

RADICAL SELLERS GUIDE

Tips for selling Radical Sportscars



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Selling a race car is very different from selling a regular “Street” car. This requires race car advertisement to be structured differently from a typical street car advertisement. The main difference is the way Race cars are purchased. Many, if not most, race cars are purchased “sight unseen” and shipped to the buyer. Because of this difference it is essential that your advertisement for the car gives potential buyers all of the information that they need to make a decision. It is essential to effectively use good pictures, lots of them (see below for details). Be honest about what is good about your car and what its shortcomings are. Any serious buyer knows that race cars are rarely perfect and that they will have dings and other minor issues. When Buyers are looking through advertisements, they are looking for inconsistencies between what you are saying about the car and what they see in the pictures, so make sure your description accurately represents what you are selling. If a buyer finds one inconsistency in an advertisement, they will assume there are other items being covered up.

Remember that most buyers are looking for a car with the lowest number of engine and chassis hours that they can afford, and most are willing to pay a premium for a car with a documented maintenance history.

Here are some tips that should be helpful in selling your Radical:

- 1) **Focus on what is unique about your car** – Most serious Radical buyers know what the standard features are so it is important to focus on what is unique about your car. It is fine to have a brief section showing the standard features, but spend most of your ad space showing the unique options that make your car different from the others on the market. What size engine does it have? Does it have headlights? Does it have air jacks? Does it have upgraded triple adjustable dampers? Does it have floating brake rotors? Does it have low chassis and/or engine hours, etc? The “SR3 buyers guide” (<https://radicalsportscarregistry.com/radical-sr3-buyers-guide/>) is a good place to find out what standard features and options were available on your car when it was new.
- 2) **Total Engine and Chassis Hours** – Make sure you show the number of Total “Engine Run Time” Hours in the Ad. Also include the chassis hours, if you know them. If your car has a LIFE Racing ECU (early 2009 and newer) there is a “Log book” File that can be downloaded that shows this information. Note that you should show “Engine Run Time”, not “Engine On-Load Time”. Total hours are the measure used to determine when an engine requires overhaul, so that is the information the buyer needs.
Important note: If your car is ready, or overdue, for an overhaul it will be MUCH harder to sell. Buyers are much less likely to buy a car that requires an overhaul because it will be unusable for weeks or months while the engine is being overhauled. Additionally, buying a car that requires an engine overhaul puts much more risk on the buyer because they have no idea how much work is waiting for them when the engine is disassembled.

F88 #6470 BOOT(1.50) CODE(1.405.1)	
Logbook Overall Record	2017/03/01 08:37:35
Logbook Per Run Entry	
Over-Rev Engine Speed (rpm)	10500
On-Load Engine Speed (rpm)	4000
On-Load Throttle Position (%)	25.00
On-Load Vehicle Speed (mph)	30.0
Engine Run Time (h)	4.445114
Engine On-Load Time (h)	3.737492
Engine On-Load Cycles	915365
Distance Travelled (km)	527.71
Number of Off-Load Overrevs	0
Maximum Off-Load Engine Speed (rpm)	7132
Number of On-Load Overrevs	61
Maximum On-Load Engine Speed (rpm)	10781
Number of Lap Beacons	0
Number of Engine Oil Pressure Dips	0
Number of Engine Oil Pressure Trips	0
Number of Crank Case Pressure Trips	0
Number of Engine Oil Temperature Trips	0
Number of Engine Coolant Temperature Trips	0
Number of Fuel Pressure Trips	1
Number of Low Battery Voltage Trips	0
Number of Lean-On-Load Trips	0
▶ Minimum Engine Coolant Temperature (°C)	
▶ Minimum Engine Oil Temperature (°C)	
▶ Minimum Engine Oil Pressure (psi)	
▶ On-Load Engine Coolant Temperature (h)	
▶ On-Load Engine Oil Temperature (h)	
▶ On-Load Engine Oil Pressure (h)	
▶ On-Load Battery Voltage (h)	
▶ Maximum ECU Temperature (°C)	22
Logbook Comment	

LIFE Racing Log book example

- 3) **Effectively use pictures** – There is an old saying that “A picture is worth a thousand words” and when selling race cars this is particularly true. Here are some tips to help you use pictures effectively:
- a. Take your pictures with a background that does not distract from the car.
 - b. The best pictures are taken in well-lit areas that are not in direct sunlight. Late afternoon light, shaded areas, or overcast days often make for the best pictures.
 - c. Your pictures should show the best parts of the car, but they should also show the ruff areas that the buyer should know about.
 - d. Take pictures from all angles like you are walking around the car. Ideally it is better to keep the camera in one place and keep moving the car. Often the best shots are taken when the camera is a few feet off of the ground so that the roll bar is in the center of the picture.
 - i. Minimum Picture list:
 1. Front view (with the nose on the car)
 2. Front view (with the nose off of the car)
 3. Front ¾ view
 4. Rear ¾ view
 5. Engine view (Show the full back of the car with the bodywork removed)
 6. Cockpit / Dashboard area
 7. Chassis number plate
 8. Include pictures of documentation / maintenance records

ii. Recommended Additional Picture list:

