

RECORE *Newsletter*

TRADING COMPANY, L.L.C.

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Platinum Group Metals Market

By Don Belisle, Sr.



Don Belisle, Sr.
Owner of
Recore Trading
Company, L.L.C.

The PGM (platinum group metals) markets that control catalytic converter prices are in a role reversal of sorts. For years pt (platinum) has been worth significantly more than pd (palladium). At times the price difference has been

as much as double. Within the past year pd has passed pt and shows no signs of looking back. There are several factors that affect these markets. First, is the supply / demand scenario. The second, the trend of OEM car builders over the past several years has been



to decrease pt content and increase pd content. Pd will have the same chemical reaction with exhaust gasses that pt does in gas powered engines; however, it takes different quantities of the metal to do so. Ever changing and evolving technologies have allowed manufacturers to use less quantity of precious metals in converters and still meet emission standards. With the now higher demand for pd than pt, one would think the price difference between the metals would roll back the other way; however, most experts in the markets don't think so. In fact, they predict pd to keep increasing in price and pt to slowly lose value. This is good for the recycler selling converters, since converters we see coming through the door contain about twice as much pd as pt. Another major contributor to metal prices is the knee jerk reactions the markets suffer from regarding any headline anywhere in the world. Headlines that insinuate any type of industry slowdown, political controversy, miner labor issues, or power supply issues to the mines send the prices into a downward spiral. Another controlling factor is the value of the dollar. When the dollar increases in value the metal prices drop and vice versa. There are still many investors who put their money in "safe haven" precious metals when the dollar



is low, then take it out when the dollar bounces back. This certainly influences metal price.

So how can the converter supplier maximize prices and minimize the downturns in the markets? At Recore Trading we hedge our metal prices daily and weekly to try to capture the highs and avoid the lows. This system has worked well for us for many years. We are constantly monitoring the metal markets and the things that influence them. We now offer price hedging to our suppliers who want to take advantage of peaks in metal prices. This is how it works: A salvage yard calls saying they have X number of converters on hand. They see prices are up and they want to lock in pricing at the high market number. The other way it can happen is for the salvage yard to call and ask where the market is, where we think it is going and when they should sell. We give our predictions based on our experience and the supplier makes his decision on what he wants to do. We at Recore lock in the estimated number of ounces of precious metals contained then pick up the converters in the next few days. We pay 80% of the estimated value at that time. We then process and assay the converters and make final payment. Assay values are always higher than the estimated piece price, plus the price gain by hedging at the optimum time = win/win. All this is done in 10-14 days, not a bad

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Platinum Group Metals Market Continued from Page 1

wait time to pick up significant gains! And we will do this with as few as 100 converters!

One day this week (early June) pd and pt both spiked at the same time, two of our regular suppliers noticed the markets were up they called and locked in prices that day. One guy had 2000 pieces and the other had 600. They both took advantage of the day's peak pricing. Both made significantly more money. With Recore's hedge program

you can take advantage of market spikes and get top dollar for your converters. If you don't have time to watch the markets, you can ask us to call you when the price reaches a certain level. We are watching the markets anyway, we are happy to do it. We have many suppliers doing this. This program, along with Recore's payment based on return of precious metals, guarantees getting the most for your converters.

What Would You Say During a Commencement Address?



By D.J. Harrington

At dinner, a couple nights ago, we were gathered around the television reviewing soundbites from Jimmy Fallon's latest commencement address. Pondering his words of wisdom, I wondered what I might have said to those graduates if I had

been given that opportunity.

First, a speech to that kind of audience needs to be short - only 15-20 minutes in length. Young people can be impatient because they're thinking about celebrating afterwards. Maybe, I could say things like, "You cannot control everything that happens to you. You can only control the way you respond to what happens." My dad told us, "There are no secrets to success. It is the result

of preparation, hard work and being able to learn from failure." He would continue, "Don't listen to people who say your dreams are impossible." I believe people who communicate that dreams are impossible have probably quit on their own dreams anyway. So why listen to them? My friend, Jim Rohn, who is in Heaven now, once said, "If you REALLY WANT to do something, you'll find a way. If you don't, you'll find AN EXCUSE."

