

RECORE *Newsletter*

TRADING COMPANY, L.L.C.

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www.recoretrading.com



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

Change Can Be Good!

By Don Belisle, Sr.

The gradual change in the quantity and type of metals the manufacturers have made to the catalytic converters over the past decade or two is really showing in the converters we are buying today. This, along with the dramatic increase in the price of palladium, combined to push scrap converter prices through the roof. Converters from gas powered

vehicles now contain 2 to 3 times as much palladium as they do platinum! This was not the case 10 to 20 years ago. Today's converters are vastly different from the earlier units and they vary greatly among the very same converters made by the same manufacturer bearing the same code. At Recore, we constantly do individual assays on converters coming through the door. For instance, we frequently take 10 converters that all bear the same application and code number and do individual assays on these units. When



we compare the results of the assays, the values vary greatly and there are no two alike. It is not unusual to see 10 of the same code converters have price differences by as much as \$90.00!

Now more than ever, if you want to get the most for your converters, you must sell based on assay. Our suppliers get paid face value when we pick up and then after assay (usually 10-14 days), they get the balance of the assay value. New suppliers are always thrilled when they get their assay payment because they can't believe the difference over price list and code based payment. The ONLY way to get paid for every gram of precious metals in your converters is to get paid based on assay. Why do you think these dealers who buy using price lists sell based on assay? Because they get more money by assay!

Recore pioneered small lot assay based payment in order

to give salvage yards the same advantage big dealers have. Assay based lots can be as small as 100 pieces! Get more for your converters at Recore!

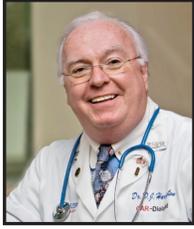
Changing Markets

The markets we all sell to are more global now than ever. Incidents from all corners of the world dramatically affect the markets we sell into. The ferrous market is still looking for direction with all parties moving very cautiously. Until the worldwide tariff situations are resolved, I don't see a stable environment happening here. We have seen very modest climbs and drops in recent months, I know we would all like to see better pricing but at these levels the yards are not competing with every back yard scrapper who all of a sudden is in the junk car business.



PRSR STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

Yes, I Smile at Strangers By D.J. Harrington



Last month while attending URG, you probably heard Michael Clay, the speaker that did a presentation on how to use social media correctly to make money. There aren't many guru's comparable to Mike because he's an expert in SEO, "on-web" design, and digital marketing plans. Others may feel they measure up to his ability...but they really don't. As usual, when Mike and I meet at conventions, we go to dinner. Glad to see each other again, we talk about family and business.

The conversation shifted as someone walked by our table. "You smile at everyone, whether you know them or not," Mike said. I confirmed his comment. It's a habit. I told Mike that I learned that technique from Dennis Waitly, the famous personal development speaker. (who by the way, died a few years back from cancer).

As I started to answer, I acknowledged his statement as fact while explaining the parallel between attitude towards strangers and my overall level of happiness. In other words, it's unusual to find a happy person who walks around with their head down, frowning and looking away from people. You know the type and have seen them every day. It doesn't make sense that those people could be secretly, joyful, and still manage to hide it from the public.

I'm not suggesting it's better to be outgoing than introverted. Not at all. Nor am I saying that you need to expend tons of extra energy trying to brighten the day of others or that you should pretend to be friendly when you're shy or don't really feel like being friendly. No one appreciates a disingenuous person.

It's my desire that you see strangers as being a little more like you and that you should treat them not only with kindness and respect but with smiles and eye contact as well. An adage applies here. Treat people like you want to be treated. I can still hear my mom saying that to me. If you adopt the smile and eye contact approach when meeting others, you'll probably notice some nice changes in yourself. You'll begin to see that most people are just

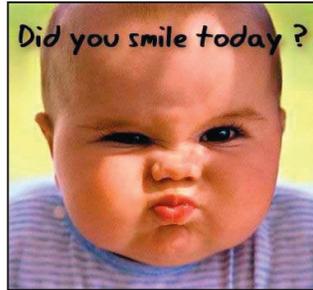
like you. Most of them have similar issues. They love their families but may be experiencing troubles, concerns, likes, or dislikes and may have some overwhelming fears. You'll also notice how nice grateful people can be when you are the first one to reach out to them. Most people are doing the best they know how with the circumstances they've been dealt.

