

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.

Converter Metallurgy and Pricing

By Don Belisle, Sr.

There has been a lot of speculation recently as to whether the OEM car manufacturers will switch back to platinum (pt) from palladium (pd) in the building of catalytic converters. This would greatly affect recyclers

Spot Prices Oct 04, 2019 at 09:16 New York Time				
www.kitco.com				
Please Press Reload or Refresh to Update				
▼ GOLD	▼ SILVER	▼ PLATINUM	▲ PALLADIUM	◆ RHODIUM
1499.50	17.37	876.00	1646.00	4700.00
-5.30	-0.16	-12.00	+9.00	+0.00

and the prices they receive for scrap converters. Up until the early 2000's pt was the metal of choice for the treatment of exhaust gasses in the building of catalytic converters. The emission standards were not that tough back then and the pt chemical reaction with auto gasses was well known. However, the past fifteen years have seen the OEM's all but eliminate pt in favor of pd in gas powered vehicles. This made good economic sense since at the time pd would effect the same chemical reaction as pt on exhaust gasses although the quantity of metal required would be higher. Even though more quantity of pd was required, the price difference was so great that it was cheaper to use more pd than pt. Based on the price of metals at the time, this made perfect sense. Back then, pt was \$692.00 per oz and pd was \$202.00. Now we are fifteen years into the change and pt has all but been eliminated from converters in gas powered cars.

Along the way, emission standards have become increasingly more stringent, demanding a lot of research be done to meet the standards and use the least amount of metal possible to keep costs down. This research has been expensive and difficult but has produced converters that meet emission standards worldwide. Now in 2019, the metal prices have been affected by the supply and demand of each of the metals and we have pt trading at \$900.00 per oz and pd at \$1600.00 per oz! Wow! What a switch in value.



Granted, there are other factors involved, but these are the ones affecting scrap converter prices. So, the obvious question is: Will the manufacturers switch back to using primarily pt to save costs? Initially, I thought that they might since, after all, in theory both metals caused the same chemical reaction, right? This concerned me quite a bit since a switch back to a predominantly pt converter would drop scrap converter prices about 40%. After doing some research and speaking to the largest converter builder in the world, I do not think the switch back will happen. Apparently, the extensive research and tougher emission standards of today would make it a difficult change over to primarily using pt.

One of the big problems is with pt sintering in today's high-tech converters. Sintering is a condition where the metal tries to group together on itself (like the mercury from a broken thermometer it globs onto itself) making it very difficult to flash coat the ceramic substrate that the exhaust gasses must pass through. The manufacturers tell me that a switch back now would require very extensive research and would be extremely expensive. This and other issues make a switchback unlikely and that is great news for recyclers. Converters are truly the bright spot in commodity pricing of all the products produced by recyclers. As we all know, prices are way down on

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Converter Metallurgy and Pricing *Continued from Page 1*

all the other car related scrap. Thankfully, converter prices are through the roof and still climbing. Prices of converters are changing so fast that you cannot compare what you were paid last month or last week to what they are worth today. Be careful of the Johnny Come Lately converter buyer coming to your yard touting high prices compared to the last time you sold. In reality, Johnny's prices are not what they seem to

be. Having been in the converter business from the beginning, we at Recore see this every time there is a big increase in metal pricing. These Johnny's come out of the woodwork and as soon as prices drop, they are gone. Your best deal is still getting assay-based payment and getting paid for every gram of precious metals contained in your converters.

My View of ARNE **By D.J. Harrington**



Ever been inside a courtroom while in session? Even though each case is different, there's commonality. Each case has an assigned court stenographer. When a court stenographer captures what's said in the court room, there's no way he or she can report on the way things were said, because they are only

authorized to recount what WAS said. I, too, can only report on details of the ARNE meeting because I cannot adequately share the feelings and momentum that others had if you weren't there. However, if you were there, you know what I'm going to say. This year's ARNE convention was comprised of greatly informed speakers who knew their stuff and were willing to share, and some new and veteran exhibitors along with lots of wonderful recyclers who were willing to offer effective best practices.

