

RECORE Trading Company, L.L.C.

Newsletter

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



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

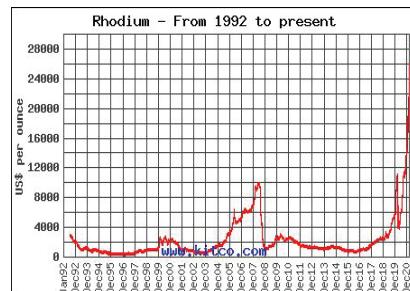
Rhodium: The Recycler's Best Friend!

By Don Belisle, Sr.

In the early years of converter manufacturing, platinum (Pt) was the main precious metal used. There were minimal amounts of palladium (Pd) and rhodium (Rh). As most of you

know, these precious metals cause a chemical reaction in the converter, changing harmful things (carbon monoxide, nitrous oxides and hydrocarbons) into non harmful things (carbon dioxide and water vapor). Over the years as emission standards became stricter, the manufacturers have switched to predominantly Pd in gas powered engines. The volume of Pt was gradually reduced and the relatively small amount of Rh remained about the same until recently. Now however, we are seeing more and more Rh being used. For the longest time there would be about 200 parts per million (ppm) in just about every converter built.

Now let's talk about the price of the precious metals. Since the beginning, Rh was always expensive but there was so little of it used in most converters that it did not affect scrap converter pricing very much. Well, a couple of things have happened in recent years with regard to Rh. The price of the metal has gone through the roof, (\$575.00 per oz five years ago, \$27,500.00 per oz today) and the quantity of Rh used in converters has increased dramatically as well. Now with the price of Rh more than ten times that of Pd and the quantity used increased significantly we find these two things greatly affecting these high in the sky converter prices. For example, the converters of five years ago with 200 ppm Rh and a Rh market value of \$575.00 per oz had on average a Rh value of \$3.52 per converter. Compare that with today's converters that can have 700 ppm Rh at a market value of \$27,500.00 per oz and we find a Rh



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value in that one converter of \$589.52, plus the Pd and Pt! Now not every converter has 700 ppm Rh, but we are seeing more and more of them each day. That plus the phenomenal price increase of the metal over the last five years and we have converter prices that are through the roof. On average, today's Rh value contributes to about half the total value of scrap converters!

Here at Recore, we are continually doing individual assays on converters as new and very high dollar units come through the door. We individually assay hundreds of units each month. We still make final payment based on the assay of your entire lot, but the individual assays give us the info needed to provide accurate upfront pricing of lots we receive or pick up.

This week we did an individual assay on a softball sized converter from a small imported car. The total weight of the ceramic inner structure was 12.7 troy ounces, compare this to the "average" converter that has a weight of 30.6 troy ounces. You can see that this converter was less than half the size of an average unit. We knew going in that this was a relatively high dollar piece especially for its size. We did the assay and the numbers were nothing short of amazing! The Pd content was 15,800 ppm (the average converter is 1800 ppm). The Rh content was 1430 ppm

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Rhodium: The Recycler's Best Friend! *Continued from Page 1*

(average converter is 500ppm) and the Pt content was 426 ppm (about average). This softball sized converter had a value of \$850.00! We wanted to compare this to piece pricing so we looked through all the price lists of converter buyers who buy by the piece and the highest price we could find was \$653.00. That is a \$200.00 difference!

This is just one example that shows that if you want to get the absolute most for your converters, you must sell based on assay. The way it works is we make an initial payment on the lot. This price is equal to or greater than any price list going around. Then we process and assay your lot and send you more money! In 32 years in the converter business, I have never seen piece pricing beat assay pricing - not ever!

Best Practices for Your Web Strategy By Ron Sturgeon



Are you really on your game on the net, or did your cousin Vinnie put up your website? What a bargain! He charged you only \$250, and you found a place to host it for free 8 years ago, and you have a Facebook account for the business.

Today, that's just not enough to claim you have a real web strategy. Here is a short list of best practices and tactics that will get you ranking a little closer to the top for the terms your customers use to find what you sell. You don't have to do all of these, but you should understand that all the pieces support each other.

