



MAKE \$100,000 A YEAR SELLING ON eBAY MOTORS®

A former 'Mega New Car Dealer' and eBay™ Platinum PowerSeller reveals 10 critical keys to your immediate success.

Learn why New Car Dealers are leaving \$1,000's on the table.

Learn why a small handful of top sellers are making 'obscene' profits...and how you can join their 'exclusive club.'

A former Mega New Car Dealer and eBay Platinum PowerSeller reveals how you can:

MAKE \$100,000 A YEAR SELLING ON EBAY MOTORS™

10 'secrets' that will unlock immediate additional income for you...starting today...at no additional cost...or risk.

First, some important background. You need to know who I am and why I can help you make more money selling on eBay. I was one of the largest New Car Dealers in America in the 70's. During the energy crisis, when everyone else was panicking, I became the second largest Pontiac dealer in the Country. I figured out how to sell full size 'gas hogs' to horrified buyers. In the late 70's I went on to build one of the largest Toyota dealerships in the Country—in a 'mid-sized' Alabama City.

Following that, in the early 80's, I perfected a system to lease luxury cars—sight unseen—to Doctors over the telephone. Years later I co-founded what has become—and still is-- one of America's most successful boat dealerships. My point is: I know how to move product...fast. In good times and in bad.

If you had told me that over 1,000,000 people would bid on...and buy...a car on eBay I would have told you: "you're nuts!!!"

Here's how I got involved and how I found the *secrets* that will add at least \$100,000 additional net to your bottom line—this year.

Several years ago—during a period of 'semi-retirement'-- I got back in the wholesale automobile business. Thirty years ago I had come up through the used car end of the business and loved it. After I started wholesaling cars, a few old friends 'alluded' to making some sales on eBay. I was curious...a dangerous thing. I am a typical 'compulsive,' I never do anything half way. About four years ago, I began analyzing eBay. I read everything I could find, and talked to everyone I could.

In January of 2003 year, my fiancé and I started selling a variety of items on eBay. I think the only way to truly learn a business is to get in the trenches and do it yourself. Take your 'lumps,' get your knocks, and find out for yourself what really works. We sold everything you can think of, all over the world. We learned how and what worked on eBay. We also studied and learned what the

other successful people on eBay were doing. Then we started selling cars. On June 24, 2003 we 'opened' Fendersplendor1 on eBay. In the next 8 months we **sold and delivered over \$1,000,000 worth of vehicles!**

During this period of time we also started selling Paint Meters on eBay. The Paint Meter business grew to the point where we now run it as a full time business. We sell to between 20 and 40 Car dealers a month and keep on top of the market.

What I spent 8 months and hundreds (possibly thousands) of hours learning can add **IMMEDIATE INCOME** to your bottom line. Everything in this report is tried and proven, not pie in the sky theory. I bought and sold wholesale every day until January of 2006. I can't afford to do anything that doesn't get immediate results. I sold cars on eBay almost every week. Most importantly, I have been involved with auctions since 1970. I understand the 'auction process' and how to make money at an auction—be it live, or on eBay. In the mid 90's I owned a small Internet business, and I learned the dynamics of the Internet. My fiancé and I do the eBay business alone...it isn't hard to do.

I have also seen why so many dealers (particularly New Car Dealers) are getting mediocre results on eBay...**and leaving a fortune on the table**. I have studied many of the most successful dealers on eBay, and I have looked at what the 'not-so-successful' are doing. I can tell you this: If you learn to work with eBay, and not try to force eBay to fit your preconceived ideas, you will make a fortune on eBay.

A word of caution! There are two things you need to know about this report.

One. This is not a 'beginner's manual.' It does not tell you how to get started on eBay, or how to set up a PayPal account. This report is for car dealers and people familiar with the car business who are already selling on eBay, or who are ready to get started.

Two. Do not let the short length of this report fool you. Every word is proven fact. You may disagree with some of my ideas...and that is good. One of the real secrets to success on eBay is to find out what works for you. Get your own style, and image. I prefer to sell exceptionally nice cars on eBay, but I have friends who do well selling some pretty average stuff. Keep this in mind; eBay is a growing 'monster' with tremendous potential. If you learn how to work the system it can—and will—make you a fortune.

