



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

You Gotta Love Palladium

By Don Belisle, Sr.

As of this writing (early November) palladium continues to impress and in a very big way. As the primary precious metal used in catalytic converters in gas powered vehicles this really affects auto recyclers. Palladium (pd) has been setting record high prices

seemingly every week this year. The usual profit taking of the larger players that you usually see when a commodity is on the rise have had very little effect on diminishing

price increases. Perhaps most have already sold? The Wall Street Journal (and many others) recently reported that pd is the best performing commodity of 2019. Many forecasters predict that pd will continue to climb through the rest of the year. I hope they are right. This comes when auto sales worldwide are actually in a slump. Auto manufacturers are the largest consumers of recycled precious metals from recycled converters. However, auto emission standards continue to get tougher worldwide, so even though less cars are being sold the ones that are must contain more pd than ever before. The other metals in converters, platinum (pt) and rhodium (rh) are doing very good as well. Pt has been following pd in a consistent uptrend it just hasn't performed quite as well. And rh is currently over \$5000.00 per troy oz. Rh is the most valuable precious metal followed by pd then gold. Rh has a specific duty in catalytic converters and we see it in all converters made, however there is typically 7 to 20 times as much pd as rh. This less significant quantity of rh as there is pd still does contribute to converter's value.

All of this directly affects the prices Recore pays for scrap converters we buy from salvage yards. And the prices are nothing short of astonishing! Recently one of our regular supplier yards dropped off his weekly lot of converters. This particular yard is local and will drop off



his converters as part of his delivery run. He will usually drop by in a day or two to pick up his initial payment, then get his assay final payment in 10 days. When he looked at the check in sheet, he was astonished to see he had some converters worth over \$700.00 each! He was amazed at what he was getting for his converters here at Recore. Then when he got his final assay payment the extra \$2000.00, he received was icing on the cake. This story happens everyday here, converter prices have never been better! The timing of this is very fortunate for the auto recycler since most of the other commodities he sells are suffering terribly.

Of course, with very high converter prices come all the new converter buyers with pie in the sky deals. With converter values climbing so rapidly it is not too hard to fool a yard into thinking they are getting a better deal from the new guy, they are not. I've been in the



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converter business since there was a converter business, I invented the process for assay based small lot payments to yards. No one can beat Recore's prices on converters period. Don't be fooled.



Recently I attended both the ARA conference in Charlotte and the ARANE show in Albany. Trade shows themselves are quickly becoming a thing of the past and their dwindling attendance proves it. I no longer exhibit at these shows, I find exhibiting there a waste of time. The educational forums still have some value but the exhibit halls are not the valuable thing they were in the past. Vendors web sites provide way more and complete information than exhibit halls do. In today's world any information you want can be had in minutes from your computer and phone. Although I do enjoy the face to face meetings with distant suppliers, we do business with. Always good to shake their hands and discuss how things are going, and how we can improve. Merry Christmas to all!

ARA 2019 Award Winners *By D.J. Harrington*



Yes! It was the best ARA convention ever. You've probably heard me say that it was the best before which makes one ask why I'm saying it now. How did they surpass previous years? What really made it better this year? Well, since Jim Counts, Mike James and yours truly were given awards, it was the best

ARA convention for me. Your lovable writer won the "Life-Time" Achievement award.

The President Award went to Andy Latham, while the Member of the Year award went to Greg Condon. The very prestigious, Certified Automotive Recycler of the Year award went to Pam's Auto and they deserved it too. In fact, all these awards were given to individuals that really deserve the awards for their sacrifice to the association and the industry. The Affiliate Chapter of the Year went to none other than the Connecticut Auto Recyclers Association. The very large Apple Award went to Ginny Whelan.

Let me also name three outstanding people who received special recognition awards. Those members were Becky Berube, Amanda Zmolek, and my dear friend, Theresa Colbert from Car-part.com. It was truly a great convention. For those of you who've read my article every month know that I've voiced my opinion that this is the finest Executive Committee ever assembled at ARA. It's a premier team of individuals such as David Gold, then Jonathan Morrow, Chad Counselman, Scott Robertson, my dear friend Marty Hollingshead, and

the newest member from Florida, the dynamic Shan McMillon.

Ok, these people have something in common. All of them have big, very successful yards, but they are different too. Each one cares about this industry and when they bleed, they bleed the red blood of ARA. David Gold had a plan and he's indicated it's coming together.

The convention adopted lots from URG conventions because the speakers were the best. The main speaker, Jason Redman was one of the best speakers I have heard. His humble spirit moved me. As a decorated Navy Seal, Lieutenant Redman courageously served our country with distinction in Colombia, Peru, Afghanistan and Iraq.

