

# 5-Minute Lemon Locator

***HOW I RESEARCH VEHICLES AS A  
CAR SALESMAN***

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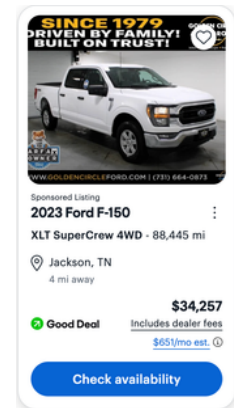
# 1. The 5 Minute Quick Guide



Run any vehicle you find online through this 3-step filter. If it passes, you have a winner. If it fails, close the tab and save yourself a \$30,000 mistake.



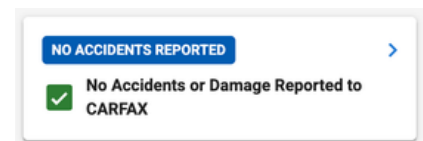
- Step 1: The True-Price Baseline. Go to CarGurus.com. Does the dealer's asking price fall in the "Fair" or "Great Deal" zone? (If they are asking thousands more, walk away).



- Step 2: The Reliability X-Ray. Go to CarComplaints.com. Does this specific year and model have the "Beware of the Clunker" badge? (If yes, do not buy it). Next, check NHTSA.gov/recalls with the VIN to ensure there are no open safety recalls.



- Step 3: The CarFax Red Flag Filter. Look at the free CarFax. Are there 3 or more owners in the last 2 years? Are there 15,000+ mile gaps with no oil changes? Does it mention "Structural Damage"? (If yes to any of these, run).



**Summary:** A quick five-minute check saves you from buying a lemon and instantly filters out bad deals before you ever leave your house.

## 2. Price Research: Stop Guessing, Start Comparing



The days of fighting for hours to get a "good deal" are over if you know where to look. The internet has forced honest dealerships to put their best foot forward immediately.

- **Use the Right Tools:** Don't rely on the dealer's website to tell you it's a good deal. Use independent tools like CarGurus or AutoTrader. They track market data across a 250+ mile radius and rank the price as High, Fair, or Great.



- **Understand Volume Pricing:** The best dealerships use dynamic software to constantly adjust their prices to be the lowest in the market so they can sell more cars faster.

- **The Fake Rebate Trap:** Watch out for dealerships that artificially lower their online price by stacking rebates you probably don't qualify for (like combining a Recent College Grad rebate with a First Responder and a Military rebate all at once). If you see a price that requires five different obscure qualifications, move on—they are playing games. A transparent dealer will only show the base "Dealer Discount" plus the standard "Manufacturer Incentive."

2026 Farm Bureau Recognition Exclusive Cash Reward	-\$500
<a href="#">Details</a>	
2026 Military Recognition Exclusive Cash Reward	-\$500
<a href="#">Details</a>	
2026 Hispanic Chamber of Commerce Exclusive Cash Reward	-\$1,000
<a href="#">Details</a>	
2026 College Student Recognition Exclusive Cash Reward Pgm.	-\$500
<a href="#">Details</a>	
2026 First Responder Recognition Exclusive Cash Reward	-\$500
<a href="#">Details</a>	

**Summary:** Focus on the "Out-The-Door" price and avoid dealerships that rely on stacked rebates and hidden fees to get you in the door.

## 2. Price Research: Stop Guessing, Start Comparing *continued...*



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- **The "Out-The-Door" Rule:** A low online price means nothing if they add \$3,000 in mandatory fees when you arrive. If you're concerned the dealer is playing games, ask for the "Out-The-Door PDF Purchase Agreement." If they refuse to give you the bottom-line numbers in writing upfront, move on.
    - **Side note:** *Salesman rarely have the authority to calculate Out-The-Door numbers. They'll likely get them from the Sales Manager or Finance Manager. An ethical dealer will comply with requests, but may not have them immediately. That's okay, this is what you're looking for.*

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**Summary:** Focus on the "Out-The-Door" price and avoid dealerships that rely on stacked rebates and hidden fees to get you in the door.

# 3. Reliability Research: Finding the Bulletproof Models



"Honda makes good cars" is not enough research. Every manufacturer has produced a bad batch of engines or faulty transmissions. You are not buying a brand; you are buying a specific vehicle from a specific year.



- **Target the Year, Not Just the Make:** Use CarComplaints.com to look at the visual graph of complaints for the car you want. You will quickly see which years to target and which years to avoid like the plague.

The logo for CarComplaints.com, featuring an orange car silhouette above the text "Car Complaints, Problems and Defect Information" and "CARCOMPLAINTS.COM".

Cherokee	2,200
CJ-7	2
Comanche	2
Commander	267
Compass	540
Gladiator	62
Grand Cherokee	3,519

- **Read the Story, Not Just the Summary:** Don't just look to see if the CarFax has an accident reported. Read the maintenance records. A car with 100,000 miles and 20 recorded oil changes is a safer bet than a car with 40,000 miles and zero recorded maintenance.

The CarFax logo, which is the word "CARFAX" in a stylized, slanted font inside a black border.