1. A good web site, that has a strong SEO strategy. This means that you defined what terms you wanted to be found for before you started building the site. Do keyword analysis to determine what terms have highest search volume but low competition.
 - a. File named pages for each of your chosen terms. Most businesses, even small ones, should have at least 50 such pages.
 - b. A current site map.
 - c. Google analytics installed, so you can get monthly reports.
 - d. Contact us page that is current.

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 cars contain with final payment in 7-10 days. Get paid **MORE** at **RECORE!**



I developed the process in 2009 to accurately mill, sample and assay converter lots as small as 100 pieces. We have continued to refine the process to the point now that it is completely self-contained. This new refined system is much less labor intense, it also keeps all your valuable dust contained, guaranteeing the most return possible. Prior to our development of this process, the smallest lot one could process for assay was 2200 lbs. or 1100 converters. This was out of the reach of many recyclers, who did not produce that many converters. Now the midsize and smaller suppliers can benefit from assay recovery and cash in like the larger recyclers. Every large converter dealer, collector, and refiner sells by assay, so should you.

- e. No blog unless you are going to post to it at least once weekly. A blog with a last entry from three years ago hurts you because it looks like nothing is happening. You really should commit to having a blog because Google loves fresh content added to your site and reward it with better rankings. Hire a freelance writer to do it if you don't have the time to do it yourself. There are lots of sites to find them, Fiverr, etc.
- f. Icons/links for Facebook, YouTube, Instagram, and twitter.
-   
- g. All images are sized and optimized for web display, and all of them have alt tags using your chosen search terms.
- h. Content should include all of these:
 - i. References or testimonials
 - ii. Call for action on every page "contact us now to discuss your need"
 - iii. Remember to use your keywords throughout any content.
- i. Your site should be optimized for mobile browsing because most people are likely to visit in from their phone or their tablet rather than a desktop in many cases.
- 2. An Instagram account, with some pictures tagged using your best terms; post a new one at least weekly.
- 3. A Facebook account that you post in at least weekly
- 4. A Twitter account that you use periodically.
- 5. A Yelp account. Then ask for reviews. Yes, the site does not want you to solicit them, but you can do it subtly with a sign that says find us on Yelp and a reminder to those customers who have had a great service experience.
- 6. A YouTube account, with some videos posted using your keywords as tags.
- 7. A google my business page.
- 8. Ask for reviews for your Facebook, google and yelp

God's money back guarantee! By Mike French



A few years ago, when my office was located downtown, panhandlers would sometimes come into my office and ask for a handout. One young fellow was a frequent visitor and always said, "could I please borrow a couple of dollars?" I knew he was not actually borrowing because he did not have a job and no

ability to repay.

One morning I read Proverbs 19:17 in the Bible, "If you help the poor, you are lending to the Lord and he will repay you!" I thought about what it appeared to be saying! "You are 'lending' to God when you help the poor, and God will pay you back for it!" Wow, that is a huge promise! Then, as though right on cue, my borrowing friend walked into my office and said, "I really need to borrow five dollars to get a used tire for my car. I will pay you back as soon as I'm able."

Was this a test?

This seemed too amazing to be a coincident, so I said, "Okay, I will help you out, but only if you agree to this one condition; that the five dollars I give you will not be a loan

but will instead be a gift!" I held out the five-dollar bill and he reached out and took hold of the edge of it. But I did not let go! He tugged on it and said, "No, I promise to pay you back!" But I kept a tight grip and said, "Look, you have heard my terms, I'm not letting go of the money until you agree!"

He said, "But why?!" And he looked genuinely puzzled. I told him about the Bible verse I had just read shortly before he came in. I said I knew he did not have a job, he was apparently poor, and that he had not ever paid me back for any of the other loans I had given him. I explained that I would rather take my chances with God returning my five dollars than on him ever doing so. So, he finally said, "Okay" and I let go of the money.

I then asked where he was going to get a five-dollar tire and he said he could get one from the local salvage yard nearby. I knew where it was and offered to give him a ride there. On the way, I told Him how God could make a big difference in his life as He has done in mine. But he said he had never personally seen any evidence of God's existence and was not interested until he had.