Last but not least, this report is abbreviated to some extent. It would take a huge book to cover all the finite aspects of successfully selling cars on eBay. If you are smart and adventurous, you will easily be able to expand on the ideas in this report and make a fortune in the process.

Let's get started making an extra \$100,000!

1. Get committed to eBay specifically. This is a real business, and needs to be treated as such. It is—and should be-- completely and totally separate from your Internet Sales effort and your 'regular' sales force. Put one or two people in charge of the eBay business. Let all inquiries come directly to these individuals. I can't tell you the number of dealerships I go into that treat eBay as just another advertising source, to get ups for the sales force. While this may produce some leads, and even a few sales, it isn't the best way to profit on eBay.

The inventory you offer on eBay should be available to eBay buyers. You will quickly ruin your reputation if you sell out a few of your high bidders. Be sure that when a car hits your reserve on eBay, you remove it from your inventory and have it ready to deliver to the high bidder. I personally try to keep my eBay cars available only to eBay bidders.

It is critical that you build a positive feedback record on eBay, and the quicker you do it the better. eBay buyers will look to see what your commitment to eBay is and how you are treating customers. The higher your feedback; the easier and more profitable the sales will be. You also need to do an '**about me page**', with some history about yourself and/or your dealership. Believe me, potential buyers can and will check you out...top to bottom. Give them the information, up front.

If you are building your own eBay business, you may want to sell cars on eBay under your own seller name. This will build your value and credibility and allow you to continue to build the business; regardless of the direction the dealership takes. I did all of my wholesale business through a very large and successful wholesale dealer who also sells on eBay; but I do my eBay business in my own name to build my own credibility. This is very important, if you have the option.

2. Learn how to work the eBay systems to your advantage...don't try to force eBay to fit your mold. Take the time to learn **what sells**, and how to sell it. *eBay is different* from your 'regular' car business. It has its own systems and procedures. Some of what you already do will work-- some will not.

Different cars sell well on eBay, possibly different from your normal retail inventory. **Possibly cars you are wholesaling** and leaving a lot of money on the table. "Oddball" cars (think a Volvo wagon with a standard transmission) do very well. Vehicles under \$20,000 sell very fast. High-end vehicles—unless they are very scarce or very 'special'—don't move as quickly, and don't bring the gross. ***Study what is selling on eBay.***

There are several excellent sources of information. You might try vendio.com. They are a source of lots of great information to help you do a better job.

Learn to do 'completed item' searches on eBay. Be sure to see if the completed sales actually hit the reserve and sold. To do a completed item search, start by doing a search for a specific vehicle, then look at the left 'tool-bar' and click on completed items. This will pull up the auctions that have ended. Items that sold will appear in 'green,' and items that did not sell will appear in 'red.' You can also see the items that did not reach the sellers reserve. (Often quite a few)

Look (closely) at the competition. I found two or three big sellers, and tracked all of their auctions for a month. You can track the completed sales for any vehicle, and you can study your competition. Look at their auctions; see what they are selling, and how they are doing it. Follow their individual auctions and see what the cars are actually selling for. This is a little extra work, but I promise it will be the easiest \$100,000 you ever make.

I have a former partner—now a wholesaler-- who started selling on eBay two months ahead of me. I knew more about each of his auctions than he did! I studied every vehicle he listed, the times he used for his listings, the photos he used, and the descriptions he wrote. I looked at the hits he got, and the times his vehicles sold. By the way, his income has tripled since he started selling on eBay. Be like the Japanese...learn to copy and improve.

