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Ladies: What You Should Know Before Buying A Car

By Peggy Butler

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by: **Peggy Butler**

Of the millions of folks who purchase automobiles each year, women report they have difficulty making the correct choice. This is based on the fact that the average female is not familiar with the ins and outs of car purchasing. Now all that is about to change. The following tips have proven effective in helping women make the preferred choices when it comes to buying an automobile.

1. There's more to purchasing a car than price. Where you buy counts too. Take the time to evaluate the different dealerships. Visit a few and walk around. When a salesperson approaches you say, "I'm just looking around, and I'll come to you when I'm ready."

2.. Don't let these automobile geniuses intimidate you. Walk around the service area and sit down. Stay for 30 minutes. Observe A) Is it orderly and run efficiently? B) Is the manager on the premises and working? C) Are the customers treated with respect?

3. Proceed into the service lot and look at the license plate frames. In a reputable dealership you will see frames from competing dealerships too. Don't choose a dealership that's out of the way. The salespeople know that they have just one chance to make a sale, and they lean hard on you. Avoid multi-franchise dealerships. Too many people run different parts of the operation, causing confusion in service.

4. Choose your salespeople; don't let them choose you. Speak with several. Ask: A) How long have you worked at this dealership? (The longer the better) B) Where else have you worked? And for how long? C) May I get the name and number of a recent customer? (Follow up with a phone call). If there are a lot of turnovers, leave, there is a strong probability the dealership is unstable. Trap: Looking for a salesperson who's a member of your ethnic group, because you think you will get special treatment. You won't, and you will be letting your guard down.

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5. Educate yourself. Get as much information as possible about a car before you sit down with the salesperson. Collect brochures (dealers don't usually keep them on display, because they want you to approach the salespeople) and read consumer magazines that rate autos.

6. Don't let salespeople woo you into trusting them with their "impressive" knowledge of cars. That's how they try to establish authority and take control of the sale.

Know the competition. If you say that you are considering a competing brand, the salesperson will knock it, and be very convincing if you're uninformed.

7. Be firm. If you are not firm about what you want, you could easily end up with what the salesperson wants to sell you, the most expensive model with the most extravagant option at the highest price.

Once you show serious intention of buying, the salesperson will offer you a test drive, during which he or she will talk glowingly about the car to get you to take mental ownership of it. He is seducing you.

Resist. Trap: Negotiating to buy when you're tired of shopping. Salespeople are attracted to this kind of customer like bees to honey. They know that if they promise you what you've been looking for, whether they have it or not, you will probably buy on the spot. Buy only when you're in an energetic mood.

8 Avoid answering personal questions. Few salespeople ask idle questions. Seemingly relevant questions are actual attempts to find out about your lifestyle, income, driving habits, etc. Avoid answering these questions.

9. Read the sticker carefully. D.A.P. stands for Dealer Added Profit. Locator Cost means the dealer procured the car. All these charges are negotiable.

10. Take particular note of a common padding tactic: A prep fee of \$100 or more. For those unfamiliar with auto buying, the cost of preparing your car for delivery is included in the manufacturer's sticker price.

11. Don't let yourself get "turned over." If a salesperson feels that he's not in control of the sale, he'll say that he's going on a coffee break and will "turn you over" to another salesperson. In a high-pressure operation, this could happen three or four times, until they wear you down. How to resist: Go for a walk, have a cup of coffee at a nearby diner, say that you need to think about it. Get away from the salesperson so you can think clearly.

12. When the deed is done, inspect your new car thoroughly before you leave the dealership. Make sure everything is working correctly. If you follow these suggestions, buying a car can be a joyful adventure, instead of a crazy mishap.

A freelance writer since 1989, Peggy Butler has written for various magazines and Internet publications including Impact Press,

., TimBook Tu, and The Black World Today.

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Moreover, Butler who lists collecting 60s memorabilia among her hobbies, writes news, features, sports and entertainment articles, as well as commentaries and humor pieces.

Currently, she is a contributor for

and author of the book "My Head is Bloody, But

Unbowed" a candidly raw collection of 40 commentaries symbolizing African–American culture, with topics ranging from color consciousness to Black–on–Black violence. Visit her website at:

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Buying A Ladies Handbag

By Claire Quaty

One accessory that many women consider a necessity is a handbag. In fact there is such a demand for ladies handbags in the marketplace that the selection just constantly increases. As each new season begins there are dozens of new designs of ladies handbags available.

Every woman has her own sense of style and therefore she'll tend to purchase ladies handbags that reflect that. For some women they only buy designer ladies handbags. These particular types of ladies handbags are crafted from the finest materials and carry the names of some of the most celebrated designers in the world. Designer ladies handbags are very expensive but many women view them as a fashion investment.

If you are interested in buying a designer handbag you'll need to visit a retailer who sells them. These are generally specialty boutiques.

Another venue for purchasing designer ladies handbags is from online retailers. There are many websites that sell brand name designer ladies handbags and will ship them right to your door. This often affords the consumer the biggest selection and it also allows a chance to compare prices. It's important to be careful when purchasing a quality designer bag in this way because you'll want to be wary of imitations.

Going to your local department store is a wonderful place to find a less expensive handbag. Most department stores don't cater to women who are looking for a pricey handbag instead they have a varied selection of reasonably priced and attractive ladies handbags.

One of the most popular types of ladies handbags are those crafted from leather. Leather handbags are available in several different colors. Many women prefer a neutral shade such as brown or black when purchasing a handbag.

Leather can be dyed into many shades though and if you are looking for something unusual in ladies handbags than you might opt for one that is blue or yellow. A handbag in a bright color is a great

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fashion accessory in the spring or summer.

As many colors of ladies handbags there are, there are just as many styles. Ladies handbags come in over the shoulder designs, small clutches or even a few that can double as a briefcase. Many ladies handbags have detachable handles which gives you a versatile look.

The size of ladies handbags is really dependent on each individual woman's preference. It's overpowering for a small woman to carry a handbag that is oversized. She'd want to choose one that is relative to her own size. The same is true for a taller woman when she is browsing the ladies handbag department. A larger style will complement her body frame better.

Having several ladies handbags is a good idea. It's nice to be able to change handbags depending on the occasion or the outfit you're wearing. An evening at the opera will demand a more sophisticated choice in a handbag than going to the movies.

Whatever your preference in ladies handbags is there is sure to be at least one that seems perfect. Purchase a few and make your handbag as much of a fashion accessory as your jewelry.

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