



# P R O P O S A L



BuyCars.co.za is a website which is wholly owned by Freedom Studios. The website has been in operation for over two years and has enjoyed good rankings in all the major search engines, especially Google.

### Why BuyCars?

We want to assist dealers in offering a cost effective method to have their vehicles showcased to thousands of people by paying a small fixed monthly cost or cost per sale.

### How much does it cost?

There are two payment options:

1. **Fixed monthly rate:** You can list all of your cars for a fixed rate of only R495 per month. This includes setup of the admin section which will enable you to personally update your cars shown on the web-site, adding new cars or eliminating cars that have been sold at anytime, ensuring your stock is kept current.
2. **Cost per sale:** An additional option is for you to pay us 1% commission on any car that is sold as a result of the Buy Cars web-site. This option also includes the setup of the admin section.

### What if I own a franchise or multiple dealerships?

You can list all of your cars for R345 per month for each dealership or make use of the cost per sale pricing.

### How many cars can I load onto the Buy Cars website?

Well how many do you have in stock? You can load them all! There is no limit to the amount of cars you can add, all we ask is that the cars that have been sold get deleted.

### Can I try it first?

Sure! We offer you a three month trial period to get your cars listed and to start generating enquiries. After three months we will send through a proposal for the paid service.

### What if I don't want to use this service anymore?

There are no long term contracts or lock-ins. If you are unhappy for whatever reason, you can simply let us know in writing and we'll stop the service from the beginning of the next month. There is no risk involved!

Is the system easy to use?

It sure is. We have made it as user-friendly as possible. As an added aid we have put together a step by step manual, which is available in the help section. We are also always here to assist should you need us.

What sort of traffic does the site generate?

At present the site averages 50,000 hits per month, but this will increase as our web-site content increases. In short the more cars we have on our web-site the greater our chances are of obtaining higher search engine rankings, which means more hits per month! We will be actively marketing the site on all major search engines and other online communities.

Are there other ways to advertise on Buy Cars?

Yes there are. We also have spots available for small & large banner adverts on all of our pages. At present we have advertisers like: Outsurance; Dial Direct and Auto Pedigree.

Is Buy Cars only for used cars?

No. Although the primary focus is the used car market, if your dealership sells new cars, you are welcome to list them on the site.

Are there any hidden costs or catches?

NO. None what so ever! We aim to keep it simple and that's the way it is going to stay. No hidden costs. No hidden catches.

Have you got any more plans for Buy Cars?

Yes we sure do. We are planning to expand it all the time. We will be putting all sorts of helpful content for motorists and potential motorists. We will also be adding a newsletter and review feature, where we will review different models of cars. Another feature we will be adding is the location of service centres across South Africa.

Does the Internet really work?

Research has shown that the majority of people first look for an item or service on the internet before they purchase it. We are offering targeted visitors that are in the market to purchase a vehicle. Their visit to our site is one of purpose.

## How do I sign up?

All you need to do is send us:

- Your dealership name
- Your dealership address
  - Number and street
  - Suburb
  - City
  - Province
- Your contact numbers (Tel, Fax, Cell etc.)
- Your email address
- Your name and surname

After receiving this information we will setup a profile for you and send you your username and password.

## Have you got any additional questions?

If you have any other questions, please contact us:

Tel: 0861 FREE ME (373363)

Email: [info@buycars.co.za](mailto:info@buycars.co.za)

Fax: 0866 97 4444