

Smart and Getting Smarter

By Kelly Gray

Photography: Michael Roberts

Winnipeg's Nott Auto Corp has earned a considerable reputation over the past four years they have been in business at the Lagimodiere Automall. And with a recent staff acquisition, they are now poised to take their well-known service capability up another notch.

This May, Nott brought Nick Nacionales on board as their new Custom Order Sales Manager. Nacionales is a well-known figure on the Winnipeg car scene with more than 10 years experience working for a premier car dealer selling Porsche and Volkswagen products. Over that time, Nick earned a considerable name for his personalized service that has him holding one of the largest lists of repeat clients of nearly anybody in the business.

"I found his sincerity refreshing," says Margy Wilshire, a local sales rep for Town & Country Fashions, a front line uniform supplier to the hospitality trade. Wilshire has been dealing with Nacionales for years and plans to follow him over to Nott for her next car.

"If there were ever any problems, he would take care of them personally, like the time he changed my windshield wipers when it was minus 40 outside. He said the service department was backed up and just put on his parka and went out to the lot and got it done," she says, adding that she has referred him to numerous friends and associates, many of whom have also become loyal customers.

The fit for Nick and Nott is ideal. Both are highly focused on service, repeat business and providing access to the world's great motorcars.

"Nott is a boutique dealer where I can really get some breathing room. Certainly, if one of my old Porsche customers is looking to source a dream 911, I can now search stocks throughout North America. I can also offer other products like Mercedes, Lexus or Honda. Our concept at Nott is to work with our clients to find the best car for the best price, and then provide all the value added support necessary to raise the level of the car acquisition experience to new heights."

Trevor Nott calls it 'buying SMART.' He says that clients are advised regarding vehicles that may be a better investment in terms of their current value and their resale value later. Nott generally purchases vehicles directly off lease from the manufacturer at a true wholesale



price. Further, the vehicle is fully inspected at auction before any money changes hands, and then inspected again (160 points) once Nott has it home in their service department to make it Nott Family Certified.

Once Nott is satisfied with the automobile or truck, they work with the client to establish the length of time they want to hold the vehicle. Typically this is 12 to 24 months. And after this timeframe, they advertise the vehicle and sell it at a retail price to the public.

"While we are listing your vehicle for sale, we are also actively sourcing a replacement 'SMART' vehicle at a wholesale cost. Our clients get retail for their trade through a consignment sale, and because the car was bought SMART initially, our clients are not getting stuck with paying for the depreciation. The result is a dramatically reduced price to drive a new and exciting car."

According to Nott, the advantages represent a win/win scenario for all parties. Consider, he says, that as a dealership they know the vehicle is sold when we approach the auction house to

buy it. "Here our costs such as interest and carrying charges are reduced. We also don't need to advertise the car. As well, the vehicle doesn't require continual cleanup after test drives because it is already sold," he says, stating simply that the custom ordered car has less overhead attached to it, allowing them to sell it for less. "Also, because the first car a client bought from us was picked up at wholesale with resale value in mind, and the trade cycle is so short, its depreciation is far less."

Really, the Nott experience is similar in some respects to a lease, except that there is greater control over the buy-out or re-trade value. "There are also no mileage restrictions, you won't be locked into a contract for 4 to 5 years and stuck with a bunch of lease-end charges." The best part is that there are no terms. "You can choose to sell or not to sell anytime. And what really makes this work is having a boutique style dealership that you can trust and guide you through the process," says Nott.

For more information on the custom order experience visit www.nottautocorp.com.