

RECORE *Newsletter*

TRADING

COMPANY, L.L.C.

4 Bridle Bridge Rd. • Hudson, NH 03051
www.recoretrading.com



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

The New Normal

By Don Belisle, Sr.

In these days of very uncertain times, most of us are very anxious for things to return to normal. What will the new normal be? Most feel that things will never be the same as in the past and I think that's a pretty fair bet. Many are trying to predict what our new environment will be like and they all

have one thing in common - no one knows! Much like the predictors who try to forecast market prices, they are almost always wrong.

The recyclers as a group are very adaptive to changing situations. The old school thinkers ("I've been doing it this way for 30 years and I'm not changing now.") who refused to change have all gone. The yards that are still here are steered by masters of change. Every yard owner I speak with has a somewhat different plan in place to get through this. Some are working better than others but the ones that are not working so well are quick to adapt - a move that is critical to survival. Of course, what works for one yard does not work for every yard.

The demographics of both customer and supply base vary so widely by location that a one size fits all plan is impossible. For example, a yard located near a big city has more opportunity to develop a "you pull it" operation than one located remotely. At Recore, our supply of incoming product lags behind what is going on in the yards by about a month. For example, if the yards slow down we don't see the slow down for about a month. When they pick up, we are still slow for 30 days. Like the yards, we have to make changes in order to get needed product in the door. We are travelling further than ever and doing whatever we can to support our suppliers. Like you, we must keep product flowing into and out of our doors. The good news is that converter market prices remain strong. I believe this has been a life saver for many of the yards. Most of our suppliers are taking advantage of selling their converters for a great source of revenue. No one seems to be holding because doing so would not make sense in these times.

the new normal

The Gopher

With fewer people driving over the past few months, there has been a very predictable shortage of salvage cars. With 75%- 80% less driving recently, fewer cars were involved in accidents, fewer were totaled, fewer were traded, and fewer were junked. All of this leads to fewer cars being available for the salvage yards to purchase. We have the same number of yards trying to buy these cars but now you have the gopher out there buying as well! You all know the gopher - he is one who doesn't normally buy salvage cars but now is reaching far and wide to buy everything in sight and consistently overpays. This certainly is making things even more difficult. The only good thing about gophers is that they stick their head up every now and then and then they go back in their burrow for months! I have seen many of our suppliers beating the bushes, banging on doors to try to get cars and some seem to be doing pretty well.

All You Can Carry Saturday

Years ago, one of our suppliers had this program once a month. The way it worked was for customers to be charged a set admission price to get into the You Pull It section of the yard and the deal was that you could pull whatever parts you wanted with the only stipulation that you had to

PRSRT STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

continued on page 2

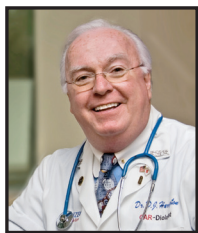
The New Normal Continued from Page 1

carry your parts and tools out in one trip. If you needed a second trip, you paid a second admission. Naturally, the yards would be very careful that no high dollar parts cars, no cars with converters, etc., would be in this section.

As I remember, this plan generated a fair amount of revenue and the pictures they took of the customers carrying all sorts of items and tools were very interesting. Just an idea that may work for someone!

Two Books that Give Direction During These Times

By D.J. Harrington



It's my intention to write about the "How Money Works" book because I wanted to thank lots of you who have ordered the book and either have given copies away to friends and family or have asked for copies for your teams. While listed for \$16.95 plus shipping on Amazon we have sold over a hundred copies to

Recyclers who ordered more copies later after reading the book themselves. Others ordered the book so they could distribute it to a manager or office head. Even though the price has not changed, we are still selling them at \$10 each. We have absorbed the shipping cost, so you do not pay until you receive your shipment.

But since COVID-19 is still hanging around, I also need to encourage you to get Spencer Johnson's book, "Who Moved My Cheese." You will remember Dr. Spencer Johnson because he was also the author of "One Minute Manager," the #1 New York Times Best Seller with Ken Blanchard. In such times as these, what I call "the New Normal", all of us need to read, or in some cases, re-read the book, "Who Moved My Cheese?" If you do not think your cheese has been moved over the last 4 months, then you have had your head in the sand. It has moved! If you are not familiar with the "Who Moved My Cheese" book, here's what it covers.