Grandpa Gundie

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Best Practices for Your Web Strategy

account. Makes sure you deliver the kind of service that will get people talking in a good way.

9. A few press releases issued, using your key terms with links to the keyword named pages specific to that term. You can always find something to announce.
10. Link keywords to the page for that keyword.
11. Each page needs meta title and description using the main keyword for the page. Don't duplicate titles or descriptions.
12. Make page easy to read, use subheadings (H2, h3), use bulleted lists, add white space and avoid pop ups.
13. Get backlinks from good sites that Google trusts. Even though many links are no follow, links still help establish authority for your site and trust with Google that translates into better rankings.
14. Pages/post do better if longer content. Now standard approx. 1000 words. Post with 3000 words rank much better. At least have a few longer content articles. If you don't have someone to write them, get a freelancer to do it so that you are getting organic traffic and ringing the cash register.

Now when you've worked through this list, you can say you have a robust web strategy or at least a running start toward having one. Make sure you post at least weekly into all the social media pages, new pictures, blog, etc. As you get better results from these efforts, be sure to put some of that money back into internet marketing and SEO and your businesses online presence.

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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.

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 cars 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.



URG Changes Conference Dates! By D.J. Harrington



URG Changes Conference Dates! Yes, you are reading this right. The URG conference dates have changed. The URG Annual Conference that was being held in Dallas, Texas at the Hyatt in April will now be held August 5th – 7th, 2021. As you can see, the place has not changed. Only the date has changed.

With the same speakers presenting and the conference date having been changed to August, I am sure it will be one of the largest attendances on record. With more time to plan, it should be. What a great opportunity to take the whole family with you to Dallas. Last year as you know, URG had no conference due to COVID-19. During that conference, I was scheduled to speak on "How Money Works, Secrets of the Wealthy." During that class, I had planned to give away copies of the How Money Works book to all attendees, courtesy of Car-Part.com. Amazon sells that book for \$16.95, plus shipping and handling. I am pleased to announce that everyone who attends my class at the August conference this year will receive a copy of the book.

During 2020, lots of you bought the book from me for \$10.00 each to give away to employees and their management teams. Shannon Nordstrom bought 80 copies because he wanted to give this information to his team at Nordstrom Auto Parts in South Dakota. Rich Morrow also knew the value of helping his employees when he bought books for his group at M & M Recycling in Virginia. There were many other people who ordered books for themselves, family, or employees in 2020. The reason I am bringing this up is that I will still give away copies of the book at my URG Conference class in August. Remember, URG's conference is the premier conference of the year available for anyone within the auto recycling industry to attend. However, if you want a book now for \$10.00 which includes shipping, just call me at 770-301-4122.

Are you wondering why I keep referencing this book? Along with the Bible, the book, How Money Works

should be a staple in your home or business. Here's why. The book is chock full of information which gives the reader a solid starting point to building a more secure life filled with confidence and a more financially independent future with many opportunities. No matter who you are and what your goals might be, security and independence are what all of us want anyway.

How Money Works is the first financial educational book that anyone, at any age can enjoy and benefit from, ages 10 all the way to 100. And, speaking of the number 100, the book has now been featured on over 100 prominent TV shows, including CNBC, CBS, ABC, and FOX. Our goal is not to give you a PhD in finance but rather to teach you the basics you need to know to start making smarter decisions about your money and your wealth with a new sense of urgency. This should be taught in school, but sadly, it has not been. Remember, you do not have to be wealthy to think like the wealthy, you only need knowledge, and this is your chance to hear the secrets that the wealthy use to grow money.

Before I close off, URG has a new podcast. It can be found wherever you access your podcasts on iHeart Media, Google Play, Amazon, and really all of them. Perfect time to listen is while traveling to work by clicking on "**URG on the go**". You can listen from your mobile phone to interviews of Mike Kunkel, Ryan Falco, Tom Bessler and Bo Wroten. All these podcasts are informative and ones that you will not want to miss. So, log on anytime.

Please, do not forget that the URG Conference dates have been moved to August 5th – 7th in Dallas, Texas. Make your plan now to be there and attend my class on "How Money Works, Secrets of the Wealthy". And, if you want a book or two now, just text me on my mobile at 770-301-4122, and I will be happy to get them to you.