As I am writing this article, I'm halfway through his book, "The Trident". I found his book to be brutally honest and heartfelt, a true warrior's journey to hell and back. I doubt if ARA has more copies of his book. However, you could ask Sandy Blalock or just go online to: www.jasonradmanww.com. The signed copy like I have \$29.99. There is a paperback version for \$14.99. It would make a great Christmas gift for anyone. My final word on Jason Redman is that he reveals leadership strategies that you will adopt in your business and life.

One last thought it is about "ROE". It stands for "Recycler Original Equipment". My hope and prayer are that by mid-year of 2020 this "Roe-Recycler Original Equipment" trademark will be found on every shirt, jacket, and truck to promote this registration. Branding is important in business, and you've seen that I believe in branding. For me, it's my doctor jacket. One thing that would greatly help our industry is if we could teach the public that every day we deal with Recycled Original Equipment. There's no better option than to wear it proudly every day. Don't forget to get Jason's book.

See you next time!

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

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 and even more based on the precious metal content.



You Can Afford to Advertise! Part 2

By Mike French



Continued from last month, more little or no-cost advertising methods.

Write Personal Letters. Don't send form letters! Your letter has to be personal in order to work. The envelope must have a handwritten address - not a label! There

must also be a first-class stamp in the corner - not metered postage. Your personal name and return address must appear in the upper left hand portion of the envelope. Don't use a professionally printed envelope or company label. It must look like, and actually be personal mail when it arrives in the mail. The inside of the letter must also be personally hand written or typed. The person's name should be at the top and your signature hand signed at the bottom. Keep your letter short and to the point. You can say something like, "Dear Bill, I'm writing you a personal note to introduce myself." The more personal it is, the better your response will be. If your letter looks like you simply did a mail merge and cranked out a bunch of them, you will NOT get the results you want! Incidentally, I know one company owner who used this approach, and he even included a hand-made savings coupon he personalized for the receiver, writing in their name, and putting his signature on the bottom of it. Everyone who got one thought they were the only person who did! He got more than a 90% response!

A Broadcast Fax can only be used to communicate to your own customers. You need to speak to your customers in advance to get their permission to receive faxed "customer only specials" from you. This is called "permission" or "friendship" marketing. It really improves your response rate when people welcome your offers. Always obey legal requirements when using this method. Never send spam! Be sure to include the date and time you sent your fax, your name/or the name of your business or organization, and the phone number of your fax machine. This needs to be on the first page of each transmission, or located in the top or bottom margin of every page you send. Be sure to put a note at the bottom giving them a chance to get off your list. You can check online at www.gpoaccess.gov for the current legal information. Keep your fax simple. If it is an easy, fast read, people are more apt to read it and respond. Don't use a lot of graphics because graphics fax slowly and don't look good. Instead use mainly text. Make it all about your offer. Have a powerful headline at the top such as, "These New Arrivals Are Just in!" or, "A Clearance Special For our Top Customers!" Then follow your headline with a great offer that is easy to understand and easy to respond to. The easier it is to

respond and place an order, the better and faster the response will be. Make the fax ad itself an order form so they can simply check boxes, add their name to it and fax back to you. I have done this and have had a hand full of orders within minutes of faxing the offer to my best customers! For smaller campaigns, you can use simple in-house computer programs. But, if you are dealing with a large campaign, several hundred or more email addresses, you might consider using a professional broadcast service.

Send News Releases. This method is powerful and free. Your local newspapers are always looking for interesting news items to fill print space in the business section. Send announcements about your new staff additions, new buildings you've constructed, new specialized equipment you've purchased, or updates to

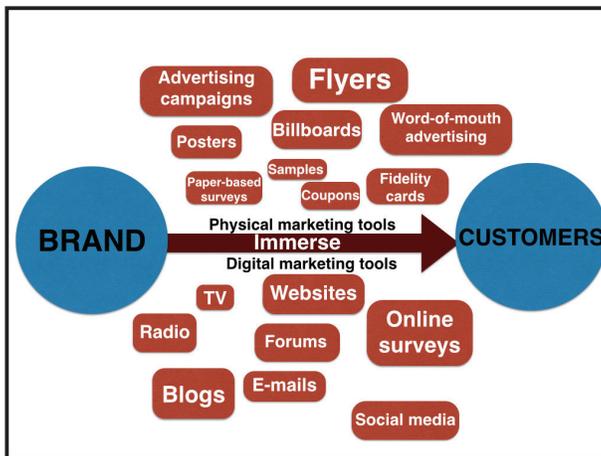
your services or shipping methods or locations. You can announce important changes in the automotive recycling industry and how it will affect your business and your community. Always stress your commitment to the environment and what you're doing to save the planet - it's the stuff they look for.

