

Guide to Selling your Classic Car

Don't let the process of selling your classic car be a burden, our guide will walk you through every step, from setting a fair price to finding the right buyer.

Read more >>



About Us

We build, service, sell and consign cool vehicles. Our approach has revitalized the culture around us.

What sets us apart is our understanding that cool means something a little bit different to everyone.

01 Prepare



Presentation is your first and strongest opportunity to make an impression on a potential buyer. A little elbow grease can be the difference in securing the most market value for your vehicle.

02 Market Research



Do you know what they say about opinions? Well, most people don't know all of the factors that affect a market price. We share the most important (and often missed!)

03 Create Listing(s)



When you're selling a product, the more eyes the better. It's important to list in as many places as possible if you're looking for a serious buyer.

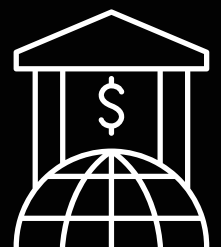
04 Managing Appointments



The test drive is particularly important when the product is a classic car. You must be ready to show the vehicle in person to potential buyers.

05 Financing & Notary

Hoping for a cash purchase drastically reduces your pool of potential buyers. Having financing and a notary lined up will save you from a headache down the road.



A photograph of a red classic car, possibly a Ford Mustang, parked on a city street at night. The car is positioned in the foreground, facing left. In the background is the Erie Art Museum, a large building with classical architecture featuring columns and a pediment. Several large, illuminated art posters are displayed on the building's facade. A bright street light is visible in the upper right corner, casting a strong glow. A semi-transparent text box is overlaid on the center of the image.

Your presentation
reflects your
confidence in the
vehicle. **Pictures
are everything.**

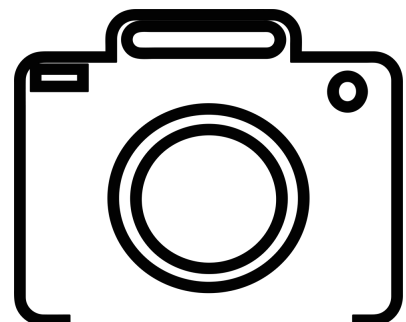
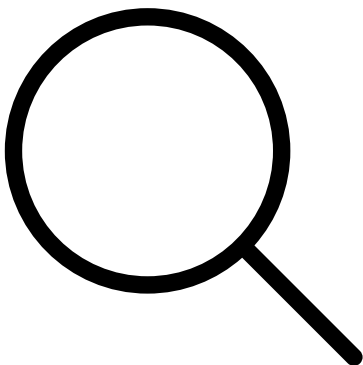
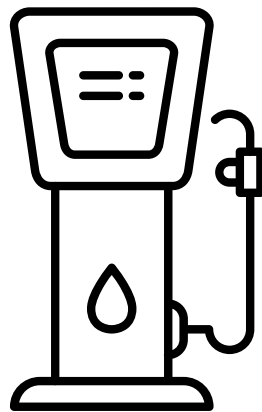
How to Prepare your Classic Car for Sale

YOUR LISTING MUST REFLECT THE CONDITION OF THE VEHICLE.

No matter how unique the car, the photos must be your greatest resource.

As long as it is online, all of your potential buyers are window shopping. Your photos must make the car look good enough to sell itself. No amount of information in the title or description can overcome a bad photo.

A wash and vacuum are not enough for unique cars. Get it *clean*. Streak-free windows and sparkling wheels will set you apart from any other listings. It also reflects how well you took care of the vehicle. These simple things add value!





TITLE & DESCRIPTION

The title and description are your opportunity to share any valuable information about the vehicle itself. Think about what you would like to know. Does it have matching serial numbers? Are there any modifications from stock?

INTERIOR PHOTOS

As nice as it looks from the outside, a buyer will spend more time than anyone else inside. Share photos of the seats, odometer, the dash; the more the merrier. Surprises will not help you sell! Remember, cleanliness matters!



UNDERCARRIAGE CONDITION

A good indicator of how well a vehicle has been maintained is the condition of the undercarriage. A little surface rust is common to even well-maintained classic cars, however surprises here must be avoided at all costs!





Market value is the
amount someone
else is willing to
pay

Determine A Fit Value

Unfortunately, popular tools such as KBB and Edmunds often don't provide realistic values for unique and classic cars. You must investigate the market.

STEP 01

Find the most recent sales of comparable vehicles. While exact matches are elusive, it's great to compare with similar years, models and trim packages.

STEP 02

Consider the condition compared to those recent sales. Mileage, parts, paint, interior and more are all factors that differentiate one car to the next, even if they're the same year, make & model.

STEP 03

Consider your region. If you're from a region that experiences a winter weather/season, you're going to get less value than in somewhere like Florida or Texas, for example.

EVERY CAR HAS A UNIQUE AND COMPLEX HISTORY OF OWNERSHIP. DON'T COMPARE APPLES AND ORANGES.

Be wary of stories "My buddy sold one..." and "I saw one for sale..." because personal experience has no relationship with market data. The same goes for sentimental value.

This can be the most difficult step of listing your car online. Think of it this way: If you list the price at \$100, you will have buyers ready that day. If you list for as much as, or more than the most expensive sale, you might wait for months with no action.

Ultimately, vehicles are worth what someone else is willing to pay for them. At NFI Empire we spend thousands of dollars each month to get our inventory in front of tens of thousands of eyes.

Finding Buyers:

Where should I list the car?

**Local
Classifieds**



**Major
Nationwide
Classifieds**



Niche Forums



**Facebook
Groups &
Marketplace**



**Craigslist
Regional
Classifieds**

At NFI Empire we advertise our inventory to global audiences every day. Time and time again we find the right buyer in Europe, Australia or the Middle East.

Keys to a Successful Showing

✓ **TRANSPARENCY**

When someone agrees to come see your car, they're making a real investment into this process. Don't let the vehicle be a surprise when they come to see it.

✓ **CLEANLINESS**

The single best thing you can do to prepare the vehicle itself is have it clean. No dust throughout the interior or dirt on the body, windows or wheels will reflect your care.

✓ **SETTING**

Settle apprehension during the appointment. Get the vehicle out in good light and fair weather. You want the buyer to be able to open the hood, get inside or even crawl under.

✓ **CONFIDENCE**

The nature of selling cars is that everyone is going to try and negotiate. Confidence in your market value will give you a leg up.



Tire-kickers are an inevitable part of selling a car yourself. Remember what they say about opinions? NFI Empire handles these appointments every day.

Dealing with tire-kickers is simply the largest single driver of vehicles through our consignment program. When you're serious about selling a unique vehicle, dealing with tire-kickers gets exhausting fast. We sift out the serious and qualified buyers.



FINANCING

You have a buyer that wants to purchase. Odds are they don't have thousands in cash and will need to finance the vehicle. Often, banks don't have the tools or facilities to appreciate added value to a unique or classic car.

NOTARY & TITLE WORK

The title of the vehicle will need notarized, whether it be for the bank or new owner. The notary will also collect the taxes associated with the sale. This appointment can't be scheduled until you come to a purchase agreement.



DELIVERY

Many classic and unique vehicles are valuable because they've been selectively driven. You're limited by geography and weather if you are not prepared to arrange transportation. NFI Empire uses logistics services to move cars across the world.

Now that you're ready to list your vehicle, it might be best to let a professional manage the process. Join our consignment program today, and we'll take care of all these steps for you!



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