See you next time.

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

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 us at:
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God's money back guarantee!

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We arrived at the salvage yard, and on our way into the building, we passed an old friend of mine, Grandpa Gundie, who was on his way out the door. We briefly said hello and he proceeded towards his car. Then suddenly, he turned around and yelled loudly, "Wait! Wait!" And both my borrowing friend and I turned around to see what he was saying. Grandpa came rushing over to us, pulled a five dollar bill out of his pocket, thrust it towards me, and said, "Jesus told me to give this to you!" I took the money, thanked him for it, and turned to look at my friend who was standing aghast with his mouth open in surprise. I said, "Wow, that didn't take God long, did it?"

*The above story is from the book, *Power Packed Promises*, Vol. 1, by Mike French, available from Amazon.

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!



About the author

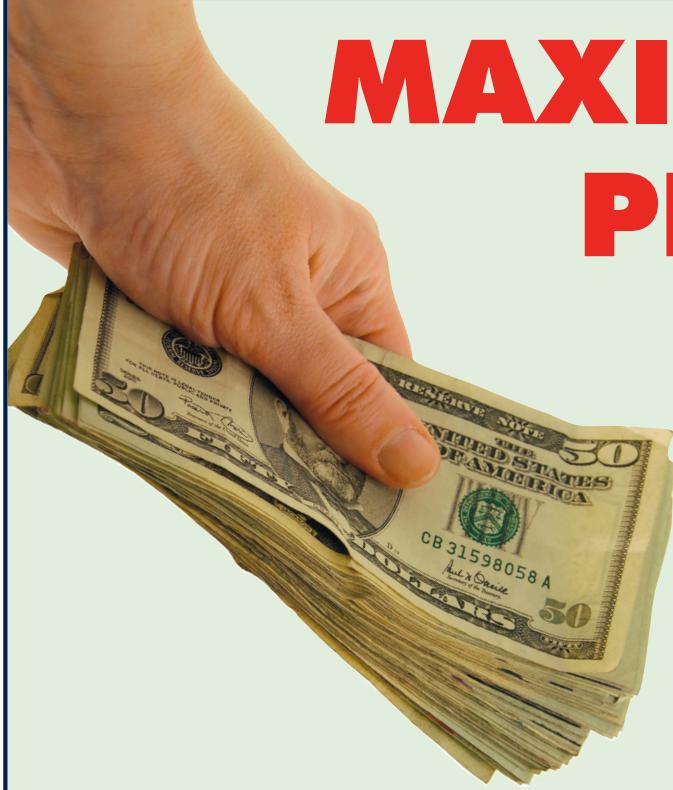
Mike French is retired from 39 years of business in the Automotive Recycling Industry. He is an author, publisher, consultant, and speaker. Mike is founder and Executive Director of Christian Auto Recyclers & Vendors Association (CARVA) and will be at upcoming automotive recycler conventions and events. Mike is available to speak at your group, conference, or event. He loves to share inspirational stories which demonstrate how the Word of God actively changes lives. He can be reached at mike@carva.group. Visit www.CARVA.group, and/or visit www.PowerPackedPromises.com.

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.

MAXIMIZE YOUR PROFITS!



No More catalytic converter Shell Game. No more low grade, mid grade, high grade, wrong code BS!!! No pie in the sky price lists! Get paid for every gram of precious metal in your converters, nothing less. EVERY yard has seen MORE MONEY!



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Buyers of Catalytic Converters, Aluminum Rims, Flattened Car Bodies and Other Automotive Scrap

6 Meet the Team at Recore

Each month we will highlight one of our fabulous team members. Get to know us and what makes us who we are.

Meet Becca

Becca has been a part of our sales and marketing team since 2018. Her favorite thing about working for Recore is the people she has met through the years, "I am grateful for the opportunities this company has given me, before I started here, I was a stay at home mom to two young children, I knew any job would prove difficult to have a work life balance with kids- but Recore was able to give me that balance. And everyone at Recore is great, it's a fun, light hearted atmosphere."