I must report that the top two speakers were Ryan Falco from Midway Auto Parts who has two full-service yards located in Kansas City, MO and Tulsa, Oklahoma. Midway processes over 400 vehicles monthly. With three self-service locations, and a new RV park, Midway is staffed by 168 employees. Ryan offered great input using down-to-earth lessons from his "hands-on" skills. Sitting next to me was Rob Rainwater of Cornell's Used Auto Parts. "He really gets better every time he speaks." I agreed. For your information, whenever Ryan Falco is doing a class at URG or any state meeting, if you don't get there early, you won't have a seat.

If you missed him, then the next speaker you need to hear is Thomas Andrade from Everett's Auto Parts. Everett's is one of New England's largest, hybrid automotive salvage yards with their full service and self-service yards and a scrap metal facility which processes approximately

35,000 vehicles annually. Yes, 35,000! As one very, gifted speaker, Thomas takes his know how from his finance degrees and brought it down to our level, showing everyone in the audience just how they do it. David Gold, the past president of ARA, was in the front row taking dubious notes. Anyone who wants to be a millionaire in this business needs to sit and listen to Tom. He is a guy I would love to hang out with to learn how he works with people and processes. Great guy.

ARNE assembled the best speakers. There was Mike Lambert with his high school picture in the brochure, Don Fernandez from APU Solutions and Mike Kunkel and Lee Worman from Profit Team Consulting. I'm happy to report that their classes were packed. Paul D'Adamo and Mike James also had full classes along with my sponsor, Car-part.com. Mendi Evans facilitated a class on recent enhancements with Checkmate and Roger Schroder did a class on "Carpert Interchange" plus for all YMS and Collision repair Opportunities". Great turn out!

Let me quickly recall some exhibitors that you need to learn more about only if you want to improve your bottom line. The first one is really a NO Brainer. It is called CarBrain. If you need inventory, they have plenty of inventory. Just go to www.Carbrain.com. Another company that attended was Axe Payments. Axe is not for everyone, but it is the future. A recognized leader in the credit card processing industry, AXE is a ZERO-processing fee, cash discount program. That's not a misprint! To learn more, go to www.getaxepay.com.

All of us have known Jim Morrison for years because he's called on recyclers. I am proud to report that Jim and his wife now own their own business. It's Western Maine Machines from Rumford, ME. They have all kinds of industrial cleaning machines and supplies. They offer toilet paper holders and paper towel dispensers and would be happy to ship across the country. Jim and his wife are fabulous people and help make our country great. They're a great family owing a piece of a dream. Go to www.memachines.com or call Jim at 207.418.0464. You will be glad you did.

Oh yes, my friend, Mike James at E-comply is bigger and better than ever. With Adriana Lee as VP of Operations for both, E-comply and James Environmental Management are doing great. They're in demand now. So, if a recycler isn't using E-comply, they're missing the boat. Remember when

CATALYTIC CONVERTER EXPERTISE



Recore Trading Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 30 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process them that way for maximum return.

You Can Afford to Advertise! Part 1 By Mike French



Poor Boy Advertising Methods

When hard times hit some business owners wonder if they should stop advertising to save money. If they do, they can save money for a while. But if they stop advertising for very long, they will probably be in trouble;

or even go out of business! History is filled with marketing success stories about those who gained market shares by continuing to advertise when others stopped. Research has shown that companies who continue to advertise when there is a business slow down, gain market shares when their competition hesitates. When a business hesitates, instead of continuing to compete aggressively as they normally would, they give the business that continues to advertise a definite advantage.

Actually, a slow economy is a great time to sell the savings and advantages of using recycled and aftermarket parts. Also, you may be happy to know there are many advertising methods available that aren't expensive. I call these "poor boy" advertising methods. Frankly, even though they are free or low cost, they work very well and should be a part of every company's marketing plan. Regardless of economic conditions, it makes good business sense to use these methods. Here are a few of them:

Little or no-cost advertising methods

Phone Your Customers to increase your company income

My View of ARNE Continued from Page 2

Mike said that E-comply would eventually be your all-in-one compliance management tool with specific topics for your state and industry, including training inspections and records management! Well guess what, Mike was right. Now, E-comply is the "go-to" place. Peruse Mike's website at www.E-comply.com and learn more. You'll get the picture.

OK, people. I can only report what I heard at this meeting. ARNE which was held in Albany New York had a huge turnout. Here's a small group of PRP-NE people that showed up at Casey Cornell's place in Greenfield Center, New York. Someone has said that a picture is worth a thousand words. Lots of sharing and learning going on. To learn specifics of Cornell's success, go online to Cornell's Used Auto Parts.

