



### Do “wanted” adverts work?

One method of finding a good MG V8 is through a “wanted” advert on the Cars for Sale webpage on the V8 Website and there are signs that type of advert is proving to be an effective way of attracting interest from owners of MG V8s who are beginning to think of selling their car. Most have owned and cherished their MG V8 for many years but typically as they are becoming elderly tend to feel the time is nearing when they should sell their car but would like it to go to a good home. As **they begin thinking of selling they may feel they do not want the hassle of “tyre kickers” and dealers rolling up at their home** but the alternative of their responding to a wanted advert and dealing with an enthusiast who would give the car a good home seems a great deal better. For many buyers they prefer direct contact with the owner of a car from whom much information can be obtained enabling an opinion to be formed of the care and maintenance the car has received over the years.

### How has a “wanted” advert worked well?

An example of how a wanted advert has worked well has been the recent experience of a long time V8 owner, **Angus Munro** in Norfolk. He felt he needed the additional space an MGBGT V8 would provide for his dog and luggage so decided to sell his V8 and try and find a good GT V8. His approach was to place a sensitively drafted “wanted” advert on the V8 Website. His aim was to make direct contact with an owner who might want to sell their car so he specifically said “no dealers”. The advert attracted several responses including, interestingly, a referral to the specialist MG trader Brown & Gammons who had on offer a good Condition 1 chrome bumper MGBGT V8 in Glacier White.

B&G were handling the marketing and sale of the car for a long standing owner on a “**commission sale**” basis. They wanted it to go to a good home as B&G had restored it some years before and was about to start the recommissioning process following a long period of storage by the current owner. Angus made contact, viewed the car and the transaction was concluded through B&G with the owner who then sent Angus a full set of photos of the earlier restoration.

### What is a commission sale?

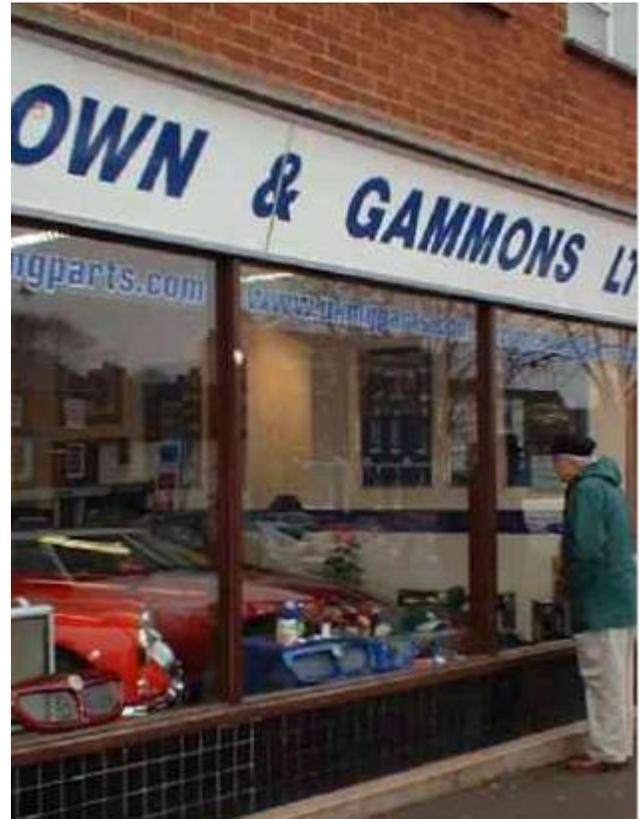
Under a commission sale arrangement between a private seller and a specialist trader, the trader advertises the seller’s car for sale,

responds to potential buyers by providing them with any additional information, arranging viewings of the car, negotiating a sale and then handling the payment, necessary paperwork and the handover of the vehicle to the buyer. The sale proceeds are then paid over to the seller less an agreed commission for the trader. All the terms and conditions for the arrangement and the scope of services provided by the trader are set out in a commission sale agreement between the seller and trader. Leading traders offering commission sale services will have their standard agreements setting out their role (usually on a sole basis), the display period, any additional services and costs, the duties of the seller and of course the fee and payment terms.

For a private seller there are many advantages with this type of service: the specialist trader can advise on pricing the car, the car gets visibility in the trader’s showroom, in their advertising in commercial magazines and on their website and the private seller avoids the hassle of prospective buyers visiting their home to inspect, test drive and haggle for the car. Engaging a specialist trader can transfer that role for an agreed commission, usually as a “success only” fee.

### What are the additional services?

A specialist trader does not provide a warranty for a classic car sold on a commission sale basis but quite clearly a reputable trader does not want to be associated with poor quality cars in terms of mechanical defects, roadworthiness or poor presentation. Clearly there is a common interest as both parties want to achieve the best sale price, so in addition to basic checks of condition, roadworthiness and preparation for display for sale, other services



or work may need to be agreed. That work will probably include servicing the car, possibly dealing with necessary repairs or parts replacement, but it may also include addressing aspects which could discourage buyers or cause them to haggle over the price to take account of for example dents in the bodywork, stone chips needing touching up, torn seat covers or scruffy carpets.

Clearly with a classic car nearing 45 years old neither the private seller nor the trader can guarantee nothing will go wrong – an alternator or cooling fan motor could fail without notice. Where a car has been regularly serviced by the trader, they will have a good knowledge of the condition and maintenance record of the car so will be able to market the car well.

### Transparency over the sale price

A reputable commission sale trader will provide transparency over the sale price. An understandable concern for the private seller is a less than scrupulous trader might sell the car and collect the proceeds but disclose a lower sale price to the seller thereby paying over a lower net amount to the seller. With a transparent process a reputable trader will disclose to the seller the sale contract made with the buyer which will include the buyer's contacts so if the seller wishes to make checks with buyer to verify the sale price that is open to them.

**Feedback from members suggests they have found commission sales services from reputable specialist traders both good quality and effective**, but of course they incurred the cost of the commission. Selling at a classic car auction would also

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#### Commission Car Sales Contract

I, the undersigned agree to the terms laid out in this document with respect to the commission sale of the car detailed below.

Make..... Model.....

Reg No..... Year.....

- I confirm that I am the legal owner of the above stated vehicle and that there are no outstanding debts or HP agreements with regard to this vehicle.
- I understand that the vehicle will be displayed in one of the showrooms, advertised in magazines and on the web as appropriate, the vehicle will be fully insured whilst at Brown & Gammons Ltd and demonstrated to customers as required.
- I agree to deliver my vehicle to Brown & Gammons Ltd on an agreed date so that the vehicle can be displayed for sale.
- I understand that any and all work agreed and carried out on my vehicle to present it for sale will be paid for regardless of whether ultimately the car is sold by Brown & Gammons Ltd or not.

Part of a commission car sales contract Brown & Gammons use to set out the scope of services and terms and conditions of their commission sales services for a private seller.

have incurred a commission. The useful advantage for the trader with a commission sale is they do not have to fund the commission sale stock because their customer owns the car. But as the car will need to be with the trader for a commission sale, it is worth checking that when it is in their care it is fully insured under their trader's policy. Some traders may not have enough insurance cover.

See our tips for selling a classic car on our website at:  
[www.buyinganmg.com/subpages/sellingcommissionsale.htm](http://www.buyinganmg.com/subpages/sellingcommissionsale.htm)