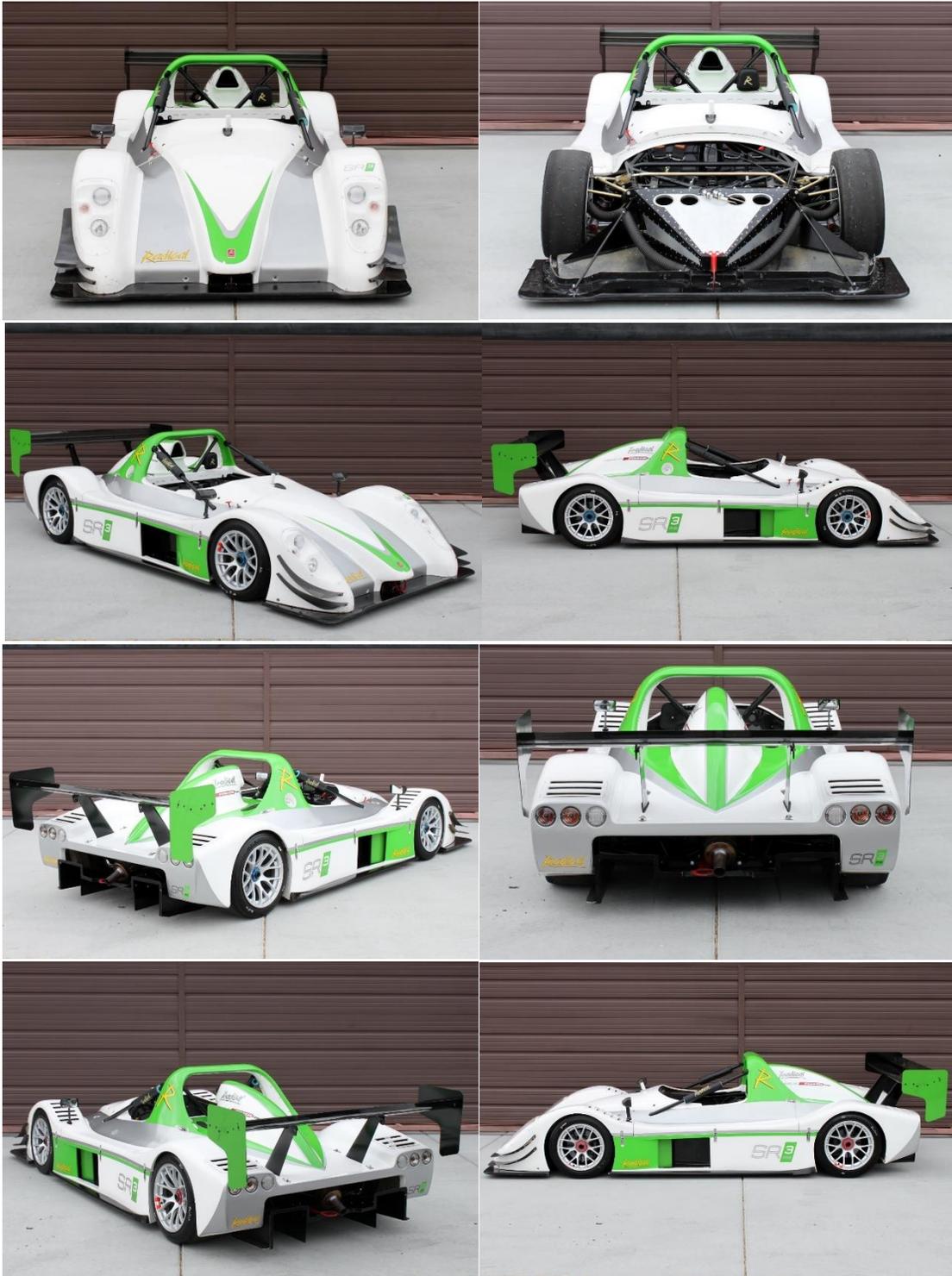
1. Do a complete Photo “walk around” of the car. Start in the front of the car and work your way around the car: Right front $\frac{3}{4}$ view, right side view, right rear $\frac{3}{4}$ view, rear view, left rear $\frac{3}{4}$ view, left side view, left front $\frac{3}{4}$ view.
2. Engine serial numbers
3. Cockpit foot well
4. Close up pictures of the suspension
5. Close up pictures of the brakes
6. Include some action pictures from the track to help tell the story about your car.