3. Adjust your "gross profit priorities." eBay is very much like a real wholesale auction, with everyone trying to steal a car. Like a real auction, most of the car sale prices are predictable, but every now and then one will 'break the bank.' Certain specialty vehicles that are very scarce or new to the market will always do well, but most cars bring between top wholesale and retail. To put most vehicles on eBay, trying to get top retail gross is a mistake. It is far smarter to take a car you wouldn't keep, and put it on eBay. A Mercedes dealership might not normally retail a Pontiac Trans Am on the lot, but the car might sell in a flash on eBay (if it is properly equipped). Someone has to 'study' what is selling---and for how much. ***Look at what the high mileage vehicles bring...relative to wholesale. This 'secret' alone can make you a fortune.***

The more you sell on eBay the better your chances for a home run. I have personally sold two cars in a row for a very slim profit (about what I would have received at an auction), and then—to my surprise—had the next vehicle (a high mileage van) break the bank. Look at your average gross—just like you do on traditional retail sales—and you will be very pleased with the eBay results. If many of your eBay sales are additional sales, which you wouldn't have normally sold, your net is going to go straight up.

Cars that don't sell well in your market are a great source of **additional gross profit**, as are vehicles that are "out of season." A convertible might be 'dead' in Detroit in November, but will sell to someone in Florida. You will be amazed the distance buyers will travel for a 'deal.' I lived in Florida, and in one recent week I had buyers from Virginia, Indiana, and Nebraska. Go figure!

The eBay format is particularly suited to a wholesaler, but a new car dealer can benefit too. If I were a new car dealer (again) I would take the better cars I was going to wholesale and the aged units I was going to wholesale and put them on eBay—with a realistic price. Sure, I'd put all the specialty cars I had on eBay, but the extra income is going to come from **money you are leaving on the table every month on the cars you wholesale**. If you can master this concept you will make a fortune.

I am a wholesaler and some of the cars I sell on eBay sell for about the same thing they would bring at the auction. However, every third or fourth car brings a lot more than it would have at the auction. If you are a wholesaler—or are selling cars for a wholesaler—you will find that your average gross will go up quite a bit when you sell on eBay.

On the last 18 cars I sold on eBay, I figured that I grossed \$15,000 more than I would have at the auction. There are still some cars I would send straight to the auction, and the results may vary slightly during the course of a year depending on how 'hot' the auctions are. It also cost me less to sell a car on eBay, and I often sold it before the next auction. To top it off, I don't have transportation cost to the auction—or no-sale fees. While I do not buy cars specifically for eBay, I am able to 'reach' a bit more for some units I know are hot on eBay. Several months ago, I bought a Toyota Avalon XLS and paid about \$500 too much. It only made a few hundred on eBay. The same dealer then sold me a high mileage van—the one I just mentioned-- that grossed over \$2,500. eBay will make you a lot of money if you learn to work the system—and work it consistently.

4. Be a smart lister. *When* you list helps determine your success. When you list also determines when your auction will end, another key to success. The length of your auction can play a role in your success, as can the initial bid, the reserve, and the buy it now price. Where you place your listing is critical, and the description you use is extremely important.

- **Make sure the vehicle is listed under its proper category.** I just put a Volvo V70 XC on eBay. The eBay choices were very confusing and I had to correct the listing to get the car under "Cross Country." Check other vehicles of the same make and model and see where they are listed.
- **Use 5 and 7-day** auctions, ending on Monday or Tuesday Evening. Weekends are especially 'soft' during the summer months.
- Always be listed on **Friday** night, **Sunday** night, and **Monday** night.
- Never end on a Saturday—Saturday is useless in eBay land for automobiles. (Other items actually sell well on Saturday.) Beware of ending on an extended Holiday Weekend. I just left \$500 or more on the

table with a Honda I let expire on Sunday Morning during Labor Day. The buyer called me and asked me how she got it so cheap. I had to tell her that the seller (me) was a nincompoop!

- End all of your auctions at 8-9PM Eastern...remember eBay uses Pacific time in all auctions.
- Be sure to use the 'Category Featured' option, so your vehicle will be in the top of searches potential buyers are doing.
- Make sure your heading and sub-heading has the right 'key words' in it. You are limited in the number of words you can use, and it is extremely important to get the *words people will actually be searching for* in the headline. Pay very close attention to the headings some of the successful sellers are using. The 'sub-heading,' right under the picture is also very important because it shows up when people are scanning the listings.