During your lifetime, you will meet two kinds of people. I have. One kind will build you up, and the other will tear

you down. However, in the end, you'll thank them both. There's a lesson in that statement.

I have told my daughter that great things never come from a comfort zone. She'll have to go out on the limb once in a while to get some fruit. Simply put, fruit does not grow at the base of the tree but farther out on the limb. Erin needed to know that sometimes she will have to work harder to get what she wants.



I wasn't born with all of this valuable information. I had to learn it, but my parents were there to help educate me. Having had 12 children, my mom prepared us for each day with small tidbits about life. She had a mission. I can recall that she asked us to "start each day with a grateful heart". Thank you, Mom. I still do that!

Remember that there are 1,440 minutes in every day.

How we choose to live those 1,440 minutes is up to us. One thing that I have learned during my 70 years on this earth is that there are two words that will define a person—patience when you have nothing and attitude when you have everything.

If you've heard me speak, then you know that I sometimes describe the difference between a rut and a grave. Maybe, I could make this statement during a commencement address. "The difference between a rut and a grave is the depth some of us need to go to get out of the rut before we are in our grave." We don't have the opportunity to choose the family into which we're born. However, everyone chooses the life they live. If you don't like the life you're living now, then change it. Know why?? No one else is going to do it for you.

I have heard this statement many times. "Talent is given; greatness is earned." I'm not exactly sure who said that, but I know it's true! Talent freely given doesn't GUARANTEE anyone's success. Success has to be earned. What person

CATALYTIC CONVERTER EXPERTISE

Recore Trading Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 28 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process them that way for maximum return.



Tools for Success: Shine Your Flashlight for Results



By Ron Sturgeon

The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to

get the first article (or any of the other articles) in the series. Each of the articles takes a closer look at one of the tactics listed in that first article.

Things that get checked get done. Things we focus on get improved, fixed or understood. I know it seems overwhelming, all the things that need attention, but I learned early on to use my flashlight and focus, at least monthly. In my case, my main focus is financial results, so I spent more time on the financial statements than many others might. Ford forced us to close the financials by the 5th. We said it was impossible, but guess what, it's simply not. Long before Ford, I required the metric reports on my desk by the 5th and the financial statements by the 10th.

If you delay using your flashlight until the 20th or so, you won't see any improvements until the next month. I am all about a sense of urgency, so I want to be working on something by the 10th or so, so I can see at least 2 weeks of results in the month following the results I am studying. By doing this, I will get results in 1 year that it takes others 2 years to get. Multiply that by a decade and you wonder why your competitor who is on his game is so far ahead of you? 10 years ahead of you!

By the time you figure out that he put his salespersons on commission, he's already been doing it a few years, has stolen a few of your best salespersons, and has increased

his sales 50% or more, while you were playing golf. It's not rocket science, and he doesn't have any secrets. He just executes with his flashlight, fully engaged. Read my article about sense of urgency to learn more.

So by the 6th or 7th, I had a metrics report. I started asking questions about the numbers. Why

did we process fewer cars

per day than in prior months?

And it's the 3rd monthly decline. I left

up, grabbed my flashlight and was off to dismantling. Sure enough, I found several problems, and fixed them all. A forklift had been broken, waiting for a part for over 6 weeks. I called and had a rental unit delivered, and scolded the supervisor for not bringing this to our attention long ago. We had a new dismantler, and he was still moving way too slow. I scolded the supervisor for not getting him more training, and then holding him accountable for being as productive as his peers.

