

How to Negotiate Any Car Like a Pro This Holiday Season

Drive Away with a brand new car (or used) with Confidence and Big Savings

A guide by Amigo Insurance Agency



Hi Amigo!

At Amigo Insurance, we understand how exciting—and sometimes overwhelming—buying a new car can be, especially during the busy holiday season. That's why we've created this guide to empower you with the tools, tips, and insider knowledge you need to negotiate like a pro and walk away with the best deal possible.

Whether you're buying your first car, upgrading to something new, or just exploring your options, this guide is here to simplify the process, save you money, and help you feel confident every step of the way.

From uncovering the best time to buy, to knowing exactly what to say during negotiations, we've packed this guide with actionable advice to make your car-buying experience smooth and stress-free.

So grab a cup of coffee, dive into these tips, and get ready to negotiate a deal that'll leave you smiling long after you drive off the lot.

Here's to finding your perfect car at the perfect price!

Warm regards,

The Amigo Insurance Team 🚗 ✨

How to Negotiate Any Car Like a Pro This Holiday Season

The holidays aren't just for gift-giving—they're also the perfect time to snag an unbeatable deal on a new car. But if you walk into a dealership unprepared, you might miss out on savings worth thousands of dollars. This guide will arm you with all the strategies, tips, and tricks you need to negotiate like a pro and drive away with the best deal possible.

1. Timing Is Everything: Know When to Buy a Car

The holidays—and especially the end of December—are prime time for car buyers. Here's why:

- **End-of-Year Quotas:** Dealers are eager to hit their annual sales goals and clear inventory to make room for new models.
- **Best Dates to Shop:** Visit the dealership between December 26th and 31st. This is when sales teams are most motivated to cut you a deal.

Pro Tips:

- **Decide which car you are going to get:** You are thinking about buying a car you most likely have a good idea on which car you would like to get. Knowing this, will make it easier for you.
 - **Go Late in the Day:** Salespeople are more likely to agree to a lower price if they want to wrap up their shift with a sale.
 - **End of the Month:** Combine end-of-year pressure with end-of-month urgency for maximum leverage.
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2. Research Before You Go: Know the Numbers

Knowledge is power in negotiation. Before you set foot in a dealership, gather these essential numbers:

- **MSRP (Manufacturer's Suggested Retail Price):** The sticker price of the car.
- **Dealer Invoice Price:** What the dealer paid for the car—often thousands less than the MSRP.
- **Kelley Blue Book (KBB) Value:** The car's fair market value based on real-world data.
- **Consider insurance costs:** Driving off from the dealership with a brand new car also involves protecting your brand new wheels. While doing your research, give us a call and we will be happy to help you find the best price on your auto insurance. This will give you

an idea of how much a month you will be paying for your car and its protection once you drive off the dealership.

KNOW YOUR NUMBERS!

Find out how much the insurance for the car you are planning on buying will be.



GET YOUR QUOTE

Or give us a call:

(773)849-9000

www.amigoinsurance.com

Tools to Use:

- Visit websites like Kelley Blue Book, Edmunds, and TrueCar.
- Research manufacturer incentives, rebates, and special offers.
- Get going and visit a couple or more dealerships that you know carry the car you are looking for. Go in person.
- Visit www.amigoinsurance.com to get your instant quote.

Pro Tips:

- **Print Your Research:** Bring printouts of your findings to the dealership.
- **Set Your Price:** Decide on the maximum amount you're willing to pay before you arrive.

Here is more about about “Sticker Price”:

The **sticker price** is the price displayed on the window sticker of a car at the dealership. It's also known as the **Manufacturer's Suggested Retail Price (MSRP)** and represents the amount the manufacturer recommends the dealer sell the car for.

Key Things to Know About the Sticker Price:

1. **Includes Standard Features and Options:**
 - The sticker price reflects the base price of the car plus the cost of any optional features, packages, or add-ons like upgraded sound systems or leather seats.
2. **Excludes Taxes and Fees:**

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- It doesn't include taxes, registration fees, or dealership fees (e.g., document fees or delivery charges), which are added to the final price.
3. **Not the Final Price:**
- The sticker price is a starting point for negotiations, not necessarily the amount you'll pay.
 - Dealers often have room to negotiate below the sticker price, especially if there are discounts, incentives, or the car is part of older inventory they need to clear.
4. **Why It's Important:**
- Knowing the sticker price helps you understand the starting point for negotiation and evaluate if the dealer's offer is reasonable compared to the car's fair market value (use tools like Kelley Blue Book or TrueCar for comparisons).
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Pro Tip:

Never pay the full sticker price without negotiating! Many factors, like dealer incentives and inventory pressure, can lower the price significantly. Always research the **invoice price** (what the dealer paid the manufacturer) and aim to negotiate closer to that number.

How much below sticker price can you negotiate?

How much below the sticker price you can negotiate depends on several factors, including the car's demand, the dealership's inventory, and the timing of your purchase. However, here are some general guidelines and strategies:

1. Aim for 5% to 15% Below Sticker Price

- **New Cars:**
 - On most new cars, you can typically negotiate 5% to 10% below the sticker price.
 - For models in high demand, the discount might be smaller, closer to 3%-5%.
 - For less popular models or cars that have been on the lot for a while, you can push for 10%-15% off or more.
 - **Luxury Cars:**
 - Luxury brands often have less room for negotiation. Aim for 3%-5% below sticker price but be ready for smaller discounts.
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2. Look at the Dealer Invoice Price

- The dealer invoice price is what the dealership paid the manufacturer for the car.