Personally, when I smile at someone, I feel an inner peace or happiness which in turns makes me even happier. Just so you'll know now, at the next Auto Recyclers Northeast Education and Exposition, being held in Albany, New York, I will be addressing this issue. If you live in Northern New Jersey, New York, or the surrounding area, then you need to attend the next Northeast Education and Exposition coming up September 26th – 28th, 2019. I will be digging into the benefits of your smile and how it can affect you and others whether with your business team or family members.

Those of you living near Indianapolis, Indiana need to mark your calendar now to be at the ARI Presents, the Tri-state Summit & Expo. Those dates are August 16th – 17th, 2019. The Automotive Recyclers of Indiana are inviting all the Recyclers from Ohio and Kentucky to their 1st Annual Tri-State. Mark these two dates on your calendar. If you want to improve your bottom line, come for the fellowship but also attend for the training. Both conventions will have expanded education and training topics for all levels of auto recyclers. For more details, go to www.Indianaautorecyclers.com and for the largest trade show in the Northeast, up in Albany, New York with ARNE, go to www.arany.com. That's on September 26th-28th. Yes, I will be attending both shows. I hope to see you there.

Remember, 7 muscles to smile 28 muscles to frown. Don't be caught working overtime. When you go to these two conferences you WILL smile. See you next time.

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



April ATRA NH Meeting By Rebecca Skowyra

The April meeting of ATRA NH was held Wednesday April 3, 2019 at 6:30pm at The Puritan Backroom Restaurant in Manchester, NH. The speaker for the evening was Andrea Kenter, P.G. she is Senior Hydrogeologist with ATRA NH Member Geolnsight, Inc. She did an excellent presentation

on Best Management Practices (BMPs). These are practices that are implemented at your facility to eliminate, reduce, or minimize

exposure of pollutants to both people and the environment. She discussed proper vehicle storage, scrap tires, universal waste: batteries, antifreeze, mercury switches and CRTs. She also discussed spill management and proper drainage.



*April ATRA NH meeting
Photo By Rebecca Skowyra*

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.



Focus on the Customer

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 takes a closer look at one

of the tactics listed in that first article.

Focusing on the customer is almost always the right place to start.

Whenever you are thinking about changes in strategy, marketing, or other policies that could affect the customer, try to err on the side of doing what benefits your customers. When the customer wins, you will likely win.

- In 1978, when I opened, we didn't guarantee parts. AT ALL. That was the standard in the industry. In hindsight, how dumb was that? Why would anyone try to replace a failed part with a used one with no warranty? We quickly moved to a 30-day warranty, irritating our competitors because they said the customers would take advantage of yards that offered warranties. REALLY? The customers want to buy defective parts? We marked the parts to make sure any that were returned were actually ours. I am sure some customers disassembled parts to make sure our mark was on the part they returned. In any case, today the minimum standard is usually 12 months, and the smartest operators also sell extended and labor warranties. These policies benefit the customer and they buy more and tell others about us.
- In your marketing, do you think about advertising things that benefit the customer? Discounts can be good, but most customers think you mark things up so you can discount them. Many are more focused on quality and speed of delivery. Do you offer delivery service from a box truck with full service, meaning the customer never has to do anything except give you a purchase order or money? There's a reason they use your competitor with those big, clean box trucks and pallet jacks on board and pay more!
- Considering new methods to pull parts or fill orders? Think about how to better serve the customer as part of those discussions; don't just focus on how to save you money. In many cases, you can save money and improve service. Look at your ad. Does it make you want to come buy from you?
- Pricing of merchandise-I see yards so myopic about getting every nickel that they take all the latitude away from their sales staff to cut prices. The best yard management systems for recyclers prompt the salesperson about whether he or she should cut prices, based on supply and requests and past sales. Those same computers tell the owner that salesperson A gets 96% of the screen price 100% of the time, while others get 90% or less. Yet that salesperson is being admonished because he or she get enough for a given part. Think about what

benefits the customer (lowered prices), in the context of training salespersons when to cut and when not to cut, and everyone will win.

