

# Auto-responders: NEW JERSEY AUTO AUCTION

## # 1 – Trade Ins

Hi Bob,

Do you have a car or truck to trade in? If so, you've come to the right place.

The New Jersey State Auto Auction accepts all kinds of trade ins and offers top dollar for your used car or truck. Been to the dealer and couldn't believe the price they offered you? You're not alone. The worst thing you can do is trade your car in at the dealer.

And forget about the hassle of trying to sell your vehicle on your own. You'll spend all of your time dealing with "lookie loos" and talking to people who want to lowball you on price. It can be a total time killer.

Did you know we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City? See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

### So why should you consider trading in your vehicle with us?

- We'll offer you the highest price...**Kelly Blue Book or higher!**
- Hundreds of vehicles to choose from. Leave your clunker with us and ride home in something nicer!
- **No pressure!** Stroll the lot, take a look at the vehicles and talk to an associate when you want to, you are in total control
- Financing for anyone. If you've been turned down before, those days are over
- **Live auctions** every Saturday at 12:00 noon – see how you can save!
- The nicest people in the car business ;)

If you've had a negative experience in the past with a trade in, we think you'll enjoy our customer service. **See how the New Jersey Auto Auction is different.** We are here, seven days a week, ready to serve you!

Be sure to find out more about our Warranty Plans, Auto Financing and Full Auto Service Department - Need an oil change or auto repair? Call Brian, our dedicated Service Manager, and he'll take care of you. Come down in the next two days, and **get an oil change on your current vehicle for free!**

A sales associate will contact you soon to answer any questions you may have. If you would like to talk to us today, feel free to call us at (201) 200-1100.

We look forward to working with you on your trade in!

Sincerely,

Laz

New Jersey State Auto Auction  
406 Sip Avenue  
Jersey City, NJ 07306

Visit Our Web Site: <http://www.NJStateAuto.com>  
Follow Us on Twitter: <http://www.Twitter.com/NJAutoAuction>  
Become A Fan on Facebook: <http://www.Facebook.com/NewJerseyStateAutoAuction>  
Subscribe to our Videos: <http://www.YouTube.com/NJStateAuto>

## # 2 – Selling My Car

Hi Bob,

Is it time to sell that old car or truck? Ready to drive something nicer?

If you've thought about selling your car at the dealer, forget about it. People everywhere rate going to a new car dealer as one of the worst experiences in life. And its true.

And if you think its better to sell your car on your own, guess again. You'll spend more time showing the car, rearranging your schedule, dealing with no shows and haggling with cheap people! It's not worth it.

Sell with us! At New Jersey State Auto Auction, we're unique. We treat people with respect. And we can sell your car for top dollar. Plus, we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City. See them all right here:  
<http://www.njstateauto.com/preowned/index.cfm>.

### So why should you sell your car with us?

- We'll get the highest price for your vehicle and pass along a nice commission to you!
- We make it easy - simply drive your car over, fill out a few simple forms and you're done
- Fast, easy and...**you get paid with a Same day check!**
- We have a massive volume of cars and trucks, instead of making 20% (like how the dealers operate), **we make a paltry 1% on each one**, but make it up in the sheer number of vehicles we sell.....which means YOU WIN!
- Not convinced? Feel free **to shop us against anyone else** and see for yourself. If you find a lower price, we'll beat it by 10%

**Plus, you'll enjoy our low pressure environment!** Stroll the lot, take a look at the vehicles and talk to an associate when you want to, its that simple. Been turned down before? No worries, we can finance anyone. **Live auctions** every Saturday at 12:00 noon – see how you can save! ...and why we are the nicest people in the car business.

A sales associate will contact you soon to answer any questions you may have. If you would like to talk to us today, feel free to call us at (201) 200-1100. *\*Contact us in the next 24 hours and **we'll cut \$300 off the price of your vehicle purchase.***

We look forward to hearing from you!

Sincerely,

Laz  
New Jersey State Auto Auction

### **# 3. Introduction - who we are - about us -**

Hi,

If you're like most people, you bought a new car at a dealership at some point in the past and endured less than adequate service, right?

It's unbelievable what happens at new car dealers in this country. Its like all they care about is the money. Well, you know what? We've been in this business for a long time and we can tell you – many of them do.

At New Jersey State Auto Auction, we're different. We operate according to the Golden Rule: treat people the way you want to be treated. Plus, we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City. See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

Open since 1994, we help people everywhere find and buy quality pre-owned cars, trucks, vans and SUVs below Kelley Blue Book (KBB) value. If you are looking for Used Car Bargains at Wholesale Prices with Clean Titles, then you have come to the right place.

