



March 2007

Newsletter

Our Mission

At Women's Automotive Solutions, we make car buying easy! We are a team of automotive consultants who work with dealers and wholesalers to enable our clients to get the best possible deal. We believe the car buying experience should be an exciting and pleasant process, and we are committed to creating a positive experience one client at a time.

What We Do

Women's Automotive Solutions will help guide you through the entire car selection and buying process.

1. Tell us what type of car you want (new or pre-owned), and we'll find it!
2. We will negotiate price and financing to enable you to get the best deal.
3. We arrange delivery of your new or pre-owned vehicle.

You simply sign the contract and take the keys!

We make car buying easy!

Effició Radio to Interview Women's Automotive Solutions

Effició Radio announced that their Small Business Radio Talk Show, **Real Women – Real Business – Real Solutions**, will be interviewing LeeAnn Shattuck, President of Women's Automotive Solutions on Monday, March 12th at 2pm ET.

LeeAnn was requested to be interviewed by Real Women because of her passion, her spirit and her soul that she's invested into her company. Sherese Duncan, President and CEO of Effició, Inc., the producer of the show, says, "We strive to include guests and programs which will enlighten

What is Your Trade REALLY Worth? (Probably not as much as you think.)

By LeeAnn Shattuck

I have so many clients who come to me and say, "I looked up my car on Kelley Blue Book, and it's worth \$XXX!" Unfortunately, it's probably not. Let's face it – we all love our cars (ok, some of us more than others) and think they are worth more than they actually are. Guides like Kelley Blue Book often serve to confuse us further. That is why I wanted to take this month to explain what truly determines a vehicle's value. Not to make you mad, but simply informed. To do this, we first need to learn who this "Kelley" guy is, and where his "Blue Book" came from.

Kelley Blue Book Co., Inc., began as the Kelley Kar Company, a Los Angeles based car dealership, in 1918, founded by Les Kelley. The dealership with three used Model T Fords and one employee, his 13 year old brother Buster. In order to build up inventory, he began circulating lists of cars he wanted to buy along with the price he was willing to pay for them. These price lists quickly became a trusted "standard" (since nothing else existed) among Los Angeles area banks and car dealers. In 1926, Les published his first "Kelley Blue Book", a guide to used car values. Over the years, Kelley Blue Book expanded nationwide and began to be used by insurance companies and lending institutions to estimate the value of a vehicle.

The problem with Kelley Blue Book is that its estimates are based on vehicle values in California, which (like everything else) are higher than most other areas of the country. This was actually a benefit if you were applying for a car loan or anticipating a payout from your insurance company! Unfortunately, the insurance companies caught on to this, and now most of them keep their own "books" with estimated values that are more favorable to their pockets. Auto dealers like CarMax use the inflated Kelley Blue Book values to their favor, making you think that you are getting a good deal on a car when you are really not. Some banks still determine auto loans based on Kelley Blue Book value, but many have moved to using the NADA (National Automobile Dealers Association) guides, which is based on both dealer and auction sales data. Dealers have their own book, called the Black Book, that estimates the wholesale value of vehicles based on weekly auction data. Edmunds.com has an online vehicle appraisal tool, but I have found their estimates to be high on most cars and low on others.

So, then, what *does* determine a vehicle's value? The same thing that determines the value of houses, stocks and cotton t-shirts – the market. That market varies almost daily, depending on your geographic location, the time of year, and who is buying cars that day. Everyone knows that convertibles sell better in the spring and summer, while SUVs sell better in the fall and winter. Except in Florida. You may ask, "If the market for my car changes every day, then how do I know what my car is worth?" If you want to get a rough idea of what your trade is worth, call any car dealer or Women's Automotive Solutions and ask what the Black Book value of your car is, based on the make, model, year, mileage and condition. You should also look on Cars.com and Autotrader.com to see what retail prices local dealers are asking for similar cars. A dealer will usually sell a car for a few hundred to a couple of thousand dollars less than the listed price. The dealer will typically offer you anywhere from \$2,000 to \$6,000 less than the retail price for your trade, depending on the type and condition of your vehicle, in order for him to make a fair profit on the resale.

The key things that affect your vehicle's market value are year, mileage, reliability (of the make/model), popularity and condition. Cars with high reliability ratings, like Honda and Toyota, hold their values better over time. So do certain "high line" cars like BMW and Lexus because of their desirability. A vehicle's condition is

and entertain our audience. LeeAnn was requested because we know she will provide robust information that our listeners can use." LeeAnn will be talking about how to save time, money and sanity when buying a car.