- Use a mystery shopper to understand the customer experience. Prepare an objective way to measure the results, with points for asking for the customer's name, mentioning warranty, and of course, most importantly, asking for the sale. You will likely be amazed at how poorly phones are handled. Why would you come again?

In the old days, we owned the customer. But today, they have so many other options; we don't own or control anything. The outcome we want, sales, is more difficult than ever before. We must focus on the customer and their experience if we expect to ring the register. Those who deliver the best experience consistently are likely to be the market leaders.

Customer Satisfaction



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 business 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.

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!



Lead Generation Marketing By Mike French



In my opinion, the hardest and worst kind of advertising is cold calling. It will wear you out faster than anything. Many businesses do a lot of cold calling to generate their leads, and it's like trying to dig earthworms through

concrete. The cold calling advertising method is nowhere to be found in my arsenal of recommended advertising strategies because there are far better, easier, and even fun ways to get good leads. The first and main reason "cold calling" fails is because you are interrupting and bothering people with a sales call. Nobody likes to receive that kind of call. Second, cold calling fails because you have to dig through a lot of ocean water to locate the right kind of fish. Simply put, most people are not interested in your products and services, and it takes a lot of calls to a lot of uninterested prospects before you just happen upon one that is interested. Then, you may spend a lot of time talking to him, calling him back five or six times, and then you still may not make a sale. No wonder there is such a high burnout rate among businesses that do this.

Will all those interested please raise your hands?

There is much better way to get good quality leads and an easier way to turn them into buying customers. Instead of calling them, you get them to call you! Isn't that a lot easier? You bet it is! It is a lot easier to talk to someone who calls you about your products and services than it is to call them and try to stir up some interest. How do you do this? You advertise for them! You qualify them with your ad so that only the right prospects will call you. This is done through multi-step lead generation advertising.

The idea behind this method of advertising is you aren't trying to make a big sale through the first contact. You are only trying to get good qualified leads to raise their hands, reveal themselves to you, and ask you for information.

Let's say you are at a big convention. The room is filled with thousands of people and you know that your perfect prospects are somewhere in that room. Then someone

hands you a microphone and allows you to make an announcement to everybody. You introduce yourself and tell them about your exciting offer. You close by saying, "only those of you who want more information about this exciting offer please raise your hands." When they reveal themselves to you, you give them more information, such as your sales letter, etc.

Who could you reach with this approach? Anyone! You can use this method to reach any kind of prospect such as insurance adjusters, certain kinds of shop owners, whoever. The key is to place advertising in the places your prospects will most likely look such as trade magazines, specific niche market mailing list, and tradeshow publications, just

to name a few. Lead generation ads are always a part of multi-step process. They respond to your ad to receive more information, that's step one. You follow up by sending them your direct response package, that's step two. They respond to the information with their order - step three; or they request more information - step four, and so on. You create as many steps as you need to get the final results you want. The amount of steps you use vary, depending on the type and size of your offer. Usually, the bigger the offer, the more steps will be necessary.

Lead Generation Methods

Classified ads/small space ads. This is a fast and very inexpensive way to generate leads. It's also a good way to test headlines, offers, prices, etc.

Free recorded message. Your ad invites them to hear a free recorded message. Your recorded message gives them exciting details and invites them to leave their name, address, and phone number.