5. I like a low initial bid, to gather lots of early activity. While the early bids are usually "amateurs," they make it look like everyone on eBay is interested. Activity usually creates activity (bids). *I typically set my reserve at the lowest price I would take at the auction*, sometimes lower. (eBay costs less than an auction.) Usually when a vehicle hits the reserve, the bidding action picks up. As I said, I have sold a few cars for less than I thought they would bring, but then out of the blue I get a home run, and sell one for a lot more than I expected. You gotta swing at the ball to get hits.

I have mixed emotions about '**buy-it-now**' prices, and can argue for and against. My current thinking is to use them and to encourage the potential bidder to call me and negotiate the price. About half my sales are closed when someone calls me and negotiates the buy it now price. Using a buy it now price may keep an occasional vehicle from really selling for 'big money,' but my plan is to sell every car I put on eBay, as fast as I can. If I know a car is real hot I may set the buy it now for a better gross, and if I have a high price unit I am 'concerned' about, I make the buy it now **an obvious good deal**. I usually set my 'buy it now' price about \$1,000 to \$2,000 above what the vehicle will bring at an auction. I just had a 2002 Jaguar X-Type that the local Jag Dealer—a good buyer—offered me \$24,000 for. I put it on eBay with a \$25,850 buy it now, and sold it for \$25,500, to a 'buy it now' caller—my only bid.

Don't panic during the bidding cycle. Typically there are early bids, then a period of inactivity. Sometimes you will wonder if the car is still listed on eBay. The serious bidders start the day of the end of the auction, and you will find that with 12 hours to go you may still be several thousand dollars away from your reserve. (If you have a car that is already 'in the money' with a day to go; you have a home run on your hands.) Smart bidders don't get in until the end. Also people who are going to call you to use the buy it now may wait to see what is happening and call you a few hours before the end of the auction. You need to

be immediately available on the phone during all of your eBay auctions. *I put my cell phone number in all of my auctions and encourage the bidders to call me. I build my entire game plan on getting the bidder to call me and negotiate the price. However...I do not like the recent addition of "make an offer."* I used it some in my Paint Meter listings and got too many stupid offers. Like all of eBay I suggest you try it and see if it works for you.

6. Reserves. Some of the most successful dealers on eBay sell with no reserve, but **I would not recommend starting this way.** In our other business (lilmidgestuff) we try to sell almost everything with no reserve. The fact is: no reserve auctions almost always draw more bids—and higher prices. I can't afford to take the gamble with cars—but know some dealers who do it successfully. What I do try to do is to set my reserves as low as possible—for several reasons.

- If the vehicle is one I am going to wholesale (which I do with everything) I ask myself; "What is the least I would take at the auction on a bad day?" I then deduct the auction fee and the transportation cost, and use this as my reserve. As I have said, I sell a few cars for minimal gross (but usually all they were worth), but I get shocked occasionally when a vehicle goes through the roof.
- The second reason to set a low reserve is to get the "Reserve Not Met" sign to go off. If people think you want too much for a car, they may not bid on it. The bidding usually increases when the reserve is met.

One last word about sale prices. Cars are worth what the 'market' will bring, not what you paid for them, or what you owe on them, or even what you hope they will bring. It is important to know the true wholesale value of the vehicle you are trying to sell, and price it accordingly. Yes, there are a handful of suckers who will pay too much for a given car, but if you are going to build an ongoing eBay business, you better learn to "put your cars on the money." Collector Cars are another story, but I prefer to build my business around cars I can sell every day to ordinary people.

7. Photographs and 'stories' do all the work...and get the gross profit up. Lets get straight to the point...long copy sells! Tell the whole story. Make your copy personal; **talk to 'the' buyer.** Tell him all the history and the background on the vehicle. Add any interesting facts. If you have a service history or a CarFax report, tell the buyer. If the car just had a recent full service, tell about it. Does it have the books? Records? Was the owner someone famous? Was it traded on a new Jaguar?

