

STRONGEST BUYER OF CATALYTIC CONVERTERS


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

It's Time To Sell

By Don Belisle, Sr.

Like most of you, I have been in the recycling business for many years and we all have seen the somewhat predictable price swings in the commodities we produce. The most recent few years have given very high prices on just about all the products that salvage yards offer. This is

somewhat contradictory to the "way things used to be." In the not too distant past the ferrous and non-ferrous markets had an inverse relationship as far as prices were concerned. When one went up, the other went down and vice versa. More recently this relationship has, for the most part, gone away.

Recently we have observed the ferrous and non-ferrous prices swinging more in unison with both going higher and lower together. The precious metal PGM markets that pertain to catalytic converters have never really followed the other two and mostly had a mind of their own so to speak. Influencers were far outside the supply/demand scenario which affected the other two more predictably. In recent months ALL of the markets which yards sell to have been crazy high with the PGM's being the leader showing prices in the stratosphere.

We all knew this day was coming and as of this moment (mid May), all our commodity prices are dropping like rocks. Most of the yard owners I speak with are actually glad that prices are dropping. Yes, they have to dramatically adjust their buying and do it quickly but they feel that in the long run it will be beneficial. Unfortunately, some yards are caught with a lot of inventory that was purchased with the recent high sell numbers in mind so this will undoubtedly result in some losses short term.

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When prices across the board free fall as they appear to be doing now, my theory has always been that it's best to sell everything and sell quickly. This has usually worked well in the long run. I have seen time and time again where a yard owner would dig in and say I'm holding and waiting for prices to come back. This always has the same result. The yard holds for months only to see the price not come back in the window of time and they now have to sell and now the prices are even lower! They finally sell and have lost far more than they would have if they had sold at the initial drop.

I can't emphasize enough how many times I have seen this. I know no one knows the future but I do know what history has shown me time and time again! If you have inventory, sell it now, lick your wounds and continue with business. The alternative is very ugly.

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It's Time To Sell *Continued from Page 1*

Some of the positives of prices returning to normal are:

It takes a lot less capital to be in business.

Most of the Johnny-Come-Latelys who jump in the business when prices are high go back living under their rocks (converter buyers especially).

The out of state far away yards competing with you buying cars at online auctions go back to their own neighborhood and prices go back to normal.

The threat of theft of your high dollar converters diminishes considerably.



Tips to Remember

By **D.J. Harrington**

It's only been a few weeks at the podcast center that we had our guest, Paul D'Adamo. My phone rang when it should have been on silent, but I answered it anyway. Since the sound was on 'speaker mode', Chuck Camp the producer of URG "On the Go" podcast was also listening. When the person on the other end asked, "Can you hear me?", Chuck instantaneously motioned for me to say "NO". So, I did.

Tenacious telemarketers try to get you to say, "YES" so they can record your voice agreeing to buy who knows what from them. Tip #1 try not to say "YES" after they say, "Can you hear me?" You'll be glad you didn't because it will keep that \$399 set of whatever arriving at your doorstep.

Now, for Tip #2. Since God gave us two ears and only one mouth, he wants us to do twice as much listening as talking. I know that is sometimes hard to do when you're excited about something but try it. The person you're having a conversation with will appreciate your allowing them to speak.

One of my favorite tips is Tip #3. Write this on a piece of paper. ID, the number 10 and then T. What does it spell? If you said, IDIOT, you're right. I tell team members to say it over the intercom this way, "We have an ID Ten T on Line 2». Sounds funny, doesn't it? However, when you deal with some person who just woke up on the wrong side of the bed, you'll be glad you had a chance to warn the next person who picks up the phone. With the gas prices rising and inflation still climbing, we will have more unhappy people on the other end of the phone line. I, for one, am tired of hearing about student loans or warranty ran out on my car. Enough already! So, use the phrase, ID 10 T.

Tip #4. Remember to book appointment 15 minutes before or after the hour. Doing so makes it easier for prospects to remember the time selected. 43% of Americans who

You can sleep at night not worrying about the \$10,000.00 or more worth of converters you have remaining on your property.