By the 12th or so, I had financials on my desk. I got out my flashlight, and studied it. I left up, and was off to solve problems, labor costs were up for the 2nd month, and utility expense had jumped unexpectedly. Within a few days, I had sourced, identified, analyzed, discussed, and solved problems.

Using your flashlight every month will yield positive results, over and over. You can't do everything or you become frustrated. Focus and prioritize, make it exciting, like a game almost, a game that you want to win every month.

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can you name that you feel in their lifetime earned true "greatness"? Seriously, you would pick a person that had a positive outlook, was kind to others and probably shared his or her wealth with the less fortunate. Am I right? While in Florida last year, I challenged a sales team to adjust what they're doing to reach higher achievement. "I can't change the direction of the wind, but I can adjust my sails to always reach my destination." That would be a great statement for someone's future.

In life, you really get what you put into it. As I told my daughter, "Life is like a boomerang. Send it out, and it will always come back to you." Mistakes are inevitable. All of us make them. No matter what, don't give up. That's why there's an eraser at one end of your pencil.

I've concluded my quest for the perfect commencement soundbite. If I were giving a commencement address today, I would end my speech with something like this, "***I believe life is not measured by the amount of breaths you***

take, but by the moments that take your breath away." Better yet, if you were delivering the commencement address instead of me, what would you say?

Thanks for reading my article. See you next time!

D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com.

STATE-OF-THE-ART EQUIPMENT

Recore Trading Company is the only catalytic converter buyer throughout the Northeast and beyond with a state-of-the-art in house precious metals lab, milling and sampling line and de-canning stations. Selling to us cuts out all of the middlemen and you will maximize your bottom line.



June ATRA NH Meeting

The June ATRA NH meeting was held Wednesday, June 6 at Ponderosa Salvage in Epsom, NH. When the ATRA Directors decided to present a fire training class, Rick Belanger, owner of Ponderosa Salvage and one of the ATRA NH Directors offered his facility. He and his crew cooked up hot dogs, hamburgers and other picnic goodies for everyone. A big thank you to Rick and to all who helped him for doing such a great job.

Steve Dube, Fire Prevention Officer for Hudson, NH and John Hill of the NH Training Center in Concord presented the fire training class including training on the use of fire extinguishers.

This meeting also included the annual election of Officers and Directors for the coming year. There were 10 officers and directors which can create never-ending tie votes so the Directors voted to add one more Directors' position. Don Belisle Sr. of Recore Trading Company was honored to be elected to the Board of Directors.



John Hill, one of the presenters on fire safety.



Mike Bennett and Becca Skowyra of Recore Trading Company help make the hamburgers.



The June ATRA NH meeting held at Ponderosa Salvage was very well attended.



Rick Belanger's crew cook up the hot dogs and hamburgers.

PLATINUM GROUP METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1000's of catalytic converters in our precious metals lab and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary from \$70 to \$185 based on the precious metal content.



Steve Dube, Fire Prevention Officer and Mike Bennett of Recore Trading Company demonstrate how to use a fire extinguisher.

You Can Afford to Advertise! Part 1

By Mike French



Poor Boy Advertising Methods

When hard times hit some business owners wonder if they should stop advertising to save money. If they do, they can save money for a while. But if they stop advertising for very long, they will probably be in trouble; or even go out of business! History is filled with

marketing success stories about those who gained market shares by continuing to advertise when others stopped. Research has shown that companies who continue to advertise when there is a business slow down, gain market shares when their competition hesitates. When a business hesitates, instead of continuing to compete aggressively as they normally would, they give the business that continues to advertise a definite advantage.