If you are looking for the absolute 'newest' 1999 ML 320 in existence, then you have just hit 'pay dirt.' The sophisticated car buyer who can act decisively and quickly will make one of the best 'deals' they have ever made on this almost new Mercedes ML 320. Driven less than 26,500 miles by a prosperous Naples, FL family- this vehicle is pristine, inside and out.

I was standing at the Mercedes Dealership when an elderly couple traded in this nearly flawless Lincoln LS V8. Finished in shimmering White Pearl with Bavarian Crème (light tan) Leather, and driven less than 9,000 miles per year. If this stunning Lincoln LS were on the showroom floor you would believe it was new. Please call me for all the specifics on this exceptional Florida car...

Just as long copy helps, so do **good pictures**. At least 20, more if **you use eBiz Autos** or one of the other listing services. We currently use eBiz Autos (www.ebizautos.com) and use about 30 photographs for each listing. I personally like to take all of my pictures with a pretty, contrasting, background. I take them with the Gulf of Mexico in the background; my former partner uses a beautifully landscaped lake. It's extra work, and it pays off. Here are some quick rules for your pictures:

- Separate the car from any other vehicles, and get it where it stands out, by itself. This is critical! Make your vehicle 'special.'
- **Check your lighting!** Certain colors are a real 'challenge' to get right. Make sure the color is 'true.' Watch where the sun is, so you don't get glare or shadows. Practice. Go to a bookstore and thumb through some of the car books, checking the angles the cars were photographed from.
- Watch for shadows when you photograph the interiors. Be sure to get lots of good clean shots of the interior. Show all the seats and the carpet.
- Be sure to show all the special features in your photographs—even the owners books on European cars.
- Show that the alloy wheels are 'flawless,' and that the tires are 'new.'
- If the car has a minor flaw or two, try to get a good picture of the flaw.

I have had many buyers comment on the pictures I use. When someone is looking through all of the cars listed in any given category on eBay, you had better give them a reason to stop and look at yours. Eliminate any questions from the buyers mind. Take a look at the following photographs from 'real'

auctions, to get an idea of 'right' and 'wrong.' Good pictures are the single most important thing you can do to increase your sales and profits.



HPV

The photographs above and below do a great job of highlighting the vehicle. The vehicle 'stands out,' and the background has a pleasant contrast.



HPV

The following two photographs are average, but look at the background clutter. These are typical of the photographs most New Car Dealerships use. With the competition on eBay you need to make your vehicles stand out. Get your car away from the other cars.



Here's how to really 'blow it.' I love the wrecker in the background, and the auction numbers on the windshield. Check the paving.



Tell them something negative. One last 'secret' about your copy, *tell them something negative* about the vehicle. This establishes trust and credibility in you. A simple statement such as: "I noticed that the tailgate had some small scratches where the owner loaded and unloaded things, so I had it professionally refinished," works wonders.

The exterior is close to perfect. I use a QuaNix 4200 paint meter to check for previous body damage/paint work, and the only exception I could find anywhere on the car, was a meticulously repaired small parking lot dent in the lower right rear door. The repair was perfect, and if I hadn't mentioned it you would never notice it. All of the Toyota VIN stickers are on each panel of the car, which insures you that no parts of the car have been replaced.

Many sellers on eBay try to hide—or not disclose—problems. I like to get them right up front. My feedback is critical to me and I want every buyer to know exactly what he or she is getting. I have had several comments saying, "If you'd go to the trouble to tell us about 'that' then you must be honest."

Idea !! I used a *FenderSplendor Paint Meter*. **(I am the distributor)** Credibility is the name of the game on eBay, and I use the fact that I check every car with a Paint Gauge as a selling feature. Remember, you want to stand out from the crowd. The more specifics you can give the better. Buyers are very skeptical. I want the person who is making a big monetary decision to know that they can trust me. The people buying from you are going to be skeptical. I had a recent sale where I included the fact that I paid for a CarFax report. Later, when I talked to the buyer, I found that she had paid for another report.

8. Screen your bidders with two days to go. Now we are getting down to serious business. You need to manage every 'auction' just as you manage every sale, in a Dealership. As the bidding gets to the last day, I e-mail every bidder who *is new to e-Bay*. I ask them to call me or e-mail me to let me know their intentions. I can—and do—block bids from 'unqualified' bidders. You are going to get some "non-paying bidders" but if you watch it closely, you can keep it to a minimum.