To listen to the interview and to learn more about the Real Women radio show, go online to www.efficio.biz/efficioradio.htm Monday, March 12 at 2pm ET.

Free Gas!

If you are a current or previous Women's Automotive Solutions client, and you refer someone to us, we'll send you a \$10 gas card once their deal is complete! Who couldn't use some free gas??

Contact Us

Each Women's Automotive Solutions consultant is an independent franchise owner.

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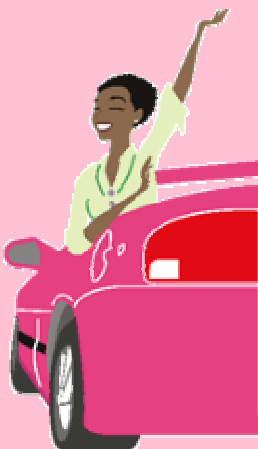
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determined by how well it has been maintained mechanically, the condition of the upholstery and paint, and whether or not it has been in any accidents. A scratch or scrape in the paint may lower the car's value by a few hundred dollars. If you smoked in your car, you will typically lose over \$1,000 in value! Finally, if you show up to the dealership with a car that hasn't been washed or vacuumed in months, don't expect them to offer you top dollar. They will have to spend several hundred dollars to get the car cleaned up and ready to resell. Remember - dealers are people too - and everyone likes a clean, shiny car.

When you ask Women's Automotive Solutions to help you purchase a car, we will also shop around your existing vehicle to get you the best possible price for your trade - at no extra cost! Or, for a fee, we can help you retail your vehicle to get an even better selling price!

Vehicle Spotlight - 2007 Honda CR-V

By LeeAnn Shattuck

Each month, I pick a quality vehicle out of a hat and write about it. The article contains industry information about the vehicle and, occasionally, my humble opinion. Neither the car manufacturers nor the dealers pay me to do this, I just like cars. If you have a suggestion for a vehicle spotlight, please email me at leeann@womensautomotivesolutions.com!



These days, when a car manufacturer redesigns an SUV, they tend to make the new model larger and more masculine. Not Honda. Not for the 2007 CR-V. Are they nuts? Not at all. Honda just knows what other automobile manufacturers don't - if you want to sell a ton of SUVs, design them for women.

"The CR-V is for women in their early 30s who either have a child under 2 or are about to have their first child," Christina Ra, a Honda product planner, told Edmunds (Edmunds,

"First Drive - 2007 Honda CR-V", September 2006). According to J.D. Powers, women make over 50% of all car purchases and influence more than 85% of them! Furthermore, the SUV has replaced the old station wagon as the busy mom's transportation of choice. Yet, most manufacturers are still designing their SUVs to appeal to men. No wonder Honda is kicking their butts.

The new CR-V still has just two rows of seats and is actually 3 inches *shorter* than the previous model. It is also one inch wider, providing better handling and more shoulder room inside, and has an additional cubic foot of cargo space in back. Honda also significantly improved the CR-V's convenience by switching from the old side-hinged rear gate to a light, overhead lift gate which is much easier to open when you are juggling a toddler and groceries. The rear doors of the vehicle now open to a full 90 degrees and don't swing back on you when you are fighting with an uncooperative kid and a car seat.

Don't worry - the new CR-V isn't just a baby-mobile. Honda knows that girls like to have fun, too. The 2.4 liter engine, intake and exhaust systems have been tweaked to put out 10 more horsepower and one more foot pound of torque than last year's model, making the vehicle decently responsive in traffic. Buyers can choose front wheel drive or 4WD, but the only transmission choice this year is the smooth-shifting, 5-speed automatic.

Like its older sibling, the Pilot, the CR-V now comes in LX, EX and EX-L trim levels. The base LX starts around \$20,000 and comes with front seat-mounted side airbags, full-length side curtain airbags, air-conditioning, a single CD player, power accessories and nice cloth upholstery. The EX adds alloy wheels, a moonroof, an upgraded stereo with CD changer, and a convenient rear cargo shelf. The upscale EX-L models start around \$26,000 and feature leather upholstery. For an extra \$2,000, you can get a navigation package that also includes a rearview camera, a PC card reader, XM Satellite Radio and a subwoofer. Every 2007 CR-V even comes with an auxiliary input jack for your iPod, so you can listen to *YOUR* music.