

Used Car Ad Checklist

Buyer confidence is maybe the biggest obstacle in selling a used car on your own. Anyone looking to buy a pre-owned vehicle can go to a used car lot and get a car that has been checked over by the company's mechanic. They can also get a very nice list of the car's pertinent details and maybe even a warranty.

When writing the ad for your used car - whether it is online or in a print publication - you need to overcome those dealer advantages by providing your potential buyers with a plethora of information about your vehicle. Be sure to include:

- Year
- Make
- Model
- Transmission (automatic or manual)
- Color
- Body style (sedan, sports car, truck, etc.)
- Any optional add-ons you ordered for the car originally
- Any modifications you have made to the vehicle
- Miles per gallon city and highway
- Odometer mileage
- Maintenance history
- Any warranties still in effect
- Dates when last state-mandated tests were performed (such as emissions test)
- Repairs that have been made
- Repairs that still need to be made
- Audio features of car (CD changer, speakers, etc. Car navigation system (if applicable))
- Car security features
- Age of tires
- What number owner you are (original, 2nd, etc.)
- Why you are selling
- Blue book price
- Your asking price
- Your contact information
- When you are available to show the car
- What forms of payment you will accept (cash, money order, cashier's check)

You can also help potential buyers overcome fears by offering a test drive, a copy of a vehicle history report, or a vehicle inspection report from a qualified mechanic. Remember to include any other positives about your vehicle's history that you can. For example, if you drove the car mostly in rural or suburban areas, put that information in your ad. Many people like to buy a vehicle that hasn't been subjected to the wear and tear of city driving.

Don't skimp on the photos either. The more you can show a buyer that your car doesn't have one wheel already in the junk yard, the more likely you are to get inquiries and get your vehicle sold quickly.