

Brought to you by [CyberCalc Arbitrage™](#)

**Pre-Owned
Leasing –
The Greatest
Area of
Unrealized
Potential in the
Automotive
Industry Today!**

Could You Use An Extra \$60,000. Gross Profit?

Maury Dikker of Lake Michigan Auto Center in Grand Rapids is an auto industry veteran of over twenty-five years. He's been around long enough to see many market trends come and go. One constant he has observed is that pre-owned leasing presents unmatched profit opportunities – if you know how to find them AND you know how to deliver them. Maury knows how to deliver them.

When he learned that CyberCalc Arbitrage automated the heretofore difficult process of identification, he became an immediate subscriber. In short time, he identified and found a pool of unsold 2007 Suzuki XL 7 models and committed to 40 of them. As there was potentially some risk and the number 40 seemed somewhat daunting at the time, Maury only marked the Suzukis up by \$1,500. over his acquisition price. After all, this was his first time to “bite off” on 40 of the same vehicle.

Using traditional media and the Auto Center's web site, he advertised these vehicles for \$148.33 per month, with no money down and 15k miles per year on a 24 month lease. Almost immediately, he was delivering 2-3 per day with a record volume day of 13! \$60k in gross in less than 3 weeks in Grand Rapids, Michigan AND his customers will be returning to him in 18-24 months for the next great deal. How's that sound in today's “troubled” market?

Not surprisingly, Maury is looking for the next pool of opportunity vehicles. When it was mentioned there are some in the industry who think pre-owned leasing is not viable, Maury simply laughed. “It's always been about the payment,” he says. “The right pre-owned lease provides a payment that is almost too-good-to-be-true. It almost sells itself. Combine that with a ‘special quantity purchase’ of limited supply, and customers tend to be less picky, lest they miss out on the deal. The extra element of urgency makes it really work!”

CyberCalc Arbitrage – “It's not for everyone. Do YOU get it?”

About Lake Michigan Auto Center and Lake Michigan Credit Union

(<http://www.lmautocenter.com> and <https://www.lmcu.org>): Lake Michigan Auto Center is a used car operation and remarketing center for Lake Michigan Credit Union. Open to the public, the Auto Center offers locally driven, late model lease returns in great condition at amazing prices. Lake Michigan Credit Union offers indirect lending & leasing programs through dealers and leasing companies in Michigan and the Midwest.

8284 Club Meadows Dr
Dallas, Texas 75243
www.cybercalc.com
2008 © DJ Automotive
Information Services,
Inc.
All Rights Reserved

