

## How to Make a Fortune in the Automotive Business - Guaranteed!

*Here are some thoughts and stories  
from a typical day on the front counter.*

by Carmine "Butch" DeZuzio



Carmine "Butch" DeZuzio  
I am spending another typical day on the front counter of my auto parts store in Northern New Jersey. But it just dawned on me, you could be anywhere in the good old US of A doing what I am doing and still make this new "top secret" plan for making "big bucks" work for you.

Think about it: How many times a day do you hear that this is a discontinued part, an obsolete part, a dealer-only part, or that AutoZone, Advanced, Pep Boys, etc., was out of this part and the customer needs it now and is willing to pay the price for it?

So, I figure if we stock only these items, we could make a mint. Of course, until you actually find one of these parts, it's a different story.

When the potential customer is told there would be shipping, or oversized packing, or truck freight, or overnight charges, or special order charges, they freak out - they don't need it so bad after all.

But, if you're willing to make pennies on a dollar, this would be a



Money spent by the do-it-yourselfer while trying to fix a no start problem when professional help was needed

sure way to stay busy. Just think of all the volume you could do.

Let the big boys sell all the profit-making items (they do anyway) and we will make a killing on the stuff they can't or won't sell.

### Stay Lubricated

Stock lots of oil; everyone needs it. After checking over cost and selling prices, I figured we make approximately 10 cents to 15 cents a quart of oil profit.

You need only to sell 100,000 quarts of oil with a 10 cents per quart profit to make your million dollars. You know, the million dollars your customers, your relatives and your neighbors think you made.

Now, if you can squeeze that extra nickel out of a quart of oil, you will rank right up there with Uncle Scrooge McDuck. You will be rolling in the dough.

### Investments

I heard a few of my customers talking in the waiting room of our auto shop while waiting for their vehicles to be repaired. They were discussing their investments, mostly in real estate, stocks and bonds.

When the conversation got around to me, I had to admit that all my investing was monies plowed back into my business.

Maybe I did not have the financial smarts these

*continued on page 3*

### IN THIS ISSUE

Sounding Off! . . . . .	5
The Price at the Pump! . . . . .	7
PWAU In Session . . . . .	8
New Members . . . . .	11
M.A.P. Program . . . . .	12
2008 Conference Sponsors . . . . .	15
2008 PWA Scholarship Winner . . . . .	17
1st Round of Nominees for PWA Board of Directors . . . . .	19
1st Round of Nominees Pioneer Award . . . . .	19
Person & Manufacturer of the Year . . . . .	19
In Memoriam . . . . .	24
Manufacturer's Reps . . . . .	25-29
Warehouse Distributors . . . . .	30

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