Those of us that have been in business a decade or three have been through this time and time again so we know the only constant in this business is change. It is now more important than ever to hedge your converter prices. We are seeing considerable change in day-to-day prices. If you plan on selling you converters next week, call today to lock in (hedge) your prices because the dollar difference is staggering!

have been in the country at least 2 or more years and graduated high school will remember a quarter hour before or after the hour appointment much easier than an appointment set on the hour. That's why your dentist books your appointment at 1:45 or 2:15. It also makes it sound to you that you won't be there that long.

Tip #5. When getting off the phone, don't say, "Take Care" or "Bye-Bye". It's always better to say something about where you work. Try using the company name at the end of your conversation. If you work at Weller Auto Parts, end your call with "Thanks for thinking Weller." If they're buying recycled parts, we want them to "Think Weller".

Tip #6. Customers always buy you 1st. Your company 2nd and your product and services 3rd. And, they buy in that order. So, if you want them to buy from you, what should you be doing and saying that would make them choose you? Sell yourself first. The very first picture a customer sees of your business is through their ear. Therefore, make sure the person who answers the phone is up-beat and has a kind voice. "Attila the Hun" should not be answering your business phone.

Lastly, Tip #7. Before I end this article, Tony Robbins has a new book out that Ron Matthews from Car-Part.com mentioned to me. The book is titled, Life Force. It covers the aspects of precision medicine and how it can transform the quality of your life and those you love. It covers topics, such as: energy, strength, focus and mood, healing and regeneration, stem cells, addiction, anxiety/PTSD, back pain, weight loss, cancer, heart disease, diabetes, dealing with Alzheimer's, and much more. It's a book of answers to life's most important health questions.

Life Force should be shared with your family and friends. By the way, it was easy to find my copy at Walmart. After implementing these tips, let me know how they helped you.

See you next time.

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What is your strategy?

By Becca Skowrya

To say the market is unpredictable is an understatement, we are in this infinite state of what the @#! is going on?! So, what are your strategies to stay consistent? What are you doing to create some stability?

The market has had plenty of ups and downs, which in turn reflects converter pricing, suppliers shouldn't be left in the dark. It is no surprise that new buyers came out of nowhere when the market skyrocketed a few years ago. There were plenty of Johnny-come-lately converter buyers that were showing up with gold plated bills just to get the deal. But when the market took a nosedive, they weren't able to sustain. Unfortunately, some were dishonest and ended up cheating their own suppliers- the very people they were supposed to be looking out for. When prices were hot those Johnny-come-lately buyers would come through and buy low from their suppliers and then sell high to a processor like us. They intentionally keep their supplier in the dark to fatten their own pockets. When you pull tricks like that, you won't last long.

Fortunately, many suppliers caught on and then started asking themselves, "Why sell to someone else who will need to sell to a processor anyway? Why give up the margin by selling to a middleman? I should be the one that pockets that money!". Many yards think they can't sell directly to a processor. I've heard a few times "Oh I don't have enough for you, I'm just a small shop with one to two employees," these are the type of suppliers that inspired Don to create a system that would allow yards with as few as 50 converters to be able to sell based on assay.

Way back when, you needed 1,000s of converters to sell to a processor to be paid based on assay. If you want to sell to Recore, you don't need 1,000's of converters. Even if you don't have enough for an assay, we still purchase any amount of converters from you. We have people coming in all day everyday with one or two converters in hand. They know we will have better prices than a middleman because we don't have to sell to someone else. They could easily sell a converter to someone who will buy it for less than its actual worth, and then that person will sell it to us at market value. But why do that? The middleman is making a profit off of you, the supplier, that money should be yours.

At Recore, we have been seeing way more new suppliers of smaller lots wanting to sell directly to an end user. We have had suppliers from all over wanting to learn more about us and how we do things. I think a lot of them are really starting to catch on to the importance of selling direct. At Recore, we have our own lab, we are able to sample and analyze all within our own facility! This makes for a greater profit (no lab fees, etc.) and speedy payments!

Selling directly to Recore is a no-brainer. When you sell to us, you receive 100% of your converters initial value upfront. Then within seven to ten days, you receive your assay payment. While codes can be an approximate representation of the converter's value, we know with assay there is always more! We also have developed a completely enclosed system that greatly reduces dust loss = an even greater return.

So, what is your strategy? Are you going to sell to a potentially untrustworthy middleman that may keep you in the dark and that is going to make a profit off of you? Or are you going to keep that profit for yourself? If you want to make the most from your converters, always sell direct!