#### **So why is the New Jersey Auto Auction the best place to buy or sell a car?**

- We **source our cars at low prices** and pass the savings on to you
- We have a massive volume of cars and trucks, instead of making 20% (like how the dealers operate), **we make a paltry 1% on each one**, but make it up in the sheer number of vehicles we sell.....which means YOU WIN!
- We're an auuction – whatever the market wants to pay becomes the final price
- Not convinced? Feel free **to shop us against anyone else** and see for yourself. If you find a lower price, we'll beat it by 10%

**Plus, you'll enjoy our low pressure environment!** We wont bug or hassle you. When you walk on the lot, we let you browse through at your convenience. After all, that's the way it should be. Very few people know exactly what they are looking for when they come to a car/truck lot. **When you visit us, we give you the space you need.**

We also offer Auto Loan Financing, Online Auction Bidding, Auto Insurance, Extended Warranty Plans and we have a Full Vehicle Service Department. We are the largest car auction in the tri-state metro area, serving New Jersey, New York, Connecticut, Pennsylvania, Maryland, Delaware, Virginia and DC.

**People like you love the New Jersey Auto Auction.** In fact, we are ranked #1 in customer service for all Public Auto Auctions in the Northeast Region. Not bad, huh? Come meet our friendly team of car and truck experts.

Visit us in the next two days, and **get an oil change on your current vehicle for free!** We are here, seven days a week, ready to serve you.

Call today... (201) 200-1100 - and let us **earn** your business.

We look forward to seeing you soon!

Sincerely,

**Laz**

New Jersey State Auto Auction

## **#4. Our Departments - Auto Sales, Service, Auto Financing, Title, Buying**

Hi,

Ever been to an auto auction? Many people haven't.

But, if you have, you'll know that most simply auction off vehicles – and that's it. No financing, no service, nothing but cars going in and drivers going out.

At New Jersey State Auto Auction, we're unique. We don't just sell cars and trucks at great prices. We have a full service department, provide great financing, take care of title and can even buy your car if you like. Like a new car dealer, we run a full service operation.

And we know what high quality service is all about. Plus, we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City. See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

### **So what's so great about all of our departments?**

- We're your one stop shop! Get it all done right here, at one time
- **We all work together with one goal in mind: provide you with the highest quality service, period.**
- Once you're done buying your car (at a rock bottom price), you get your financing done, take title and then go on to our Service Dept to schedule your first service, 1-2-3-4...its that simple!
- Our prices are incredible – really. Just ask some of our customers.
- Not convinced? Feel free **to shop us against anyone else** and see for yourself. If you find a lower price, we'll beat it by 10%

**Plus, you'll enjoy our low pressure environment!** We won't bug or hassle you. When you walk on the lot, we let you browse through at your convenience. After all, that's the way it should be. Very few people know exactly what they are looking for when they come to a car/truck lot. **When you visit us, we give you the space you need.**

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## **#5. Our Good Reviews and Top Ratings (search our name in Google)**

Hi,

There is nothing like a **third party validation** to make us feel good about a product or service, right?

All you need to do is look at the popularity of Amazon.com or Epinions or even Trip Advisor.com and you can see how important real reviews from real people are.

At the New Jersey Auto Auction, we are lucky to have hundreds of satisfied customers, many of whom have shared their positive comments with us.

At New Jersey State Auto Auction, we're different. We know how to treat people right. Plus, we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City. See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

### **So what are people saying about the New Jersey Auto Auction?**

*"Employees were very courteous and helpful."*

*"I would recommend them, because you can work with their people on price and they're friendly."*

*"Helpful, and not aggressive."*

Plus, when you type in "new jersey state auto auction" in Google, you'll see we're listed #1! Google "nj auto auction" and we're also #1. It seems that the search engines love us too. And its no surprise, our site has been around a long time and we provide a ton of great information online – info that can help you make a decision on buying a car or truck. You see, the search engines reward sites that provide a positive user experience. We're proud to say that we pass their test too!

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## **#6. Fact Finding for Car Shoppers - We provide Free KBB Evaluations, Free Carfax Vehicle History Reports**

Hi,

Buying a used car is a little like trying to find your way in the dark. You'll pay a much lower price than buying new, but you don't really know the true history of the vehicle.

Or do you?

In the past few years, a new service has been around that provides used car buyers with a complete vehicle history report. This information can be invaluable when you are looking for that perfect car or truck – one that will provide you with years of good service. This service is called CARFAX. And it will cost you \$34.99.

Unless of course, you come visit us, **then it's totally FREE.** Good news right? Plus, we'll also throw in a free Kelley Blue Book evaluation. Not a bad deal.