And one last thing... ..I wish we had recorded or transcribed our keynote speaker, Mark Brown from Brown Auto Salvage at Saturday's lunch. The business success of

by 20% to 30% without having to get new customers. Studies have shown all you need to do to accomplish this amazing increase is to call all your existing customers and say, "Hello, I'm (name & company here) and I'm calling to see if you need anything." You will catch some people at their point of need and they will place an order on the spot. Others, because you called them, will remember you the next time they need what you have. Divide your customer list among your sales staff and have them each call a few numbers at the beginning of each day. A sales person, by calling five each day, can reach 100 customers a month!



Phone Top Prospects Even though this sounds almost too simple, it does work. You just pick up the phone and call the owners of companies you want to do business with. I'm not talking about using telemarketers. YOU give them a personal call. The call should be from one company owner to another company owner. It's not done too often so it will make a huge impact! When you get them on the phone, you say something like, "Bill, this is Bob over at Bob's Auto Parts, and I'm just giving you a call to say hello and introduce myself to you." This works because people like to do business with people they know.

Use Bounce Back Offers. They give you a second chance, at little or no cost, to make another sale to a customer who's just purchased something from you. You have to make a delivery and/or send a statement to them anyway, so your new offer gets a free ride to them. Selling to them again is pretty easy because they've just purchased something

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Mark and his wife has made me so proud to be a small part of this wonderful industry. To ARA and URG, Mark should be speaking at your next convention. Since I'm not a court stenographer, thank you for allowing me to recall the events as I heard them at the recent ARNE meeting.

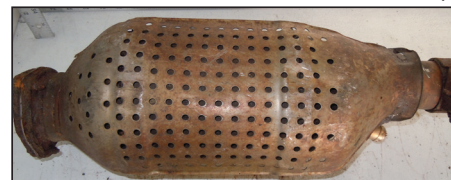
See you next time.

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



CALL US TODAY TO INCREASE YOUR BOTTOM LINE

Maximize your profits at Recore Trading Company!! We do everything in house from de-canning, processing, milling and sampling, and precious metal lab analysis cutting out all of the middlemen. We also sell our end product to an automobile manufacturer for the making of new catalytic converters. Our customers are consistently seeing significantly higher returns for their product. You will get paid **MORE** at **RECORE!**



The Advantages of Doing More in Less Time By Ron Sturgeon



Of course, we only have a limited amount of time; it's not something we can get more of, so we better learn to do more with the time we have. In the business world, there are 2 main reasons to hone the skill of valuing and managing your time:

1. Lower Stress and Better Quality of Life

- Do more in less time and the extra time you have left can be used to do things you enjoy and thereby improve the quality of your life by lowering your stress level. For example, you can enjoy your current income stream and travel more or do other things that you enjoy.

2. Extra Time to Grow Your Business

- By doing more with less, you can take the extra time and use it to do other things that grow your business. For instance, you can undertake an extra growth initiative every month and double the size of your business without working more.

Some of you are probably skeptical about that last point. However, you need to open your minds to the Pareto Principle: 80% of your results come from 20% of your efforts. Less really can be more. You can, for instance,

spend 30 minutes writing a blog post. (Or a business letter, memo, etc.) You can spell check and glance over it, and use it. OR, you can easily spend another hour on it, trying to make it just perfect and polished. And you know, intuitively, that the extra hour likely didn't add much value, but it makes you feel better.

The extra time isn't always a waste. You do have to prioritize and some letters (or projects) are more important than others. For instance, a letter to the editor that you expect to be published in the business press is much more critical than a ho-hum blog post that will attract only a few readers.



The problem is that most people who want things perfect treat each thing they work on the same, and that's just not a good value proposition. People laugh, but I tell them to expect to tolerate some mediocrity. This is also very true in business planning.