- Many online tools (e.g., Kelley Blue Book, Edmunds, TrueCar) provide estimates of invoice prices.
 - **Your Goal:** Negotiate as close to the invoice price as possible. Dealers often mark up the invoice price by 8%-15% to reach the sticker price, so there's room to haggle.
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3. Factor in Incentives and Rebates

- **Manufacturer Incentives:** These are discounts offered by the manufacturer to the dealer or directly to the buyer, which can significantly lower the final price.
 - **Dealer Rebates:** Some dealerships may offer additional rebates or promotions.
 - **Example:** If there's a \$2,000 rebate on a car, your target price should be the invoice price minus the rebate.
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4. Use Timing to Your Advantage

- **End of the Year:**
 - The end of December is prime negotiating time because dealers want to hit their annual sales quotas.
 - **End of the Month:**
 - Salespeople are trying to meet monthly quotas, making them more flexible.
 - **End of the Day:**
 - Dealers are more likely to make concessions to close the deal quickly.
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5. Consider the Car's Demand

- **High-Demand Cars:**
 - If the car is new, popular, or in short supply, dealers may not budge much.
 - **Low-Demand Cars:**
 - Older models or less popular trims often have more room for negotiation.
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Realistic Targets:

1. **Popular Cars:** 3%-7% below sticker price.
 2. **Less Popular Cars:** 10%-15% below sticker price.
 3. **Year-End or Clearance Events:** Up to 20% below sticker price for outgoing models.
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Pro Tip:

Focus on the **out-the-door price**, which includes all taxes, fees, and extras. Some dealers may lower the sticker price but sneak in high fees, so always clarify the total cost before signing.

3. The Right Salesperson: Who to Talk To



Not all salespeople are equal. The right salesperson can make or break your experience.

- **Seek Out the Top Performer:**

- Look for someone experienced, calm, and professional. They are less likely to push you into a quick deal and more interested in building a relationship.
- Ask, “Who’s been here the longest?” or “Who is the top salesperson?”

Pro Tip: Avoid salespeople who seem overly aggressive or eager to upsell—you’re here to negotiate, not to be pressured.

4. Focus on the Total Price, Not Monthly Payments

Dealerships love to lure buyers with low monthly payments. Don't fall for this trap—it can hide inflated prices and longer loan terms.

- **Negotiate the Out-the-Door Price:**
 - Include all fees, taxes, and extras.
 - Once you've locked in the total price, then discuss financing options.

What to Say:

- “What's the total cost of this car, including taxes and fees?”
 - “Let's agree on the price first, then talk about monthly payments.”
 - “Is that the cost without additional add ons or perks?”
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5. Shop Around and Let Dealers Compete

Your power as a buyer increases when you have options. Contact multiple dealerships and get quotes for the same car.

How to Do It:

- Email or call dealerships to ask for their best price.
- Mention competing offers to encourage better deals.

Pro Tip: Dealers are more willing to lower their prices when they know you're shopping around.

What to Say:

- “Dealer X is offering \$25,000 for the same car. Can you beat that price?”
 - “If you can match or beat this offer, I'm ready to buy today.”
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6. Keep Your Emotions in Check

Car buying is exciting, but don't let emotions cloud your judgment.

Strategies to Stay Focused:

- Bring a trusted friend or family member for support.
- Take breaks during negotiations to think things through.
- Be prepared to walk away if the deal doesn't meet your expectations.

Pro Tip: Dealers are trained to use high-pressure tactics—don't let them rush you.

7. Master the Art of Negotiation

Negotiation is where the magic happens. Use these golden phrases to tip the scales in your favor:

- "Is that the best you can do?"
- "If you can include [specific add-on], I'll sign today."
- "What's the lowest price you can offer me?"
- "I'm ready to buy now if you meet my price."

Pro Tip: Silence is a powerful negotiation tool. After making your offer, stay quiet and wait for their response.

8. Bonus Tip: The Walk-Away Power Move

If you're not getting the deal you want, politely thank the salesperson and walk out. This is one of the most effective tactics to secure a better offer.

Why It Works: Dealers don't want to lose a sale, especially at year-end. Most will call you back within 24 hours with a better deal.

9. Checklist: Stay Organized at the Dealership

Bring a printed checklist with these key details:

- Car make, model, and year.
 - MSRP, invoice price, and KBB value.
 - Competing dealer offers.
 - Your target price.
 - Questions to ask during the negotiation.
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10. Seal the Deal with Confidence



With the right preparation and tactics, you'll walk out of the dealership knowing you've secured the best deal possible. Use this guide to approach the car-buying process like a pro, and don't let anyone out-negotiate you.

Remember, buying a car could be an overwhelming experience for the unprepared buyer. Don't allow yourself to be caught in a deal that you will regret down the road.

Get prepared!

Follow the steps on this guide and arm yourself with the knowledge that will save you thousands of dollars in the future.

Give us a call at (773)847-9000 and one of our amazing team members will help you find the best coverage or visit www.amigoinsurance.com to get an instant quote.

Thank you for downloading this guide and taking the time to read it.

Happy shopping!

👉 [Get your instant quote today!](http://www.amigoinsurance.com)



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