4) **Include known maintenance history** – Provide as much documented maintenance history as possible. Cars that have receipts showing the work that has been done to the car sell much faster than cars without documented maintenance histories.

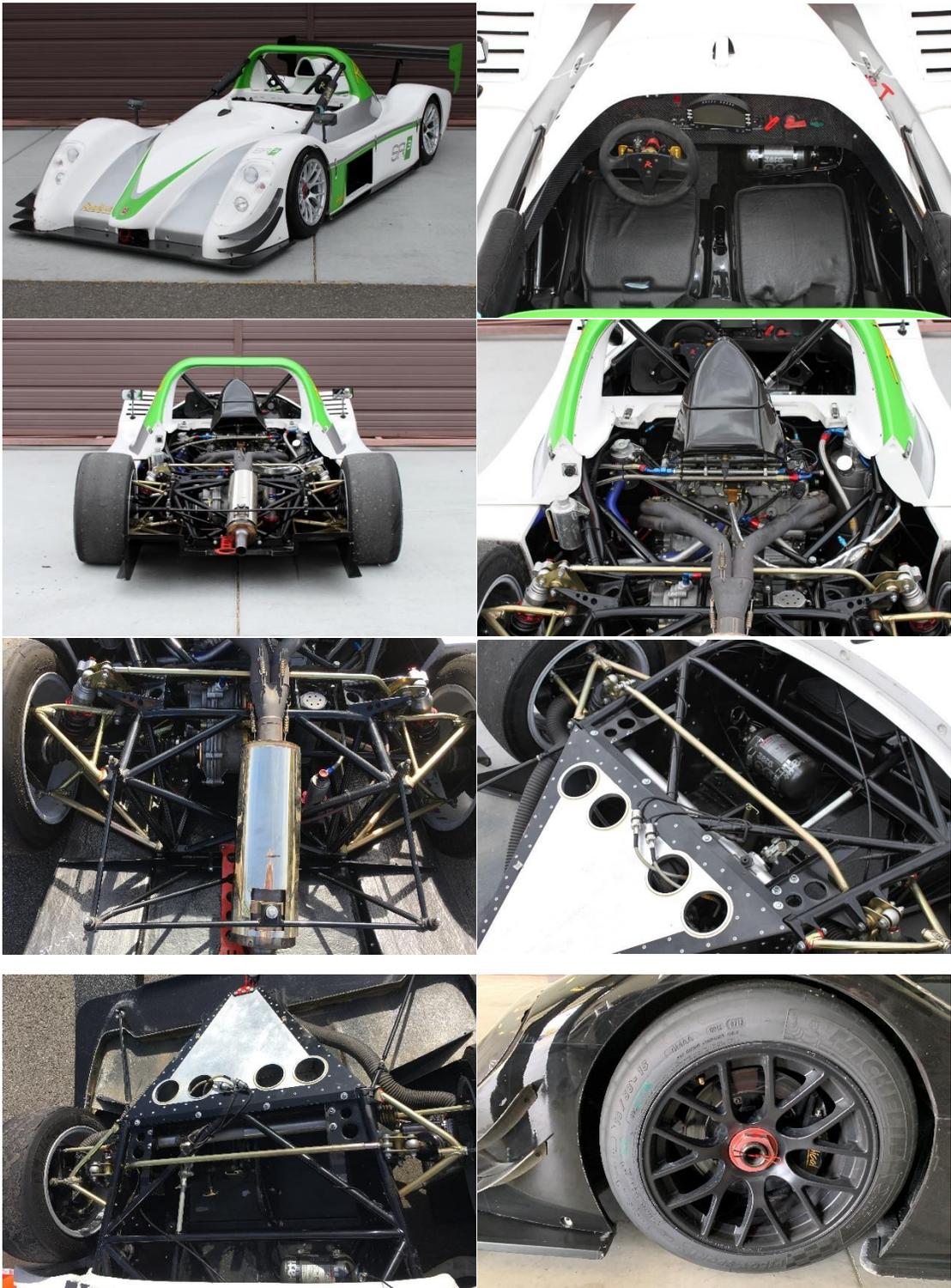
5) **Price your car properly** – Quality Radicals that are priced well often sell within a month. Cars that don't give enough information to the perspective buyers and cars that are priced too high are often listed for a year or more before they sell... if they sell at all. When pricing your car, look at the prices of the cars that are selling, not the cars that have been for sale for long periods of time.

If you follow these recommendations you should be able to sell your car quickly. If you have any additional questions or if you would like help pricing or marketing your car you can contact the Radical Sportscar Registry for a support, by emailing CharleyH@RadicalSportscarRegistry.com.

Example Pictures



Example Pictures (continued)



Example pictures set 2 (Photo credit to LuxSport Motor group)

This set of pictures had some nice angles and good background but it doesn't show detail of engine and nose off.