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Thinking About RV'ing to Events?

Here's What We Wish We Had Known
By Mike French

Susan and I have been RV'ing around the country for several years now, and we really enjoy the RV life on the road. Recently we drove from our home in Washington State to the URG Training Conference in Dallas, and from there we traveled to the Tri-State Summit in Indianapolis. When some of our vendor friends saw that we were traveling to events in our motor home, they said they'd like to do that too. One of them, an industry colleague, said he was going to immediately purchase a new RV and use it to attend several upcoming recycler events. That's when I decided to write this article to pass along a few things we have learned, much of it the hard way.

It's not cheap

We have discovered traveling in an RV is more expensive than we first thought. Yes, we do save money on hotel bills and air travel, but the cost of gas really adds up fast, as do many other related expenses, several of which you'd never think of until you're out on the road. If you choose to stay at RV parks, that adds to the cost. Fortunately for us, our RV is totally self-contained, and we easily camp off the grid with our generator, solar roof panels, plenty of water, and large holding tanks. We rarely do anything but boondock at free places. And, for us, it's never about the money; it's more about other things we value, such as our personal conveniences—our rig is set up with the comforts of home: our own bed, our clothes, the kind of food we like, and our entertainment. We also like to treat each trip like a vacation. We take extra days for travel, and we stop to see lots of interesting things along the way. On our most recent trip, for instance, we stopped to see where Abraham Lincoln was born, we visited the Lincoln Museum, and we enjoyed visiting the surrounding area. We also spent a day visiting the State Fair while in Indiana.

Passing along what we have learned

I have made a list of things for you that I wish I had known before starting out in our RV. It took me years to learn this stuff. And some of these things we have discovered the hard way. Some have literally been life savers.

Before you go

Be sure you have AAA for an RV (motor homes). It's worth its weight in gold. It's different than regular AAA and will get you towed in any emergency. You absolutely will break down occasionally. I guarantee it! Everyone does, even in a brand new RV. We have had our wheel bearings catch fire and had to be towed. We have had part failures, like the time our fuel filter quit while we were in the middle of nowhere. We called (and waited for hours) but AAA finally arrived and towed us 200 miles to a repair shop for our RV's make and model (not every RV repair shop is able to repair every make and model). Just know that

it's better to be prepared before problems happen. By the way, I bought a diagnostic tester that plugs into the slot by the steering wheel (yes, get one!). When you suddenly stop, you can plug it in and usually find out what's wrong. If your check engine light comes on, it will tell you why. It saved me a bundle when some repair shop tried to tell me I needed a major overhaul. I did not! My diagnostic device told me I just needed a new ignition coil. I bought one at a nearby parts store and easily put it in myself. Also, be sure to have an emergency tool kit. (I have one that has basic repair tools, jumper cables, roadside emergency lights, tire patching stuff, etc.) Oh, and don't forget to take along a well-stocked first-aid kit. You will need it.

About cash

DO NOT take a large amount of cash with you! Ever! Only use credit and debit cards and only keep a small amount of cash with you at any moment. Why? It may be hard to believe this, but in many parts of the country, police will pull you over, legally take all your money, and keep it! And, when it happens, you will not get your money back! It's done under the umbrella of "civil forfeiture," and officers of the law do regularly confiscate millions of dollars in cash from thousands of individuals traveling out along the highway. As crazy and unbelievable as it sounds, some police departments use this method of getting cash to support their police department! You can read about thousands of incidents of this happening by searching "civil forfeitures" on the internet.

About tires

I watched a video report about the world's largest RV salvage yards. They have thousands of rigs stored there. The person doing the report asked the yard owner how most of these rigs were destroyed. He said the number one reason was tire failure, and that most rigs had factory tires on them but they were not good enough. He said the first thing he would do when buying an RV is to purchase the best set of tires he could get before taking it out on the road. By the way, I have had blowouts and flats, even with new tires. It's good to take a few minutes each day before getting started, and while at rest stops, to do a visual tire inspection. Even so, keep watch out of your rear-view mirrors for tire problems while traveling down the road. When Susan and I began our current trip to URG, for instance, we were only five hours from home when I noticed some smoke coming from a rear tire. I pulled over and saw that one of my tires had expanded and was rubbing against the tire well and the exhaust pipe. If I hadn't noticed, it may have caught my RV on fire. I pulled over and let it cool down and then limped to a tire store nearby to get a new tire.