### **EACH CARFAX REPORT CHECKS FOR:**

- Major Accident
- Mileage Rollback
- Multiple Owners
- Frame Damage
- Lease, Personal, Taxi or Police Use
- Total Loss
- Rebuilt
- Flood Damage
- Airbag Deployment
- Mileage Rollover

- Salvaged
- Hail Damage
- Branded a Lemon
- Last Reported Mileage
- Junked
- State Owned
- Length of Ownership
- Estimated Miles Driven Per Year
- Not Actual Mileage
- Recall Information
- Warranty Information

Plus

- \* Service, Inspection, and  
Registration History

CARFAX Reports help you to Be Smart... and Be Sure! And as a way of saying “thanks”, its just another one of the ways we like to make your buying experience the best one ever. Plus, when your vehicle is checked by CARFAX, you can ensure that it has a clean title. It also includes the CARFAX Buyback Guarantee.

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## **#7. Coupon - 2nd Chance Offer (like an ebay second chance)**

Hi,

So, lets say you have a vehicle for sale that’s going through our auction. You get the bid you want, the buyer says they will pay and then....backs out or doesn’t qualify. What do you do then?

If you're not able to complete the sale with the winning bidder, we allow you to send a “Second Chance Offer” to anyone who bid on your vehicle (or was present at the auction and wanted to bid). It works just like Ebay.

When you send a Second Chance Offer, the bidders you've sent the offer receive a message asking if they'd like to buy the vehicle at a certain price equal to their last bid amount. It's up to the buyer to decide whether to accept the offer.

Not all auctions do this, but we aren't just *any* auction – we are the best one in the country!

### **So what are the other reasons why working with us makes sense?**

- We **source our cars at low prices** and pass the savings on to you
- We have a massive volume of cars and trucks, instead of making 20% (like how the dealers operate), **we make a paltry 1% on each one**, but make it up in the sheer number of vehicles we sell.....which means YOU WIN!
- We're an auction – whatever the market wants to pay becomes the final price
- Not convinced? Feel free **to shop us against anyone else** and see for yourself. If you find a lower price, we'll beat it by 10%

If the winning bidder didn't pay you, you can of course, try to resolve the issue with the original buyer before sending a Second Chance Offer to another bidder. But, we think this process takes it a step further and helps you do what you wanted to do originally: **sell your vehicle at the price you wanted.**

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## **#8. Limited Time Offer to Buy - \$400 off Internet Price**

Hi,

At the New Jersey Auto Auction, we already have **rock bottom prices**. But what if I told you that **we'll knock and additional \$400 off our already low Internet prices?**

Would that motivate you to buy the car or truck of your dreams? I bet it might.

Look, we understand that it's been tough for everyone out there – this economy is unbelievably bad. We all have to make each dollar stretch as far as it can. We get it. So, we're doing our part to make it work for you. And we really want to sell you your next vehicle.

At New Jersey State Auto Auction, we're pretty special. We know how to treat people right. Plus, we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City. See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

And the best part? You wont find better prices on cars or trucks anywhere else...guaranteed. And with this extra \$400 in cold hard cash, you're getting the deal of the century. ;)

### **So why are our prices below Kelly Blue Book?**

- We **source our cars at low prices** and pass the savings on to you
- We have a massive volume of cars and trucks, instead of making 20% (like how the dealers operate), **we make a paltry 1% on each one**, but make it up in the sheer number of vehicles we sell.....which means YOU WIN!
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We look forward to seeing you soon!

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New Jersey State Auto Auction

## **#9. 67% of all new car buyers end up buying a used car - search PR release from KBB**

Hi,

Did you know that 67% of all new car buyers actually end up buying a *used car*?

Its true. According to Kelley Blue Book, they are coming over to the pre-owned side in droves.

Plus, people everywhere rate going to a new car dealer as one of the worst experiences in life. The salesman bait and switch, the poor selection and those crazy prices! Who wants to lose 20% of the cars value when you drive it off the lot? It's crazy.

At New Jersey State Auto Auction, we're different. We know how to treat people right. And we have over **300 Cars, Trucks, Vans and SUVs** on our 3 acre lot in Jersey City. See them all right here: <http://www.njstateauto.com/preowned/index.cfm>.

And the best part? You won't find lower prices on cars anywhere else...period.

**Why do so many people end up buying a pre-owned vehicle?**

- You can get a quality vehicle for half of what a new car or truck costs
- The manufacturers are making higher quality vehicles nowadays, so they last longer than ever before
- The economy! Who has \$25-30K laying around for a new car or truck?
- Auctions like ours **source our cars at low prices** and pass the savings on to you
- Not convinced? Feel free **to shop us against anyone else** and see for yourself. If you find a lower price, we'll beat it by 10%

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Visit us in the next two days, and **get an oil change on your current vehicle for free!** We are here, seven days a week, ready to serve you.

Call today... (201) 200-1100 - and let us earn your business. See why all those folks who originally were going to buy a new vehicle, actually bought used.

Sincerely,

Laz  
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