Use Social Media such as Blogs, Facebook & Twitter.

There are many successful companies that use nothing but these free social media methods to advertise! Social media methods allow you to speak to a large group of people instantly. You can quickly communicate from just about anywhere using your laptop or smart phone. For instance, you can quickly post photos of your new arriving salvage vehicles or photos of other things you've gotten such as some take-off truck beds you want people to know you have in stock.

Online Auctions, eBay, and Craig's List: More free or inexpensive ways to quickly advertise electronically. eBay has recently introduced a used auto parts section including special pricing options. Visit their site to find out more information. There is a lot of information available online about how to use these methods.

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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.



Converting Your New Website Traffic into Cash By Ron Sturgeon



Targeting the Right Traffic Will Increase Your Conversion Rates

Quality is more important than quantity in website traffic. It won't help you to make money if you increase your website traffic, but all the new traffic comes from Europe or is made up of teenagers looking for pictures of imports. It's more important to

get the right people coming to your website, than getting a few more people coming. We want traffic from potential buyers.

So how do we target the right users? First, we research terms pertaining to your business. If you specialize in late model imports, then you want to do keyword research focusing on terms like used *Honda parts* or used *Mercedes engines*. Next, you create a list of the phrases you think visitors would type into a search engine to find the products that your business sells and import that list into Google's keyword tool (<https://adwords.google.com/select/KeywordToolExternal>).

Ask it to return results that are similar to your terms, and you'll get a report with not only your terms, but also new terms that Google suggests. This report uses real data from Google and will show you which terms get high search volume, which get low volume, and which are most relevant to your business. This expanded list will now serve as the basis for your content creation campaign (blog posts, articles, and so on).

Creating content around these terms will increase your chances of showing up in search results for those terms. We know that those terms get search volume, we know they're highly relevant to your business, and we know that once you begin to get traffic for those terms, that traffic will be more likely to convert into a lead.

Grabbing Attention and Converting Web Traffic into Money

After doing your research and creating good content that brings in targeted traffic, your next goal should be converting visitors leads and sales. Converting a visitor can mean many things, but ultimately, it's getting the visitor's information - either by his signing up for a newsletter,

subscribing to your blog, following you on Facebook, filling out a contact form, making a phone call or buying a part online. Whatever the conversion that take place, you should recognize that getting his information is valuable, whether he is buying today or may need a part in the future.

How do we convert that user? In the previous article in this series, we talked about how a user looks at and navigates your website. It's important to direct the user's eye where you want it to go. You'll want to make sure you have a bold call to action as the primary focus of your page. If you're trying to sell a part, use a button or graphic that says "Buy Now" and make sure the user can get to it in as few clicks as possible. If you are trying to get the visitor to subscribe to your blog, make sure you make it easy. Direct him to right place to sign up, and make it happen in as few steps or clicks as possible.

Nurturing Your Leads

Some of your visitors may give you their information - an e-mail, phone number, etc. but may not purchase a part. Don't forget these people. Your site converted them, and you want to make sure they eventually buy from you. Market to them and make sure you stay fresh in their minds. If they liked your page on Facebook, make sure you are making posts, posting pictures of new inventory to Facebook, and so on. If you have their e-mail address, you should be sending out monthly newsletters or updates with new inventory and parts. Free or low-cost CRM tools like Constant Contact, MailChimp, and others can help you create great e-newsletters and integrate them into your website.

Over time, you will add hundreds or maybe even thousands of people to your marketing lists, people who

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You Can Afford to Advertise! Part 2 Continued from Page 3

Sell Ad Space in Your Publication: There are some companies who are so successful at this approach that their entire publication is paid for by others! There

are lots of non-competitors who would love to sell their products and services to the very same people you market to. Create ad space in your newsletter or marketing publication for them.

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.



So there you have it! You have learned that a slow economy is actually a great time to advertise your business. You are now armed with several no cost or low-cost advertising methods you can immediately put to work for your business.

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Converting Your New Website Traffic into Cash *Continued from Page 4*

without your efforts to get them to opt in to your newsletter or to like you on Facebook may have left your website and never returned to buy from you. Make sure you profit from marketing to your lists.

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.



EXPERIENCE

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 30 years in the business. We have specialized in catalytic converters since the very beginning of catalytic converter recycling!!