Don't sweat the deals that fall through. Just like any other sales, some will fall through. The most likely cause is someone new to eBay clicking the buy it now feature. There are also a few idiots who don't realize that they are making a binding commitment when they bid. I have had two non-paying bidders out of the last twenty sales. The non-paying bidders always seem to click buy it now in the middle of the night. You can usually spot these non-paying bidders right

away. They won't contact you right after the sale and often times; they won't return your e-mails.

I suggest sending an e-mail as soon as possible to the winning bidder. I thank them and give them my phone number. I also remind them when the \$1,000 deposit is due, and how they can pay it. If I haven't heard from them by noon of the following day, I e-mail again. If I get no response, I do an eBay search and get their phone number and call them.

The 'flakes' are easy to spot. The most common excuse is: "my teenage son got into my account and did it." Others will tell you: "I'm trying to get everything together."

9. Calls and e-mails during the auction. You will get calls and e-mails during the auction. Many will want to know what your reserve is. **I do not tell them.** I simply say, "We never disclose our reserve out of fairness to all the bidders." If the person gets involved and starts bidding, they may keep on bidding. If you tell them the reserve, they may drop out and stop bidding all together. You will also get calls wanting to know approximate transportation costs, so you will need to be familiar with the shipping costs. Respond to all of your inquiries immediately...this is why I suggest having one person in charge.

Make a habit of asking all your callers if they want to use the buy it now feature and give them a reason to do so. Believe me, they will lose the car at the last minute in many cases. (Remember, many bidders wait 'til the very end to bid, and people who really want the car will get left out.) **I offer to cut the price slightly and to pay the documentary fee, if they use the buy it now.** My feeling is that if they took the time to call, they are serious and they need to be closed. We are in the selling business. I let every caller know that I am a wholesaler and that I am going to send the car to the auction if it does not sell on eBay—there will be no second chance. I also remind them that they are buying the car at a 'wholesale' price.

10. Tell the winner exactly what steps to take. The person who is the high bidder or who uses the buy it now, is scared to death that they just made a mistake. Let's face it; buying a car—sight unseen—is scary, especially for the layperson. You need to really step up and be a total professional to get the sale successfully completed. Your new buyer will be looking for you to spell out every step they have to take. Here is a 'short-list' of things you need to cover:

- Be specific about your terms and conditions. If you specify a \$1,000 deposit in 48 hours, make sure they understand, and comply. (I have had several buyers, who lived close by; bring the total amount the next day.)

- Make sure they know when the balance is due and what type of funds you take for the balance. I take PayPal for the deposit, but not for the balance. (The discount is too much.)
- Make sure they understand that the car must be paid for before a truck picks it up. If they are coming to get the car and there will be a time delay, you still want to get paid immediately.
- Try to get them to come and get the car or to send someone they trust to get it. I really encouraged them to come to Florida and pick up the car—this saves trucking hassles.
- If they are coming to pick up the vehicle be very clear on what hours you are available—some of your buyers will book flights that arrive in the middle of the night.
- Get paperwork overnighted as soon as possible, and be sure to include a return overnight envelope. Make sure you and the customer understand all the paperwork and where the taxes are being paid.
- Get them to place their insurance immediately and have their agent fax you proof of insurance. **This is a sure-fire way to make sure they are committed.**
- Check out the vehicle at least a day before the buyer is coming to get it... or before the auction ends. Many of your 'winners' will show up to pick up their new car before you will have time to make any last minute repairs. I recently had a couple in Virginia use the buy it now at about 3P.M., rush to the bank for a Cashiers Check, then get in their car and show up at my lot early the next morning to get their new car. Fortunately, the car was ready to go.
- If you have honestly and completely described the vehicle, the buyer should be pleased when they see it. I wash it the morning before they arrive. Every one of my customers has been 'amazed' at how clean their car was. Always 'under-promise' and 'over-deliver.'

