

*The Westwood
Guide to*

SELLING YOUR CAR PRIVATELY

We've been around
since 1978. We've
learned a few things



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SELLING YOUR CAR

A step-by-step checklist



**Selling your car is simple.
But it's more work than you think.**

(If you want to do it right)

Carfax and Lien Checks

Carfax (formerly Carproof) has records of all reported vehicle history. Even if you're the only previous owner of the vehicle and the car is in mint condition, informed buyers will want a Carfax report that proves it, and won't buy your car without it. A Carfax is \$75 per report.

A **lien** is interest in a car that the owner grants to another party, such as a bank, as security or collateral for a debt. You don't want to buy a car with a lien. Luckily, lien checks are also provided in Carfax reports.

Carfax Website

<https://www.carfax.ca/why-buy-a-report>

Learn more about liens

<https://www.canada.ca/en/financial-consumer-agency/services/loans/financing-car/risks-car-liens.html>

Addressing Mechanical Concerns

There are endless stories of people unloading their old vehicles just before they had to shell out for an expensive repair or part replacement. As such, buyers are extra wary about buying a car that's going to cost them more money a couple months from now.

You can alleviate that stress, justify a higher selling price and make your car overall more attractive for purchase by having an independent mechanical check done. CAA and Canadian Tire are examples of recognizable names that will run you \$100-\$200 for an inspection, but reputable local garages are also a good choice and often cheaper.

If you don't do this, be prepared to wait days for a "buddy" of the buyer to look over the car first and come back with half a dozen issues that warrant half off your asking price and wasting your time.

Learn More about Pre-Purchase Inspections

<https://www.carfax.ca/resource-centre/articles/why-a-pre-purchase-inspection-is-important.html>

<https://www.bcaa.com/automotive/bcaa-auto-service-centre/vehicle-inspection>

Detailing

Time to make your car pretty. A good wash and vacuum will work wonders.

Money spent here is money earned, which is why many go the extra mile with a professional detail costing about \$350. The better the car looks, the more you can get for it. Some research is necessary to find a detailer that does good work for a good price.

Also take into consideration any cosmetic concerns that might be worth fixing. Dings, scratches, dents, rips in seats, ect. This is a balancing act between repair costs and how much more you can charge after doing them.

Market Price Research

How much do you want? How much are others willing to pay?

We find **private sellers have the best luck when they base their price on what local dealerships sell for**. This is because dealers have to do their research first, and know the market.

Listings websites like **Craigslist, Kijiji, Autotrader and Cargurus** are great for getting a feel for what's out there, just keep in mind many listings from private sellers may just be random prices not based on research, and therefore have no luck selling.

Another consideration with price is that there's a measure of security associated with buying from a dealer in the form of warranties and return policies, and convenience factors like financing. You'll have to price your car a little lower to compete with that. People buying privately are looking for a deal.

Advertising

Once your car is ready to be sold, where do you actually go to sell it?

Posting Ads

These are the websites we recommend posting to, as they are easy on the wallet and reach the most people. Don't forget to renew them if they get old!

Craigslist

Kijiji

Autotrader

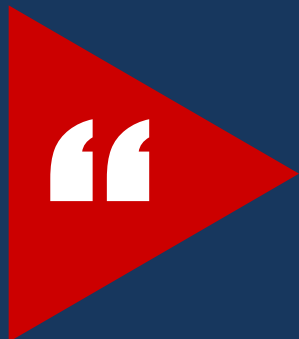
Facebook Marketplace

Vehicle Description

A compelling description is just as important as a good cleaning. Give it a wow factor. Focus on features and what the car is great for. Get enthusiastic! A touch of humour is always a plus.

Photos

You spent all that time/energy/money on cleaning up your car, don't lose it all with a poorly lit, terribly cropped, washed out image taken on an old phone. Take the time to do it right. Know someone with a good camera, or at least has a good eye? These are the attention grabbers. Take 6-12, showing every side and highlighting any good features like sunroof, alloy wheels, hitch, ect.



The car is the star.

A sample photo batch

Fielding Leads

Communication

You have options to be available via phone call, email and text, so choose the ones that work for you, but the more options you have, the more people will contact you. Leads will come at all hours though, so be prepared for that, because buyers expect timely replies.

Meetings and Test Drives

Meetings and Test Drives

People have jobs and responsibilities, so it might be a bit of a dance to settle on a day/time/location that works for you. Give enough leeway timewise so that no one feels rushed. People don't like to buy or sell under pressure.

Preferably pick daytime hours in a location familiar to you that is well-lit, public and easy to take the car out for a test drive. Parking lots are great for this.

Make sure you have a way to contact each other when not at a computer, in case you or the buyer is late to the meeting.

Be prepared for no-shows. In our experience, half of potential buyers don't bother showing up when buying privately. Maybe they found a better deal, maybe they forgot. It's just the nature of the beast.

Negotiation, Payment and Insurance

Negotiation

Always know your bottom line (the lowest you're willing to go) and be prepared for some hard negotiators that want a sizable sum off your asking price. Take it from us, we always offer our best price first, and even though it's the lowest price around, there are folk that *still* want to haggle. We don't, but it's up to you. And don't let your emotions get involved. If you're firm on price, it's helpful to say that in the ad to avoid wasting time.

Payment

Certified cheques, Bank Drafts or cash are the best forms of payment, and best performed at a bank. Modern methods of transfer are convenient but leave the parties involved open to a little less security and headache if things don't go smoothly. Personal Cheques not recommended!

Insurance

Go with the buyer to a licenced ICBC Insurance Office to have the vehicle transferred out of your name. It's not recommended to sign documents without an insurance agent present, as you might still be deemed liable if the vehicle is still registered to your name after the transaction is completed, and something happens.

Congratulations! You sold your car!

...or did you?

Don't have the time? We can help.

Like we said, it's a lot of work to do this right.

If you'd prefer to just take your money and run,
we'll buy your car and remove the hassle.



[Contact Our Buying Agents](#)

About Westwood Honda



Established in 1978, Westwood Honda has grown to become a premier Honda dealer in the Lower Mainland region. Throughout our history we have strived to achieve the best possible customer experience through top-notch repair and maintenance work, deep industry knowledge and a commitment to our community. We offer one of BC's largest selections of Certified Honda Vehicles and we are the largest seller of used electric vehicles in Canada.

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