



THE EXCHANGE

A WEEKLY PUBLICATION OF
THE DALLAS BUSINESS ASSOCIATION

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Have you ever received a solicitation from a car dealer offering to accept your current vehicle as a trade -in on a new vehicle, with no increase in your monthly payments? How did they know to make such an offer? Jim Poluikis, our resident car expert from Sewell Lexus, provided some insight as to how dealerships are able to make such offers. Basically, it is due to their having the information necessary to determine your current vehicle's value which is inputted to computer programs that identify the best time for you (and them) to make such a deal. They can readily access information that permits them to determine a vehicle's value based on sales of similar vehicles and the service/repair history of the particular vehicle.

What about leasing versus buying? Jim says two important factors in making such a decision are: 1. Will your use result in excess miles? 2. Will your use result in excess wear? If so, leasing is probably not be the best option.

Jim is always available to assist with questions concerning your vehicle and your options for a new vehicle.

This Tuesday's Speaker: To Be Announced

Notes and Announcements

TUESDAY'S MEETING LOCATION. la Madeleine, **Northeast Corner of Preston/Forest**, 11930 Preston Rd, Dallas, TX 75230. Go through the line and place your order. Tell the cashier you are with the DBA group. DBA will pay the entire ticket.

Of Member's Present at last meeting: 12. Leads Received: 3; Leads Given: 3. \$ Amount of Business Given: \$5,000.00 \$ Amount of Business Received: \$41,500.00.

MEMBERS ABSENT: Robin Hamm, Prissy Maher, and Connie Smith.