Using a simple parable to reveal profound truths, the book, "Who Moved My Cheese" is an amusing and enlightening story of four characters who live in a MAZE and look for CHEESE to nourish and make them happy. The premise of the book is like some recyclers who are running around, worrying how they are going to find new markets to sell in an ever-changing market environment.

We, as an industry, need to look for the NEW CHEESE and deliver it. Appropriately named, *Sniff* and *Scurry*, 2 of the 4 characters are mice. The other two characters are *Little People*, the size of mice but look and act like people. Their names are *Hem* and *Haw*. "Cheese" is a metaphor for what you want as a recycler. Remember, some recyclers do not want to change and they're really not ready for change when it does occur. This book is also a short-read because it takes a little over an hour from start to finish. Similar in length to the "How Money Works" book. A sign that *Hem* and *Haw* scribbled on one of the walls reads, "If

you do not change, you can become extinct."

While we were experiencing a COVID-19 shutdown wondering what was coming next, *Hem* was also wondering who moved his cheese. *Haw* had a different perspective and was wondering why he did not get up and move with the cheese sooner. *Hem* and *Haw* are like lots of us when things change to no fault of our own. *Hem* and *Haw* just

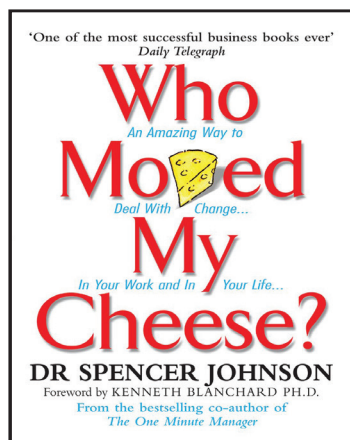
stood there immobilized like two statues, afraid to change course. Some nights, after spending the day in the maze looking for New Cheese, they would return home carrying their worries and frustrations with them.

At the same time while *Hem* and *Haw* had their issues, the *Little People* had difficulty sleeping and having nightmares about not finding New Cheese. Some of us know the difference between activity and productivity. You cannot sit around and wait to see what happens next.

In the story, the characters are faced with unexpected change which is completely out of control. Sounds familiar to what we are experiencing today. "Who Moved My Cheese" is a must-read book.

Before I end, those of you who ordered the "How Money Works" book should make sure you spend time finding a copy "Who Moved My Cheese". It's probably located in your local library, found on Amazon or maybe you already have a copy. Then re-read it.

Also, we still have our offer for the "How Money Works" book. Just call or text my cell phone at 770-301-4122 and



SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. Selling to us cuts out all of the middlemen and we sell our finished product to an automobile manufacturer. Call us today! Get **MORE** at **RECORE!**



continued on page 3

Being Cheap is Unlikely to Make You Really Rich (And It's A Crummy Way to Live)

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

Those of you who know me well can recall when I lived in a mobile home. I wasn't broke, but I wasn't rich. But, even back then, I like to think I was never too cheap. Yes, I can remember having a pole truck to pull engines and move cars around, and I can recollect making fence poles with driveshafts. I was frugal. There IS a time and a place for thriftiness.

As I've grown emotionally, however, I've learned an important lesson: You can't do it on your own. You need others to help you. What does this have to do with being cheap? No, it's not about paying employees more, although you must be fair and competitive. It's about having all stakeholders and friends WANT you to be successful. It's about having them wanting to help and wanting to be a part of your success

As part of my new book, *Homeless to \$100 Million*, I had to think carefully about the road map to building wealth and how best to articulate it to others. To write the book, I had to think about all the things that have led to my success. One of the most important insights is that,



if you want real financial success, you need lots of folks pulling on the oars and doing so happily And, that's hard to achieve if you're not sometimes generous with those you depend upon. Put another way: You are unlikely to achieve a good amount of wealth being cheap because not enough other people will be invested in wanting you to succeed if they perceive you as tightfisted.

The other thing that I have learned is that being cheap squeezes the fun out of life. unless you think it's a sport to give the waiter a 10% tip. By the way, it's not about just those you chose to not be cheap with; others watch. Most of us don't like someone who stiffes a waiter.

