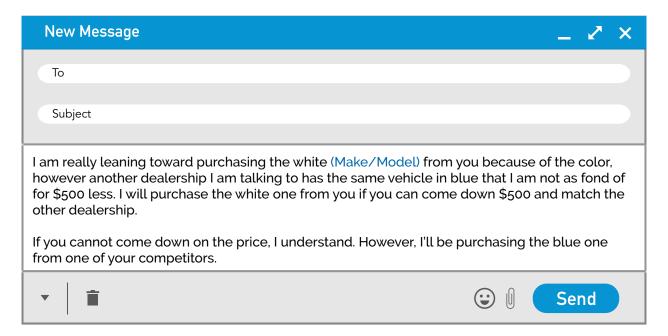




Finalize the Numbers

Once you have purchase agreements from all the dealers that are interested in competing for your business, you can compare them apples to apples. As long as all the dealers sent you information on the same vehicle with the same equipment package, you now have the ability to pick the best price.

You can also continue to negotiate on things like exterior/interior colors if that is something that is important to you. For example, if you would prefer a white car with beige interior and Dealer A has that one, but it is \$500 more than Dealer B who has a blue car with gray interior, you can email Dealer A and see if they would be willing to match the price of Dealer B.





Evaluate Dealer Financing for the Rebate

What if the dealer offers an additional rebate if you use the factory lender?

Sometimes, taking advantage of dealer financing in order to secure additional rebates can help you lower the total amount financed, and then you can refinance your vehicle with First Service to lower your payments. Your First Service loan officer can help you do the math to figure out if this is in your best interest.

In the example below, this member was offered an additional rebate of \$1,250 to use Ford Motor Credit Company (FMCC), but the rate with the dealership was much higher than the First Service rate. In this instance, the best course of action is to finance the vehicle with FMCC to take advantage of the additional rebate and then immediately turn around and refinance the vehicle with First Service at a lower rate. Keep in mind, you will have to let the dealer pull your credit, and you need to be sure they don't sneak any additional charges on your purchase agreement or finance contract.

Once the loan is established in the lender's system (typically 1-2 weeks), we can complete the refinance with First Service and pay off the factory lender.

UH TUXEDO BLACK 4C CAMEL LEATHER BUCKET SEAT

Important Notes

- 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.

- 1 \$1,250 ADDITIONAL rebate if you finance with Ford Motor Credit
- 2 Total of car minus initial rebate
- 3 Total of car minus initial rebate plus additional rebate



5048 00

In this example, if you finance with Ford you will receive an additional \$1250 rebate.

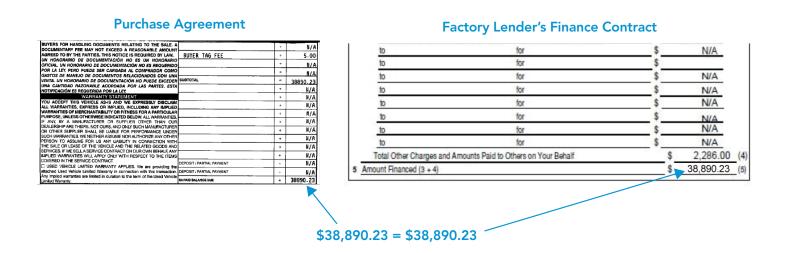
This effectively raises the total rebate amount from \$5250 to \$6500, thus lowering the cost of the vehicle.

4mcc

Remember, your First Service loan officer can run all these numbers for you and help you pick the right option for you.

If you choose to go with the factory financing, you need to make sure that the Unpaid Balance on your "clean" purchase agreement matches the Amount Financed (Line 5) on the factory lender's finance contract.

In the example below: 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! However, it is okay to purchase GAP insurance, so that you're covered in the event your car is totaled or stolen.

Once you go through with financing with the factory lender to take advantage of the additional rebate, do not forget to take the last step and follow through with First Service to refinance your vehicle with us.

Use Your Express Check

If everything looks good on the purchase agreement (and matches up to the finance contract if you are going to finance with them to take advantage of the rebate), make an appointment to take delivery. Make sure you have your Express Check filled out before you get to the dealership!

- Be specific about setting an appointment. Dealerships will tell you "just come on in" and then use that opportunity to try and flip the financing on you at the last minute.
- Ask that the car be parked out front when you arrive. Dealerships will use stall tactics like gassing it up or one last detail to try and flip the financing on you at the last minute.
- When you go inside to give them your Express Check and fill out a small amount of paperwork, don't take the bait when they ask what kind of deal you're getting.

In all of the above situations, simply say, "I am already getting an excellent rate with my credit union," then pay with your First Service Express Check, and enjoy your new ride!

Lastly, if the salesperson did a good job, hold up your end of the bargain from that very first email and give them those high CSI ratings.

So let's review:

- 1. Get Pre-Approved for an Express Check
- 2. Slow Down
- 3. Negotiate via Email
- 4. Use your Express Check

For any questions related to purchasing a new car, the First Service loan officers are here to help at 713.676.6919.



Social Security Number Authorization

By signing below, I authorize	(Automobile Dealership)
to utilize my Social Security Number for identific	cation purposes only in conjunction with an
automobile purchase from their dealership.	
This is not an authorization to access my credit	report.
By signing below, the dealer representative ack	
Security number to access my credit report and	
the dealership appears on Equifax, Experian, or	Transunion.
Purchaser – Print Name	Dealer Representative – Print Name
Purchaser – Signature	Dealer Representative – Signature
Date	Date