Actually, a slow economy is a great time to sell the savings and advantages of using recycled and aftermarket parts. Also, you may be happy to know there are many advertising methods available that aren't expensive. I call these "poor boy" advertising methods. Frankly, even though they are free or low cost, they work very well and should be a part of every company's marketing plan. Regardless of economic conditions, it makes good business sense to use these methods. Here are a few of them:

Little or no-cost advertising methods

Phone Your Customers to increase your company income by 20% to 30% without having to get new customers. Studies have shown all you need to do to accomplish this amazing increase is to call all your existing customers and say, "Hello, I'm (name & company here) and I'm calling to see if you need anything." You will catch some people at their point of need and they will place an order

on the spot. Others, because you called them, will remember you the next time they need what you have. Divide your customer list among your sales staff and have them each call a few numbers at the beginning of each day. A sales person, by calling five each day, can reach 100 customers a month!



Phone Top Prospects Even though this sounds almost too simple, it does work. You just pick up the phone and call the owners of companies you want to do business with. I'm not talking about using telemarketers. YOU give them a personal call. The call should be from one company owner to another company owner. It's not done too often so it will make a huge impact! When you get them on the phone, you say something like, "Bill, this is Bob over at Bob's Auto Parts, and I'm just giving you a call to say hello and introduce myself to you." This works because people like to do business with people they know.

Use Bounce Back Offers. They give you a second chance, at little or no cost, to make another sale to a customer who's just purchased something from you. You have to make a delivery and/or send a statement to them anyway, so your new offer gets a free ride to them. Selling to them again is pretty easy because they've just purchased something from you and are now predisposed to buy from you again. You can offer just about anything that is valuable to the customer. You can offer seasonal items such as snow tires, chains, or recycled antifreeze. You

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Shine Your Flashlight for Results

Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the busi-

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ness news curve. Ron is the author of nine books, including How to Salvage More Millions from Your Small Business.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading Company as buyers and processors of catalytic converters and a leader within the industry has specialized in catalytic converters since the very beginning of cat recycling. Maximize your profits at Recore Trading by selling your cats based on the return of the precious metals they contain. Our customers consistently see significantly higher returns for their product. You will get paid **MORE** at **RECORE!**



Gas Station Contest

This gas station is still in operation today. Just tell us where it is located and you could win \$100.

Email your answer to us at sales@recoretrading.com, fax to 603-437-1313 or even mail to us at 22 Manchester Rd., Derry, NH 03038. Please include your name, name of your business and telephone number so we can contact you if you are the winner. We will have a drawing on August 1, 2018 from all of the correct entries. All entries must be received by July 31, 2018 to be eligible. Contest is open to yard owners, dealers, repair garages, scrap dealers and exhaust shops and their employees. All catalytic converter dealers and Recore Trading employees are not eligible for this contest.



Have a Wonderful 4th of July Weekend!



You Can Afford to Advertise! Part 1

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can offer overstocked items at discounted prices, special purchases, selected items you have on sale, or anything else you know your market place is interested in such as windshield wipers or tools. The possibilities are endless. You regularly see bounce back offers as inserts in your credit card statements. They bring results. Include bounce back offers with your shipments. Pack one in every box. Send them along with your delivery driver. He can hand them directly to the customer when he makes a delivery to them. Your bookkeeper can also insert one in every billing statement.

Send Post Cards This is an easy way to get an offer into the mail quickly and cheaply. Perhaps you want to show a list of your new arrivals to a select group of customers or prospects. You can produce them in house on your office printer. Buy some 8 1/2 x 11 card stock paper at your office supply store, print them four-up to a side, and cut them apart with a paper cutter. You can put on labels, a postcard stamp and drop them directly into the mail.

COMMITMENT

Recore Trading Company is committed to and welcomes the opportunity to earn your business. Whether you have 10 catalytic converters, 100 or 1,000's, you can sell your cats to us cutting out all of the middlemen. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. You work hard and you deserve to maximize your profits so don't settle for anything less; GIVE US A CALL TODAY!



What's nice about this method is that you don't have to print and mail them all at once. You can buy a prospect list or use your existing customer list and then address and mail a few every day.

