

NEWSWHEEL

SPRING 2004

Our 10TH Birthday— ARE WE STILL RELEVANT?

In September 1993, we started Auto Buyers' Consultants. After 10 years in business, I was thinking out loud, "Is my company still relevant?" I realized that most other companies claiming to be auto consultants over the last ten years had gone out of business. WHY?

After a little research, we learned that all of these other companies were actually auto brokers. An auto broker is a group or company that gets fees from the buyer and seller (i.e., car dealers). These auto brokers get a small fee from the buyer and a larger fee from the dealer. Obviously they are not working for the client's best interest and are no more than a glorified sales person. Fortunately, most clients could see them for what they really were and took another approach to their car buying.

This is where my company comes in. Have you ever walked into a car dealership and experienced the pressure of a professional salesperson? I love when car dealers try to force feed you the big line: "What is it going to take to get you to do business TODAY?" This is the kind of pressure



that most car buyers face when they are only trying to decide which car they are really interested in. Dealerships are trying to force you to make a decision before knowing exactly what you want.

We, on the other hand, work only for you, the buyer.

Because of this, we get much better financial car deals for our clients when we have only their best interests in mind. It really shows my company's complete independence from the people who sell us our cars.

Ten years have gone by quickly, but this is the reason that Auto Buyers' Consultants is still relevant to your car buying needs. Trust is a commodity that can't be purchased; we hope that we have gained yours. We think that the few thousand clients that have used us to purchase their cars and trucks in the last 10 years are ahead of the curve.



auto
buyers'
consultants

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Business Profile

Mike Solito of Auto Buyers' Consultants has been in the car business for over 18 years. He began working in the industry in 1985, starting in sales and then also working as a desk manager and general sales manager in local car dealerships. In 1993, Mike started his own company that reflects his unique view of the process of buying and selling cars. A.B.C., Inc. is the only consulting company in Pittsburgh that works only for the buyer. Mike looks out for a local clientele of over a thousand people. Here are just a few of the companies that use A.B.C., Inc.:

Kirkpatrick & Lockhart
GlaxoSmithKline Beecham
Triangle Tech
Clima-Tech
The Beechwood Company

Mike helps up to 40 individuals and companies buy cars every month.

Service Charges

*Cars and Trucks under \$40,000:
\$350.00
Cars and Trucks over \$40,000:
\$500.00.*

WE ARE A PROFESSIONAL AUTOMOBILE consulting service designed to make car purchasing easy and hassle free. Auto Buyers' Consultants Inc. provides clients with an auto-buying expert to assist in all aspects of the car buying process. We are a hands-on innovative company that has been in Pittsburgh for more than ten years.



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