HELP WANTED

Because of our expansion and growth, we are looking for some good people to fill newly created positions for:

- Sales/Marketing
- Warehouse workers
- Catalytic converter buyers

We are a family owned and operated company and a fast-paced innovative industry leader. If you have the right enthusiasm, attitude and drive, we want you to join our team. We treat all employees with dignity and respect and most of our people have been with us for a minimum of 8 years.

Please submit your resume with cover letter to don@recoretrading.com or fax to 603-437-1313.

Or call Jon at 603-437-3000.



For Sale



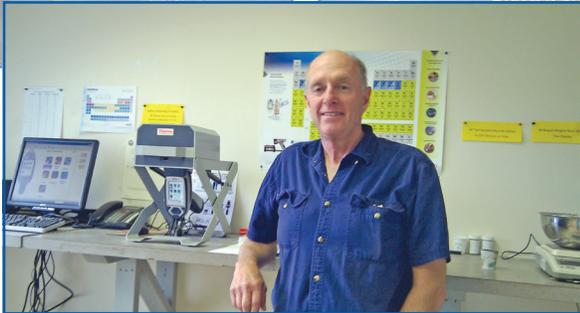
Max-Pak Vertical Baler
\$2500



Call 603-437-3000



Just a few of the many services we offer throughout the Northeast and beyond...



- We buy your catalytic converters as precious metals.
- Catalytic converter expertise, with over 30 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process that way for maximum return.
- We pioneered assay based returns on small lots of catalytic converters.
- Everything done in house— precious metals lab, milling and sampling line, decanning and processing stations, and we sell our end product to an automobile manufacturer, cutting out all the middlemen.
- We offer roll off service.
- We loan our OverBuilt car crusher to yards or for a reasonable fee we will come in and crush your vehicles for you.
- Our dock at 4 Bridle Bridge Rd. in Hudson, NH is open Monday–Friday from 7:30 AM to 4 PM.
- We offer market watch updates via your email for FREE. As dramatic changes in any of the markets happen, we send out a blind group email with details.
- We offer prompt, courteous and friendly service with immediate cash payment.
- We are ready to earn your business! Whether you have 10, 100 or 1,000 catalytic converters, we are committed to and welcome the opportunity to earn your business. We have invested the time and the equipment to make sure you maximize your profits. You DESERVE this and nothing less!!

You Get More at Recore!

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on our Hydraulic
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Laughter is the Best Medicine

Alcohol Warnings

Due to increasing products liability litigation, beer manufacturers have accepted the FDA's suggestion that the following warning labels be placed immediately on all beer containers:



WARNING: Consumption of alcohol may make you think you are whispering when you are not.

WARNING: Consumption of alcohol is a major factor in dancing like an a-hole.

WARNING: Consumption of alcohol may cause you to tell the same boring story over and over again until your friends want to SMASH YOUR HEAD IN.

WARNING: Consumption of alcohol may cause you to do things like this.

WARNING: Consumption of alcohol may lead you to believe that ex-lovers are really dying for you to telephone them at four in the morning.

WARNING: Consumption of alcohol may leave you wondering what the hell happened to your pants.

WARNING: Consumption of alcohol may make you think you can logically converse with other members of the opposite sex without spitting.

WARNING: Consumption of alcohol may make you think you have mystical Kung Fu powers.

WARNING: Consumption of alcohol may cause you to roll over in the morning and see something really scary (whose species and or name you can't remember).

WARNING: Consumption of alcohol is the leading cause of inexplicable rug burns on the forehead.

WARNING: Consumption of alcohol may create the illusion that you are tougher, smarter and more handsome than some really, really big guy named FRANZ.

WARNING: Consumption of alcohol may lead you to believe you are invisible.

WARNING: Consumption of alcohol may lead you to think people are laughing WITH you.

WARNING: Consumption of alcohol may cause an influx in the time-space continuum, whereby small (and sometimes large) gaps of time may seem to literally disappear.

WARNING: Consumption of alcohol may actually CAUSE pregnancy.

Day of the Big Sale

It was the day of the big sale. Rumors of the sale and some advertising in the local paper were the main reason for the long line that formed by 8:30 in the morning in front of the store. A small man pushed his way to the front of the line, only to be pushed back, amid loud and colorful curses.



On the man's second attempt, he was punched square in the jaw, and knocked around a bit, and then thrown to the end of the line again. As he got up the second time, he said to the person at the end of the line, "That does it! If they hit me one more time, I won't open the damn store!"



OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

Recore Trading's dock is open Monday through Friday from 7:30 AM to 4:00 PM for drop off with professional buyers available for immediate cash payment. *Get paid MORE at RECORE!*

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.

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