Owner 1
<input checked="" type="checkbox"/> No Issues Reported
<input checked="" type="checkbox"/> No Issues Reported
<input checked="" type="checkbox"/> No Issues Reported
<input checked="" type="checkbox"/> No Issues Indicated
<input checked="" type="checkbox"/> No Issues Reported
<input checked="" type="checkbox"/> No Recalls Reported
Warranty Expired

**Summary:** Do not blindly trust a brand name; verify the specific model year and read the maintenance history to ensure you are buying a vehicle with a proven track record.

# 4. Availability Research: Don't Chase Ghosts on the Lot



There is nothing more frustrating than finding the perfect car online, driving an hour to the dealership, and finding out it was sold three days ago.



- **The Speed of the Market:** Because the best dealerships use dynamic pricing software to stay under market value, the absolute best deals rarely last more than 24 to 48 hours. If you find a "Great Deal," you must act quickly.



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- **Verify Before You Drive:** Dealership websites do not always update in real-time. Never drive to a lot without calling or texting a specific salesperson to physically put their hands on the car and confirm it is still available. Ask them to shoot a quick 30-second video of it on their phone to prove it is there.



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- **Summary:** Great deals move fast in a volume-pricing market, so always get physical video confirmation that a vehicle is on the lot before making the trip.

# About Jordan

JORDAN'S  
*JoyRides*



**(731) 664-0873 - ext. 173**



**[www.jordansjoyrides.com](http://www.jordansjoyrides.com)**



**1432 US HWY 45 BYP  
Jackson, TN 38305**



Hello!

I'm Jordan Geiser. I hope you feel more confident! Not just searching for a vehicle, but searching for a dealer worthy of giving your business.

**I started selling cars at the beginning of the year.** But, my formal education is in social work and I used to work as a therapist. *(I just love business & cars haha)*

Just as I was an advocate for my old therapy clients. **I'm open and honest with all of my guests now.**

My goal is to bring trust back to buying from the dealership. One sale at a time.

If you're tired of playing games with dealers, and looking for an advocate you can trust to buy your next vehicle...

**Click the link above to book a call with me!**

Sincerely,

Jordan Geiser

# Link Index

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1. **CarGurus**
2. **AutoTrader**
3. **NHTSA Recall Lookup**
4. **CarComplaints**
5. **KellyBlueBook**
6. **JD Power**
7. **Edmunds**
8. **Carvana ICO**
9. **Carmax ICO**
10. **Buy From Jordan**

**BONUS #1**

# Find Your Trade Value (Stop Guessing, Start Getting Real Numbers)

JORDAN'S  
JoyRides

The number one reason people feel ripped off at a dealership is because they expect retail value for their trade-in. To get a fair deal, you need to know your actual wholesale value before you arrive.

1

- **Be Honest With The Condition:** When using Kelley Blue Book (KBB) or JD Power, select "Fair" or "Good" condition. Do not select "Excellent." Less than 2% of cars on the road are truly in excellent condition. Being honest here prevents you from feeling blindsided later. If you are trading a luxury vehicle, use Edmunds.com for a more accurate market picture.

2

- **Get Your Leverage (The ICO):** Don't just look at estimates; get actual offers. Go online and get an Instant Cash Offer (ICO) from Carvana and CarMax. Bring those physical offers with you. This gives you a firm baseline that the dealership has to compete with.

3

- **The "Trade Tax" Advantage:** Remember the hidden math! If you sell your car to Carvana, you just get the cash. But if you trade that car into a dealership, the value of your trade is deducted from the price of your new car before sales tax is calculated. That tax savings can easily equal hundreds, or even thousands, of dollars, making a slightly lower dealership offer actually worth more money in your pocket.

- **Summary:** Knowing your true wholesale value and understanding the tax advantage of trading gives you the leverage you need to secure a fair deal.

**BONUS #2**

# **BONUS #2: Increase Your Trade Value (How to Maximize Your Appraisal)**

JORDAN'S  
JoyRides

You do not need to buy brand new tires or fix a minor scratch before trading your car in. The dealership can fix those things much cheaper than you can. However, there are two major things you must do to instantly increase your value:



1

- **Step 1: CLEAN. CLEAN. CLEAN!** Appraisers will tell you that a dirty car doesn't change the value. Human psychology disagrees. When an appraiser sits in a car full of trash, it subconsciously signals that you didn't take care of the engine, either. Empty the trunk, vacuum the floors, and run it through a wash. A spotless car signals it was respected and is more likely to get a better offer.

2

- **Step 2: Clear the Dash Lights.** If possible, fix the minor issues causing a check engine light. Even an older vehicle with high miles can get a great trade-in value if it has no current mechanical warnings. Sometimes, spending \$200 on new spark plugs or a sensor prevents the appraiser from assuming the car needs a \$3,000 engine repair.



- **The Golden Rule:** The goal here is not to lie or hide major problems. The goal is simply to put your best foot forward. You want to give the appraiser, the manager, and the salesman absolutely nothing to point at. Doing these two steps gives you the absolute best chance at getting top dollar for your trade.

- **Summary:** A spotless interior and a dash free of warning lights will do more to maximize your trade-in value.