Some last minutes ideas. eBay now has a "dealer center" located on ebaymotors.com. It has a wealth of helpful information. eBay has also added an affiliation with HSBC and offers financing. If you are an independent dealer you may want to look into this feature. I also continue to suggest getting the customer to call you, and have found that some sharp sellers are actually putting the phone number in the "Item location" line at the top of the listing. Finally...if you are very good on the phone and confident in your ability to get an honest description, you might want to take trade-ins. Some of the most successful

sellers on eBay have seen a large jump in their sales when they started taking trades. If you finance or offer trade-ins, be sure to play it up in your listings.

Bonus. Get positive feedback and guard it like Fort Knox. Just as CSI became the 'law' with most Manufacturers; on eBay 'feedback' is critical. 'Set-up' every customer for positive feedback during the delivery. Get a commitment from them, and promise them good feedback in return. This is very important, and as your positive feedback goes up, so will your sales and gross. I have never seen a business where the potential buyers check you out as closely as they do on eBay.

I usually give my customer a day or two, and then I e-mail or call and remind them to leave feedback. I also never leave feedback until they do. Should they say something negative, I want to be able to respond and protect myself.

I do report non-paying bidders, although some sellers are afraid to. Some eBay sellers are afraid that if they report a non-paying bidder, that bidder will leave some 'fictitious' negative feedback. I'll take my chances...I want the non-payers off of eBay.

If you want to get your feedback up in a hurry you can buy products you need on eBay. Be sure to pay quickly, and to ask the seller to leave immediate positive feedback. I did this at first to get my first "star" which keeps you from looking like a 'newbie.' You also learn a lot about how eBay works. If you are new to eBay, **I suggest starting off by buying and selling some small items. Once you get a feel for eBay you can move on to vehicles.**

Remember, eBay is a rapidly changing business. It already is a 1,000-pound Gorilla, and it is going to get bigger, with or without you. I believe one of the best ways to make money is to get involved (early) where there is already tremendous momentum.©

Here's to your 'first' extra \$100,000,

Allen Willey

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This report in no way guarantees that you will make money selling on eBay. The \$100,000 figure used on the cover of this report is an example only, and in no way is a guarantee of income. Individual

success will vary with experience and the ability to find vehicles to list on eBay. The ideas in the report will vary in their effectiveness with the individuals' ability to implement them.

The author of this report, Allen Willey was the former President of Southern Cellular; a large publicly held Telecommunications Company. Southern Cellular, a wholly owned subsidiary of Resurgens Communications, Inc., merged with LDDS and Metromedia to form what is now WorldCom/MCI. During his Presidency, Allen took responsibility for twenty-three branches, in five states, with over 150 representatives.

Allen was also the founder and owner of several large automobile and boat dealerships. He was the founder and owner of Action Toyota, which was one of the twenty largest Toyota Dealerships in America. Additionally, Allen became the youngest Rolls Royce Dealer in America, in 1976. Thunder Marine, which Allen co-founded in 1988, is still one of America's most successful boat dealers. Allen also co-founded American Medi-Lease-Houston, an automobile leasing company, which used direct mail for leads and leased exclusively to the Medical Profession.

Most recently, Allen is the President of FenderSplendor, Inc. FenderSplendor is the OEM Manufacturer of the 2008 FS 488 Lighted Paint Meter. FenderSplendor has over 4,000 Dealer and Auction Customers. FenderSplendor, Inc sells on the Internet and on eBay.

Allen is a graduate of the Business School at Samford University, holding a degree in Finance. He was one of the youngest members of the Board of Directors of Central Bank of Birmingham and is a former Marine.

The author does business on eBay as "Fendersplendor1.

The author was assisted in the preparation of this report and in the marketing of the eBay business by Dawn Thomas, who operates her own eBay business under the seller name of 'lilmidgestuff.'

In preparing this report the author used his own experiences in building his eBay business and included information from two former business associates who are very successful on eBay. The author confesses to blatantly stealing any good ideas he can find from other successful sellers. However, after 'stealing' an idea, the author proves its effectiveness with his own money, on his own auctions.