What is a good amount of wealth? We can likely agree that \$1 million isn't what it used to be, and most business owners want more than \$1 million to retire with. So, it's more than \$1million. I picked \$5 million; you choose your own definition.

You CAN retire with \$1 million by being cheap. Thrifty. Frugal. Call it what you like. My forthcoming book is about an actionable road map to building wealth, NOT INCOME. They are very different. You can save money by not valet parking your car, or tipping the bare minimum. You can save money by driving to the Southside to save ten cents a gallon on gas. If you pile up all those savings for a lifetime, you can retire with \$1 million. But why not aspire for more? Perhaps not a huge number, some of us are more competitive and ambitious than others.

If you want more, remember that you need a lot of other

continued on page 4

Two Books that Give Direction

let me know how many copies you need. You might need 1-2 or maybe 4 books like Butler Auto Parts in Florida did. My wife and I will bill you \$10 for each copy without any shipping costs. If you have read the HMW book already and need help implementing any of it, please give me a call. We will also be offering our Master Class on the book's material in several segments which will be available online for individuals or groups as well as on-site education classes as soon as COVID-19 allows.

This book makes a great graduation gift or for anyone who wants to learn how not to be a sucker with money. My brother-in-law is a minister and counselor in another state, but he is giving this book to couples who have challenges that are due to family money issues. So, it is helping people of all ages and financial backgrounds. In the HMW book, you will learn the Rule of 72. That is a revelation for all of us. Another one is why credit card spending is out of control for most of us, but the book will pull you in by showing you how the wealthy earn, grow, and save their

Continued from Page 2

money. How Money Works is a great book. So, do not buy it on Amazon, call me first.

See you next issue, and please stay safe and keep healthy.

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

ONLY AT RECORE TRADING COMPANY!!

With our in house precious metals lab, over 6 years ago we pioneered assay based returns on small lots of catalytic converters.

Whether you have 1,000 pieces or 100 pieces, you can get paid for every ounce of precious metals your cats contain with final payment in 7-10 days. **Get paid MORE at RECORE!**



Cutting Expenses without Impacting Quality By Chad Counselman



Every dollar of expenses reduces your Net Profit by the same amount. Conversely, every dollar of expenses that is reduced increases Net Profits by the same amount. Are you struggling to be profitable? Increase profit by reducing

expenses. How can I reduce my expenses without sacrificing quality of service to my customers? Let's dig into that question and see what can be done.



authorize them to charge you a higher rate? Spend the time, make a call, and ask them to remove any increases that you did not authorize. A single phone call that may result in a \$100 reduction in a recurring monthly bill is a \$1,200 savings per year. If you only account for one year, that call may be worth \$7,200/hour (10-minute call that is worth \$1,200). You have the time

to make \$7,200 per hour - Do It. Make the call, save the money, add to your bottom line.

Recurring Bills

Each of us have recurring bills that we simply pay out of 'habit' each month. I'm talking about bills from your YMS Provider, a third-party software solution, a utility bill, and lease payment, and rental agreement, etc - you get the idea. There are certain bills that get paid each month without reviewing them - simply because of who they are from. It's time to review these bills. Look for increased fees or increased rates that you did not agree to. Pull out the same bill from 12 months ago - is this year's bill higher? Did you

Leeches

In a similar light, we have bills that we pay that are fair for what service is being provided, but a better service exists that is cheaper - and you are unaware of it. This is a little more challenging to identify. You almost need ideas from others to find these types of savings. I was helping a facility the other day and the owner asked me about a monthly bill from a local third-party for Google administration that was roughly \$700 / month. The company was not doing anything for them that they could not have done by themselves after

continued on page 5

Being Cheap Continued from Page 3

people willingly pulling the oars and wanting you to succeed. Giving a bonus to your employees, one that they didn't expect, is a good starting point. Equally important, show up for work before they do and leave after they do. They will notice that you work as hard as they do, and they will WANT you to be successful.

Does anyone have one of those friends who always seems to forget his wallet at lunch? Or tips exactly 15% for over the top service? You don't dislike him, but no one likes to think that you got ahead because you did it at theirs or others' expense. Me, I never change a vendor for a price savings of less than 10%. And I make sure the current vendor knows that, and that they need to be competitive in their pricing. And I NEVER tell another vendor the price to beat.