Up-Sell Programs do work. Studies show that most people will respond positively to an up-sell opportunity that is up to 20% above the original purchase price of the item the purchaser is buying without them giving it much thought. Small amounts added to a number of sales per day can really add up. Let's say you are able to add one \$5 purchase to each purchase of \$25. In one day, that amounts to \$125.00 extra dollars or \$625.00 in a five day work week or \$2,500.00 in a four week month, and a whopping \$32,500 for the fifty-two weeks in the year. Not bad! So where do you begin? Logically, the first up-sell offer would be an addition of warranty protection on applicable items. Then there are product tie-in opportunities. For instance, if the customer buys an engine, ask them if they need grease, oil or other fluids to go with it. Does the customer need gaskets, belts or special tools to make the installation? The key is to always ask if there's anything else the customer needs. An up-sell is NOT a cold-sell! Attitude is everything when up-selling. It should be a part of your great customer service. If they don't buy it from you, they'll have to make a trip elsewhere to get it.

More of little or no cost advertising methods in the August newsletter.

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Laughter is the Best Medicine

Helicopter Ride

Walter took his wife Ethel to the state fair every year, and every time he would say to her, "Ethel, you know that I'd love to go for a ride in that helicopter." But Ethel would always reply, "I know that Walter, but that helicopter ride is 50 dollars and 50 dollars is 50 dollars."



Finally, they went to the fair, and Walter said to Ethel, "Ethel, you know I'm 87 years old now. If I don't ride that helicopter this year, I may never get another chance." Once again Ethel replied, "Walter, you know that helicopter is 50 dollars and 50 dollars is 50 dollars."

This time the helicopter pilot overheard the couple's conversation and said, "Listen folks, I'll make a deal with you. I'll take both of you for a ride; if you can both stay quiet for the entire ride and not say a word I won't charge you! But if you say just one word, it's 50 dollars."

Walter and Ethel agreed and up they went in the helicopter. The pilot performed all kinds of fancy moves and tricks, but not a word was said by either Walter or Ethel. The pilot did his death-defying tricks over and over again, but still there wasn't so much as one word said. When they finally landed, the pilot turned to Walter and said, "Wow! I've got to hand it to you. I did everything I could to get you to scream or shout out, but you didn't. I'm really impressed!" Walter replied, "Well to be honest I almost said something when Ethel fell out but, you know, 50 dollars is 50 dollars!"

got involved in."

The cop looks at him disbelievingly and asks him, "Were you the one being robbed, sir?"

The man casually replies, "Oh no, I was the one who committed the robbery. I was escaping."

The cop is shocked and surprised that the man has admitted this so freely. He says, "So you're telling me you were speeding...AND committed a robbery?"

"Oh yes," replies the man calmly. "I have all the loot in the back."

The cop is now starting to get angry and says, "Sir, I'm afraid you have to come with me" as he reaches into the window to take the car keys out of the ignition.

The man shouts, "Don't do that! I'm afraid that you'll find the gun in my glove compartment!" At this the cop pulls his hand out of the window and says, "Wait here" as he returns to his car and calls for backup.

Soon there are cars, cops and helicopters all over, everywhere you look. The man is quickly dragged out of his car, handcuffed and taken towards a cop car. However, just before he is put in the car and taken away a cop walks up to him and says, while pointing at the cop that pulled him over, "Sir, this officer tells us that you had committed a robbery, had stolen loot in the trunk of your car, and had a loaded gun in your glove compartment. However, we didn't find any of these things in your car."

The man replies, "Yeah, and I bet that liar said I was speeding too!"

Speeding Motorist

Late one night this guy is speeding down the empty road. A cop sees him go flying past so chases him and pulls him over. The cop goes up to the car and when the man rolls down the window, he asks, "Are you aware of how fast you were going, sir?"



The man replies, "Yes I am. I'm trying to escape a robbery I

WE'LL GO THE EXTRA MILE!

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends.



PROUD MEMBERS OF:



WE WELCOME YOUR COMMENTS Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at sales@recoretrading.com.