



FORTUNATE FORD NEGOTIATION

Confidential Information for Potential Ford Purchaser

You were a victim of the most recent recession. Since then, you've weathered more personal, professional, and financial upheavals than you'd care to count. You lost your job in software sales for a large company, got divorced, tried piecing together odd jobs, and had to give up your condo in downtown Dallas on a short sale. Finally, at age 54, things seem to be turning around. You landed a new job in software and equipment sales for a Cincinnati area company that manufactures conveyor systems and sells related industrial operations software.

You decided to locate in a relatively rural area about 15 miles from downtown because it is beautiful, affordable, and entirely different from Dallas. On the drive to Ohio, yet another calamity occurred. Your seven-year-old Ford Focus was smashed in a parking lot. The only good news was that your insurance company came through right away with a check for \$10,000. The bad news is they stopped paying for a temporary rental.

You NEED a car to get to your job on Monday morning, three days from now. And you'll need a car for sales calls. There are no company cars. You won't qualify for financing on a new car, given your recent credit history, and you don't want to take on more debt. You have always liked Fords; they are safe, heavy, and drive well.

You had \$4,000 in your checking account, before that additional \$10,000 from the insurance company. Money matters: you want as much as possible for living expenses before your first paycheck. Still, you don't have time to fool around. You have to set up the apartment, read over a pile of new company material, and get ready to impress. The job starts Monday.

Yesterday, you saw a "for sale" sign with a phone number on the back of a ten-year-old Ford Focus. You asked your new neighbor if she could drive you over to see and, hopefully, buy the car. If you don't buy it, you will have to find and pay for a rental for at least the next week.

You did some Blue Book research. The numbers for private sales numbers came in at \$6,000 - \$7,000, depending on condition and mileage. You forgot to ask about mileage but a 10 year old car must be at 100,000 miles or more. That might lower the price. You don't know if the seller would wait it out for a private sale or sell it to a dealer. The Blue Book lists the dealer sales value as between \$7,743 and \$8,032, depending on whether it's in "excellent" or "very good" condition. You plan to negotiate for the lowest price possible. But you will pay what you have to, constrained only by your bank account and the recent insurance check.

This morning, you called the number on the car's "for sale" sign, spoke with the owner, and confirmed the car was still for sale. The owner agreed that you could come by and take a look at it. You are just about there now.