Be kind, thoughtful, and generous, within your means. Always be perceived as fair. Under promise and over deliver. Make sure everyone knows which oar to pull, how

hard to pull, and for how long. Don't be a spendthrift. Live modestly, within your means. Folks don't work as well for a boss who plays golf all the time. (Unless he's 70 and they know he worked his ass off for a long time and was always fair to everyone. Then they want him to enjoy the fruits of his labor. And they couldn't care less that he has \$5 million in the bank.

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.

PRECIOUS METALS KNOWLEDGE MEANS MORE CASH



Recore Trading Company has spent years analyzing 1,000's of cats in their 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 as much as 150% based on the precious metals content and on the PGM market when it was manufactured. Maximize your profits by selling your cats as precious metals. *Get paid **MORE** at **RECORE**.*

Cutting Expenses without Impacting Quality *Continued from Page 4*

'claiming' their business on Google and adjusting their business settings. However, they had been paying this bill for 10 years. Do you have a bill like this? \$700 is another car that you could have bought - each month - for 10 years. At a conservative 50% Cost of Goods over a 10-year period, with reinvestment at break-even, that \$700 could have increased their Gross Sales over that 10-year period by \$333,200 and increase their Gross Profits in that same period by \$165,900 while reducing their expenses by \$84,000, if it had been invested in additional cars. By shifting a \$700 monthly expense to car-buying money, they could have seen an increase in their total net profit of \$250K over the 10 years - That's a \$25K in increased net profit per year by shifting a \$700 expense to car-buying. The numbers are staggering - spend the time now to find these 'leeches' that are sucking the profit out of your business.

There are several areas where these leeches may exist. Look for service-providers that you are paying. What is the return-on-investment for the service provider? In the example above, the service-provider was not adding sales for the yard - it was easy to make the decision to stop that service and divert those funds to car-buying. In other cases, it may not be quite as easy. You may have to do some research to determine the ROI for the provided service. If your ROI is higher for car-buying compared to what it is from your service-provider, then discontinue that service.

Automation

Labor is the highest expense that we have. Start looking for ways to reduce labor by streamlining your operation (running more efficiently) or by automating some processes that require a lot of labor. I recently learned of an operation

that has three full-time employees to handle PartsTrader requests. These employees are dedicated to simply responding to the requests that come in through PartsTrader - they are not answering inbound calls - simply focussed on their computers. This particular company was unaware of the existing software tools that can fully-automate the PartsTrader process for yards. By automating this process, the company could easily reduce the PartsTrader-dedicated labor by - eliminating 2 of the 3 people that are handling PartsTrader requests. Assuming a salary of \$50k / year for each employee, the company could save \$100k per year on labor while increasing their third-party software expenses by roughly \$3,600. Again, this is a simple decision - but it was happening. Are you doing something like this? Can you automate a process and eliminate an employee? Do you have duplicate processes that could be simplified?

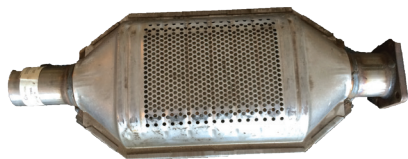
Conclusion

Many of us are too busy working within our operations to have time to step back and evaluate why we do some of the things that we do. However, that time could be much more valuable than the value that you are adding by inventorying a car, pricing parts, or buying a car. Take some time and review your expenses, processes, and policies - looking for ways to run more efficiently. Find a mentor and share ideas - each of you will gain insight from the effort. As iron sharpens iron, one man sharpens another man.

Chad Counselman
Chad@WiseCounselGroup.com

WE WANT TO EARN YOUR BUSINESS!

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business. We've invested the time and the money in the equipment to make sure you maximize your profits. You deserve this and nothing less!



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.

MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep you informed via a blind group email. We keep an eye on the markets all day and when there is a significant change, up or down, we will let you know. This information can have a direct impact on your bottom line, so sign up today. It is absolutely free and there is no obligation.

To get on our list,
send an email to Pat at:
sales@recoretrading.com.