About fires

The second reason for RV's to be destroyed is refrigerator fires. Most are three-way systems, and there are lots of ways a fire can start in them. Keep your eye on your fridge and watch for any "hot" smells. Turn it off if something doesn't seem right. You should also make sure you have a good, fully charged fire extinguisher handy that you

Thinking About RV'ing to Events?

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understand how to use. Don't wait until an emergency happens to learn how to use it. I keep mine just inside the RV door attached to the wall with a fast-release strap so that I can reach it quickly from inside or outside in an emergency.

About detectors

Make sure you have both a smoke detector and a carbon monoxide detector. You cannot smell carbon monoxide, but it's deadly. One night Susan and I were awakened in the middle of the night when ours went off at a truck stop. A semi-truck had pulled in next to us, and its engine was putting out dangerous fumes that entered our rig through our air vents. We were sound asleep and would not have noticed without the detector going off and warning us. We quickly moved to a safer spot.

About health

You must get regular exercise and eat correctly. Sitting too long is the worst thing for your health. When getting from point A to point Z, it's easy to just keep driving with that lovely lady sitting next to you constantly fortifying you with delicious snacks, goodies, beverages, and ice-cream from your fridge. During one trip alone I discovered I had gained nine pounds! Yikes! They had just snuck up on me. You must set some health rules and have a plan in place, or you will develop problems. At home, I walk five miles a day, I drink water, and I eat healthy. On the road, I keep water handy. I buy water in gallon jugs and keep one in the fridge to top off my water bottle. And I plan my trips to include time to stop and walk. I stop at rest stops and walk the sidewalks multiple times. I have a smart watch that keeps track of how far I walk and how many steps I take. For me, I walk approximately 2,000 steps per mile. I have found I walk better and longer while listening to good music or inspirational speakers. This is a good way to take

advantage of the many educational speakers from ARA University. The main thing I want to emphasize is you MUST cut out snacks and you MUST get exercise, or you will put on pounds and may develop health problems. Trust me on this.

About parking

Finding RV parking at events can be challenging. Some hotels have outside parking lots you can use; others do not. At one hotel we were at recently, we asked the valet at the front receiving area what to do. He said to leave it up to him to take care of, and we did. He parked our rig in the valet area right in front of the hotel. It cost us \$50 for three days and was worth it to us. The worst-case scenario is that you may need to park at a nearby RV park and then take an Uber back and forth. It's always best to call ahead and find out the parking situation before going.

Hope your travels are fun and safe! God speed!

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.

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Are Your Employees Sharing Teeth?

By Ron Sturgeon

Three old men are at dinner. They have a splendid meal: steaks, baked potatoes, veggies. But they have a problem. They have only one set of teeth. It's going to take them a while to eat. I'll let you imagine whether they share a little at a time or one finishes before passing the teeth on. Gross, I know.

Sharing teeth is not efficient. It creates a bottleneck at the dinner table. How many of your employees are sharing teeth? In the recycling industry, we tend to be cheap because we're bootstrappers. And many of us have had little training in decoding the financial and operating metrics that could show the costs of sharing teeth. Couple that with our aversion to debt, and it's easy to see why many of us have employees sharing teeth.

How can this help you make more money?

When I was an auto recycler, we shared teeth for a long time. For years, we had three dismantlers and one forklift. The dismantlers always wanted another forklift. They often waited for 30 minutes or more because the forklift was tied up unloading a transport truck or doing other duties. While they waited, they would divert their efforts to a lower productivity task or just take a break.

They had asked for the forklift and I had dismissed their request as whining. Eventually, however, I listened, and I studied how long they waited to use the forklift.

I asked them to tell me how many additional cars they could process per week with a second forklift. When I reconciled their numbers against how many minutes were lost per day per employee, buying another forklift was an easy decision. The forklift decision was good because we could dismantle the extra cars using our existing bays more efficiently since we could not add any more.

Doing this exercise with my employees and considering how a second forklift might alter the other metrics of my business is part of doing bottom-up budgeting. (Learn more about bottom-up budgeting in an upcoming article here.)