After going to school, Becca first started her career as a Medical Coder but shortly realized it wasn't for her and she craved more interaction with people. She knew sales would be best. Becca enjoys getting to know our suppliers and loves to hear their success stories. "My favorite part of this job is getting to call our suppliers, and listen to their stories about how they all started. I've always admired business owners who are willing to take a risk on themselves, or the "kid" who started off entry level but worked his way up and now manages. So I particularly enjoy talking with them about the good stuff... their pay day from Recore Trading!" she continues,"a lot of our suppliers started from the ground up or are generational owners, so to be able to call them and let them know we are contributing to their business is exciting and rewarding".

The family life for Becca includes her husband Rob, their two children, and their two "mutts".

Her favorite things are what she calls the 3 C's, cook, clean and complain (about having to do the first 2 C's!). Outside of her 3 C's, she enjoys spending her summers at Lake Winnisquam and Old Orchard Beach. She loves New England sports and now Tampa Bay. In her "free time" (which she claims she never gets as a mom) she loves to target shoot, exercise -which she says is debatable on "loving" it, and just getting some peace and quiet!



There's only one word to describe our completely closed system for processing catalytic converters.

REVOLUTIONARY

We have developed a second generation (patent pending), completely closed system that does not allow ANY losses from dust! Dust from converter processing is the most valuable by weight part of the converter.



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GET PAID FOR YOUR CATALYTIC CONVERTERS LIKE THE BIG GUYS DO!!

We pioneered small lot assay based converter processing so our suppliers could get paid the same as those processing 1,000's of cats. With our exclusive in-house process, you get paid for every gram of precious metals. No waiting on your money and much higher returns=WIN/WIN!! CALL US TODAY WITH ANY QUESTIONS OR CONCERNS, WE'RE HERE TO ANSWER YOUR QUESTIONS!



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Laughter is the Best Medicine

The Confession

A teenage boy goes to church to confess his sins.

"Forgive me Father, for I have sinned. I have been with a loose girl."

The priest asks, "Is that you, little Tommy O'Shaughnessy?"

"Yes, Father, it is."

"And who was the girl you were with?"

"I can't tell you, Father. I don't want to ruin her reputation."

"Well, Tommy, I'm sure to find out her name sooner or later, so you may as well tell me now. Was it Patricia Fitzgerald?"

"I cannot say."

"Was it Lisa O'Shanter?"

"I'll never tell."

"Was it Cathy O'Dell?"

"I'm sorry, but I cannot name her."

"Was it Fiona Mallory?"

"My lips are sealed."

"Was it Brenda O'Malley, then?"

"Please, Father, I cannot tell you."

The priest sighs in frustration. "You're very tight-lipped, and I admire that. But you've sinned, and you have to



atone. You can no longer be an altar boy until 4 months have passed. Now you go and behave yourself."

"Yes, Father."

Tommy walks back to his pew, and his friend Sean slides over and whispers, "What'd you get?"

"Four months vacation and five good leads!"

A Cowboy Walks Into A Bar

A cowboy, who just moved from Wyoming to Texas walks into a bar and orders three mugs of Bud.

He sits in the back of the room, drinking a sip out of each one in turn. When he finishes them, he comes back to the bar and orders three more.



The bartender approaches and tells the cowboy, "You know, a mug goes flat after I draw it. It would taste better if you bought one at a time."

The cowboy replies, "Well, you see, I have two brothers. One is in Arizona, the other is in Colorado. When we all left our home in Wyoming, we promised that we'd drink this way to remember the days when we drank together. So I'm drinking one beer for each of my brothers and one for myself."

The bartender admits that this is a nice custom, and leaves it there. The cowboy becomes a regular in the bar, and always drinks the same way. He orders three mugs and drinks them in turn.

One day, he comes in and only orders two mugs. All the regulars take notice and fall silent. When he comes back to the bar for the second round, the bartender says, "I don't want to intrude on your grief, but I wanted to offer my condolences on your loss."

The cowboy looks quite puzzled for a moment, then a light dawns in his eyes and he laughs.

"Oh, no, everybody's just fine," he explains, "It's just that my wife and I joined the Baptist Church and I had to quit drinking."

"Hasn't affected my brothers though."



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