Spot Prices Jul 16, 2020 at 00:53 New York Time				
www.kitco.com Please Press Reload or Refresh to Update				
▲ GOLD	▼ SILVER	▼ PLATINUM	▼ PALLADIUM	▲ RHODIUM
1811.50	19.34	821.00	1922.00	6000.00
+1.00	-0.10	-5.00	-1.00	+0.00



**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!

Still Building the Best Selling High Speed Car Crushers and Baler Loggers in the Industry

**Email service@overbuilt.com
or call 605-352-6469**



OverBuilt
OV B HOLDINGS, LLC

800-548-6469 605-352-6469
www.OverBuilt.com
sales@overbuilt.com

Laughter is the Best Medicine

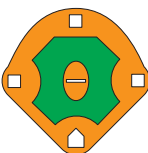
Foo Foo

An old woman is sitting in a rocking chair on her porch, petting her cat Foo Foo. A fairy appears and says, "I'm here to grant you three wishes." The old woman says, "I wish I was twenty years old and beautiful again." Poof! She is. "Now I wish I had a million dollars and this old house was a mansion." Poof! Done. "And now I wish that Foo Foo was the handsomest man ever and deeply in love with me." Poof! Suddenly she's in the arms of a gorgeous man. He kisses her and says, "Darling, aren't you sorry you had me fixed?"



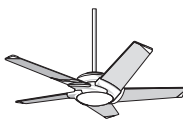
First Baseball Game

A recent Scottish immigrant attends his first baseball game in his new country and after a base hit he hears the fans roaring run....run! The next batter connects heavily with the ball and the Scotsman stands up and roars with the crowd in his thick accent: "R-r-run you bastard, r-run will you!" A third batter slams a hit and again the Scotsman, obviously pleased with his knowledge of the game, screams "R-r-run you bastard, r-r-run will you!" The next batter held his swing at three and two and as the ump calls a walk the Scotsman stands up yelling "R-r-run you bastard, r-r-run!" All the surrounding fans giggle quietly and he sits down confused. A friendly fan, sensing his embarrassment whisper, "He doesn't have to run, he's got four balls." After this explanation the Scotsman stands up in disbelief and screams, "Walk with pr-r-ride man! Walk with pr-r-ride!!!!"



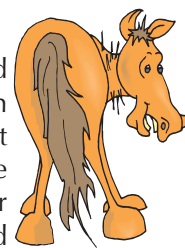
Clocks

A man was walking in the woods and came to a cottage where the walls were covered with clocks. He asked the woman who owned the cottage what all the clocks were for. She replied that everyone in the world had a clock, and every time you told a lie your clock advanced a second. He saw a clock that was hardly moving and when he remarked about it he was told that it was Mother Teresa's. He then asked where Bill Clinton's clock was. The woman replied "It's in the kitchen, we're using it as a ceiling fan."



Clinton Country?!

A man walked into a cowboy bar and ordered a beer just as President Clinton appeared on the television. After a few sips, he looked up at the television and mumbled, "Now, there's the biggest horse's ass I've ever seen." A customer at the end of the bar quickly stood up, walked over to him, and decked him.



A few minutes later, as the man was finishing his beer, Hillary Clinton appeared on the television. "She's a horse's ass too," the man. This time, a customer at the other end of the bar quickly stood up, walked over to him, and knocked him off his stool. "Damn it!" the man said, climbing back up to the bar. "This must be Clinton country!"

"Nope," the bartender replied. "Horse country!"

Winter in Canada

As a trucker stops for a red light, a blonde catches up. She jumps out of her car, runs up to his truck, and knocks on the door. The trucker lowers the window, and she says "Hi, my name is Heather and you are losing some of your load." The trucker ignores her and proceeds down the street. When the truck stops for another red light, the girl catches up again. She jumps out of her car, runs up and knocks on the door. Again, the trucker lowers the window. As if they've never spoken, the blonde says brightly, "Hi my name is Heather, and you are losing some of your load!" Shaking his head, the trucker ignores her again and continues down the street. At the third red light, the same thing happens again. All out of breath, the blonde gets out of her car, runs up, knocks on the truck door. The trucker lowers the window. Again, she says "Hi, my name is Heather, and you are losing some of your load!" When the light turns green the trucker revs up and races to the next light. When he stops this time, he hurriedly gets out of the truck, and runs back to the blonde. He knocks on her window, and as she lowers it, he says "Hi, my name is Kevin, it's winter in Canada and I'm driving the SALT TRUCK!"



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.