

Dealer F&I — The 30-Minute Trap

You think the deal is the sticker price. The dealer thinks the deal starts in the F&I office. That's where they make four to seven thousand on you.

F&I — finance and insurance. After you sign the purchase agreement, they walk you to a separate office. Different person. Different desk. They've got six products to sell you. You're already tired. That's the design.

Extended warranty. GAP insurance. Tire and wheel protection. Paint and fabric. Theft etching. Pre-paid maintenance. Each one is a five-hundred to two-thousand dollar profit center for them. Most of them aren't worth it.

The script — 'Most of our buyers add this for just' — that's the line. Trained. Memorized. Practiced on you a hundred times. You are not the first person they've said that to today.

Decline everything in the F&I office. You can buy the same products from third parties for half the price. Sleep on it. Buy it Monday if you still want it.

THE BOTTOM LINE

Comment if F&I sold you something you regretted. I want a list.