

Selling Your Car: Five Steps to Sold!

By Mike Jones, President & CEO of autopom! Insurance Services, LLC.

Buying a new car is fun, but selling your car usually isn't. Even though most people don't enjoy selling a car, there are some ways to make selling your car easier.

1. Get Ready to Sell Your Car

Before selling your car, you must make sure it looks its finest. Clean, wax, and detail the vehicle - this will help draw more attention and get you a higher price for the sale! You can save time by having someone do the detailing professionally or save money if you decide to do the task yourself. Nevertheless, don't skip this critical step!

Getting a pre-sale inspection on your used car is the best way to protect yourself when selling. It will help you better understand the vehicle's condition, but it also helps demonstrate that you have taken proper care of it and that there are no hidden issues or problems. This can give buyers more confidence in their purchase decision.

Address any issues identified by the inspection that need attention. Taking the extra time now will make your car more attractive to potential buyers and ultimately help you get a quicker sale!

2. Research the Market To Make Selling Your Car Easier

Before setting a price for your car, take some time to research the market and find out what similar vehicles are being sold for. [Kelley Blue Book](#) is an excellent resource, as it will give you a few different price ranges. Next, you must check listings for similar vehicles for sale on various websites like [cars.com](#) and [Autotrader](#).

You should also check online dealers like [CarMax](#) and [Carvana](#). People generally expect a lower price when buying from a private party than a dealership or used car company, but knowing your competition is helpful.

Getting an independent appraisal from a certified automotive appraiser, such as the [American Society of Certified Auto Appraisers](#) is a great way to get an objective opinion on your car's value and will help you set the right price for it when selling. An appraiser can also provide documentation that may be useful when negotiating with potential buyers. An appraisal will assure potential buyers that your asking price is fair and could result in a quicker sale for you!

3. Take Professional Photos

A picture is worth a thousand words, so make sure you present the best version of your car with professional photos that showcase its features and any available options. Potential buyers will be able to get a better idea of what they are getting and may be more likely to make an offer if they can clearly see the condition of your car.

Selling Your Car: Five Steps to Sold!

A smartphone is an excellent tool for taking professional photos of your car. You can use various apps and editing tools to enhance the images and add filters or special effects that make them stand out!

4. Advertise Your Car

Leverage the power of the internet to advertise your car in multiple places. The more eyes see it, the swifter and simpler it'll be to sell. You don't even have to spend a penny if you don't want to. There are several ways to advertise a used car for sale for free. One of the most effective approaches is to list the vehicle on online classifieds sites such as Craigslist and Facebook Marketplace. Paid options such as [Autotrader](#) or [CarGurus](#) offer more visibility and can target potential buyers in specific locations.

A well-written car ad can make a big difference in helping you sell your vehicle quickly, so include detailed information about the car and its features. Use descriptive words to explain why the buyer should purchase your vehicle. Be sure to include accompanying photos and videos from step three above.

5. Include a Vehicle Protection Plan

Did you know that an often overlooked tip for selling your car is to protect it with a mechanical protection plan (commonly called an extended car warranty) and then transfer it to the new owner after the sale? As a private party seller, you can sell your car with an included vehicle protection plan. This way, buyers will know that if anything goes wrong mechanically or electronically after their purchase, they are covered and won't have to pay out of pocket for covered repairs. It's a simple way to differentiate your car from others on the market, provide added value for buyers, and potentially increase the sale price. Be sure to feature your protection plan in your ad.

If your vehicle does not already have vehicle protection, you can get a quote from autopom! Insurance Services, LLC where we offer a consultative sales experience, competitive rates, and excellent service after the sale. Your local credit union is also a great resource.

In Conclusion

These five steps above will help you have a successful selling experience and look like an expert when selling your car to a private party. With these tips in mind, you can be sure you'll get the most out of selling your vehicle! Good luck and happy selling!