Free consumer reports. The ad invites them to ask you for a free consumer report. The report covers the subject and offers your product as the solution. You can write consumer reports on many hot topics around the interests and concerns of your prospects. For instance, you might write one entitled, "Warning! Six things you must know before buying used vehicle parts! Call for a free consumer report", and then put your phone number as the contact.

So there you have it! Stop burning yourself out with frustrating and ineffective cold calling and begin turning your prospects into buying customers through lead generation marketing.

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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.



Maine Auto Recyclers Association Annual Meeting and Dinner

By Bill Bell, Executive Director of MARA



Winners of Recore drawings at MARA meeting. Photo By Bill Bell.

The happy winners of Recore Trading Company shirts, sweatshirts, and windbreakers from the drawings at the Maine Auto Recyclers Association Annual Meeting April 18 at Governor's Restaurant in Waterville. From left to right: Andy Mitchell, Littlefield's Garage; Dustin Brown, Brown's Exit 27 Salvage; Dave Dyer, Gibbs Auto; Roger and Earlene McEwen, Houlton Towing and Auto Salvage; and Kevin Davis, B & K Auto.

Brand new MARA member Earlene McEwen was especially pleased with the crisp \$50 bill she found in the pocket of her windbreaker!

Betsy Finnell of Hotlines was the meeting's special guest and speaker. The 40 attendees also discussed at length MARA's efforts, including recent legislation, to modify the titling requirements for sale of parts from pre-2000 model year vehicles. Kerby Littlefield warned of new efforts in other states, including adjacent New Hampshire, to restrict the use of used parts in auto repairs. Darryl Brown of Brown's Exit 27 Salvage was elected MARA's Treasurer, succeeding Lisa Mitchell of Aable Auto Parts, who had asked to step down after many years of service.



...we are bringing together Automotive Recycling Leaders from across the Northeastern States & Provinces!

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SEPTEMBER 26-28, 2019

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EXPERIENCE

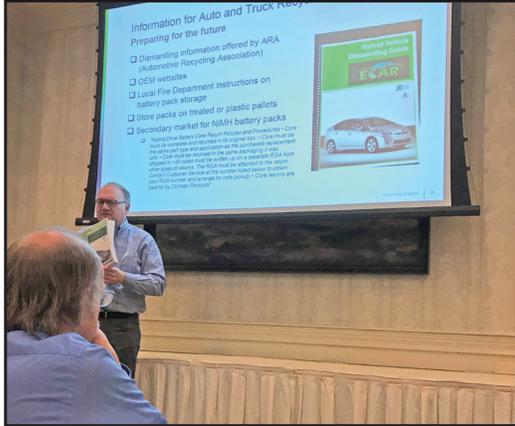
As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 29 years in the business. We have specialized in catalytic converters since the very beginning of catalytic converter recycling!!



6 May ATRA NH Meeting By Rebecca Skowrya

On Wednesday May 1, 2019 we had our monthly ATRA NH meeting at the Puritan Backroom in Manchester NH. The presenter for the evening was Mark Caffarey from Umicore International of Belgium. Mark did a fantastic presentation on the future of the batteries we all will soon be seeing in our yards. Hybrid, electric vehicles etc are becoming essential to our modern lifestyle, they make our lives convenient because of instant power supplied by rechargeable batteries. As we continue to enhance our

lives with these devices, battery disposal is becoming an environmental challenge. Mark explained which batteries are safe and which ones are dangerous, which ones have value and which ones do not. Mark also went into detail on how to safely store and ship these batteries. As electric and hybrid vehicles are becoming more and more popular in the United States, now is the time to start thinking and planning on best way to handle these batteries as it can be a dangerous job.