I used the same method when we were struggling to hit sales targets. Using bottom-up budgeting helped me see that sales growth required hitting delivery targets. Eventually, we realized we needed another truck. Later we improved per driver deliveries by changing compensation from hourly to pay per stop. After these changes, our dismantlers and drivers made more money, and we earned a higher return on assets.

Understanding metrics and changing my employee compensation plan helped my business grow at the expense of my local competitors. Where did I learn to use metrics and get the pay per stop idea? I belonged to a group of auto recyclers that met twice a year to compare

metrics and discuss successful business growth techniques specific to our industry. One of the other members had much better metrics for per driver deliveries than the rest of us. He shared the idea with the group, and I made a lot of money applying it.

If your business could benefit from fresh ideas to lower costs, raise revenues, and increase profits, join a Peer Benchmarking Review Group for recyclers. You will share metrics with recyclers from other markets and learn how the person with the best results for each metric is achieving those better results.

Remember only you can make business great!

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

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful businesspeople. 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.

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Laughter is the Best Medicine

A blonde and a lawyer are seated next to each other on a flight from LA to NY. The lawyer asks if she would like to play a fun game?

The blonde, tired, just wants to take a nap, politely declines and rolls over to the window to catch a few winks.

The lawyer persists and explains that the game is easy and a lot of fun.

He explains, "I ask you a question, and if you don't know the answer, you pay me \$5.00, and vice versa."

Again, she declines and tries to get some sleep.

The lawyer, now agitated, says, "Okay, if you don't know the answer you pay me \$5.00, and if I don't know the answer, I will pay you \$500.00."

This catches the blonde's attention and, figuring there will be no end to this torment unless she plays, agrees to the game.

The lawyer asks the first question. "What's the distance from the earth to the moon?"

The blonde doesn't say a word, reaches into her purse, pulls out a \$5.00 bill and hands it to the lawyer.

"Okay" says the lawyer, "your turn."

She asks the lawyer, "What goes up a hill with three legs and comes down with four legs?"

The lawyer, puzzled, takes out his laptop computer and searches all his references, no answer.

He taps into the air phone with his modem and searches the net and the library of congress, no answer.

Frustrated, he sends e-mails to all his friends and coworkers, to no avail.

After an hour, he wakes the blonde, and hands her \$500.00.

The blonde says, "Thank you," and turns back to get some more sleep.

The lawyer, who is more than a little miffed, wakes the blonde and asks, "Well, what's the answer?"

Without a word, the blonde reaches into her purse, hands the lawyer \$5.00, and goes back to sleep.



An elderly couple was celebrating their sixtieth anniversary.

The couple had married as childhood sweethearts and had moved back to their old neighborhood after they retired. Holding hands, they walked back to their old school. It was not locked, so they entered, and found the old desk they'd shared, where Jerry had carved I love you, Sally.



On their way back home, a bag of money fell out of an armored car, practically landing at their feet. Sally quickly picked it up and, not sure what to do with it, they took it home. There, she counted the money – fifty thousand dollars!

Jerry said, We've got to give it back.

Sally said, "Finders keepers". She put the money back in the bag and hid it in their attic.

The next day, two police officers were canvassing the neighborhood looking for the money, and knocked on their door. "Pardon me, did either of you find a bag that fell out of an armored car yesterday?"

Sally said, "No".

Jerry said, "She's lying. She hid it up in the attic."

Sally said, "Don't believe him, he's getting senile"

The agents turned to Jerry and began to question him.

One said: "Tell us the story from the beginning."

Jerry said, "Well, when Sally and I were walking home from school yesterday"

The first police officer turned to his partner and said, "We're outta here!"

George, who lived in Ashland, Oregon, loved his RV, but he also dreamed of going to Hawaii.

One day, while walking along the beach, George stumbled over a genie in a magic lamp who granted him a single wish. "I've always wanted to explore the island of Maui in my motorhome, but I can't afford to ship it there. I wish for you to build a bridge from Oregon to Hawaii so I can fulfill my dream."

The genie replied, "That's impossible. The ocean is far too deep to build a bridge across. Even a genie such as I can't do it. You have to wish for something else."

George thought for a moment, then he said, "I don't understand women. I wish to understand how they think and what they want."

The genie paused, then said, "Do you want two lanes or four on that bridge?"



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