May ATRA NH meeting.
Photo By Rebecca Skowrya



Don Belise introduces speaker for the May ATRA NH meeting.
Photo By Michael Bennett



Mark Caffarey of Umicore International speaks about batteries at the May ATRA NH meeting.
Photo By Michael Bennett



WANTED

Looking to buy
Sandy Herrick Built Forks.
Please contact Rick Belanger
at Ponderosa Salvage
603-736-6000

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. We have the expertise to sort your cats into categories of similar precious metal content to maximize return. Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals you sold us. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



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on our Hydraulic
Tank Filter Retro Kit!**

*Call on our Lid Grease
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Laughter is the Best Medicine

Bell 4

A fireman came from work one day and told his wife, "you know, we have a wonderful system at the fire station. Bell 1 rings and we all put on our jackets. Bell 2 rings and we all slide down the pole. Bell 3 rings and we're ready to go on the trucks."



"From now on", he said, "we're going to run this house the same way." "When I say Bell 1, I want you to strip naked. When I say Bell 2, I want you to jump into bed. When I say Bell 3, we're going to make love all night,"

The next night the fireman came home from work and yelled, "Bell 1!" and his wife took off her clothes. "Bell 2," and his wife jumped into bed. "Bell 3," and they began to make love. After two minutes his wife yelled, "Bell 4!"

"What the hell is Bell 4?" the husband asks. "Roll out more hose," she replied, "you're nowhere near the fire!"

David Jones

This guy walks into a bar with this really great shirt on. The bartender goes, "Where'd you get the great shirt mate?" The man replies, "David Jones." This 2nd guy walks into the bar with really good pants on and the bartender goes "Where'd you get the great pants mate?" The man replies, " David Jones." This 3rd guy walks into the bar with really great shoes and socks on. The bartender goes, "Where'd you get the great shoes and socks mate?" The man replies, "David Jones." Then this 4th guy runs in naked and the bartender goes, "Look who the hell are you mate?" And the naked guy says, "I'm David Jones!"

A Doberman and a Chihuahua

Two buddies were out for a Saturday stroll. One had a Doberman and the other had a Chihuahua. As they sauntered down the street, the guy with the Doberman said to his friend, "Let's go over to that bar and get something to drink." The guy with the Chihuahua said, "We can't go in there. We've got dogs with us."

The one with the Doberman said, "Just follow my lead." They walked over to the bar and the guy with the Doberman put on a pair of dark glasses and started to walk into the bar. The bouncer at the door said, "Sorry, Mac, no pets allowed."

The man with the Doberman said, "You don't understand. This is my Seeing-Eye dog." The bouncer said, "A Doberman pinscher?" The man said, "Yes, they're using them now. They're very good."

The bouncer said, "OK then, come on in." The buddy with the Chihuahua figured he'd try it too so he put on a pair of dark glasses and started to walk into the bar. He knew his story would be a bit more unbelievable. Once again the bouncer said,

"Sorry, pal, no pets allowed." The man with the Chihuahua said, "You don't understand. This is my Seeing-Eye dog."

The bouncer said, "A Chihuahua?" The man with the Chihuahua said, "A Chihuahua?!? A Chihuahua?!? They gave me a damn Chihuahua???"

Some Honeymoon!!

Fred and Mary got married. But they can't afford a honeymoon, so they go back to Fred's parent's home for their first night together. In the morning, Johnny, Fred's little brother, gets up and has his breakfast.



As he is going out of the door to go to school, he asks his mom if Fred and Mary are up yet. She replies, "No".

Johnny asks, "Do you know what I think?" His mom replies, "I don't want to hear what you think! Just go to school." Johnny comes home for lunch and asks his mom, "Are Fred and Mary up yet?"

She replies, "No." Johnny says, "Do you know what I think?" His mom replies, "Never mind what you think! Eat your lunch and go back to school."

After school, Johnny comes home and asks again, "Are Fred and Mary up yet?" His mom says "No."

He asks, "Do you know what I think?" His mom replies, "Ok, ok, tell me what you think!!!" He says: "Last night Fred came to my room for some Vaseline and I think I gave him my airplane glue."

GIVE US A CALL TODAY!

The Recore Trading Company team is always looking for new, innovative ways to earn your business. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. After all, most of our customers have become our long lasting friends. So if you've been thinking about calling us, give us a call today!



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