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You Can Afford to Advertise! Part 1 Continued from Page 3

from you and are now predisposed to buy from you again. You can offer just about anything that is valuable to the customer. You can offer seasonal items such as snow tires, chains, or recycled antifreeze. You can offer overstocked items at discounted prices, special purchases, selected items you have on sale, or anything else you know your market place is interested in such as windshield wipers or tools. The possibilities are endless. You regularly see bounce back offers as inserts in your credit card statements. They bring results. Include bounce back offers with your shipments. Pack one in every box. Send them along with your delivery driver. He can hand them directly to the customer when he makes a delivery to them. Your bookkeeper can also insert one in every billing statement.

Send Post Cards

This is an easy way to get an offer into the mail quickly and cheaply. Perhaps you want to show a list of your new arrivals to a select group of customers or prospects. You can produce them in house on your office printer. Buy some 8 1/2 x 11 card stock paper at your office supply store, print them four-up to a side, and cut them apart with a paper cutter. You can put on labels, a postcard stamp and drop

them directly into the mail. What's nice about this method is that you don't have to print and mail them all at once. You can buy a prospect list or use your existing customer list and then address and mail a few every day.

Up-Sell Programs do work.

Studies show that most people will respond positively to an up-sell opportunity that is up to 20% above the original purchase price of the item the purchaser is buying without them giving it much thought. Small amounts added to a number of sales per day can really add up. Let's say you are able to add one \$5 purchase to each purchase of \$25. In one day, that amounts to \$125.00 extra dollars or \$625.00 in a five-day work week or \$2,500.00 in a four-week month, and a whopping \$32,500 for the fifty-two weeks in the year. Not bad! So where do you begin? Logically, the first up-sell offer would be an addition of warranty protection on applicable items. Then there are product tie-in opportunities. For instance, if the customer buys an engine, ask them if they need grease, oil or other fluids to go with it. Does the customer need gaskets, belts or special tools to make the installation? The key is to always ask if there's anything else the customer needs. An up-sell is NOT a cold-sell! Attitude is everything when up-selling. It should be a part of your great customer service. If they don't buy it from you, they'll have to make a trip elsewhere to get it.

Next month, see Part 2 for more little or no-cost advertising methods.

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ROLL OFF CONTAINER AND PICK UP SERVICE

Recore Trading Company offers roll off container and pick up service throughout the Northeast for all automotive scrap they purchase. They provide prompt, courteous service with immediate cash payment by some of the best people within the industry.



The Advantages of Doing More in Less Time *Continued from Page 4*

You can likely prepare an initiative and outline the goals, risks and action plan in an hour or so. Seek some input from others, spend another hour. OR, you can have lots of meetings and feedback, with many iterations of the plan. And it will get better, more polished. But I bet if you look at the one you did in 2 hours that you will find that it has 80% of the content of the polished plan. The quick plan will not cover every nuance and exception, but so what.

Speed of execution is MUCH MORE IMPORTANT than perfection of the plan. For instance, you might do 12 initiatives in a year with an abbreviated method or only one per quarter if you obsess over the planning. Doing 12 initiatives is far better than doing four. The larger number insulates you from failures. Some will work and some won't.

Think about it. Which would you rather have: 50% failures with 12 efforts or 50% with 4 efforts? You would still have 6 wins, more than if 100% of the initiatives with polished plans work. Because of the Pareto Principle, the polishing may not really equate to a higher chance of success, but it almost certainly won't allow you to do as much.

So, how can you do more in less time. Here are six steps you can take right now to become more productive:

1. Learn to delegate.
2. Stop doing administrative tasks.
3. Think bigger. Often it takes almost the same amount of effort to do a larger task as a smaller one. A good example is a bank loan or real estate acquisition. It's almost the same amount of work to do a \$5m project as to do a \$2m project.
4. Just stop doing things that don't really add much value or that only polish.
5. Surround yourself with people who are smarter than you or who can do things that you can't, won't, or shouldn't do.
6. Be more organized.

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.



Don Belisle shows off his 30th anniversary gift given to him by his employees.

For Sale



2008 Mack Live Floor Trailer
\$15,000



Call 603-437-3000

COMMITMENT

Recore Trading Company is committed to and welcomes the opportunity to earn your business. Whether you have 10 catalytic converters, 100 or 1,000's, you can sell your cats to us cutting out all of the middlemen. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. You work hard and you deserve to maximize your profits so don't settle for anything less; GIVE US A CALL TODAY!





For Sale



**Max-Pak Vertical
Baler
\$2500**



Call 603-437-3000

HELP WANTED

Established in 1989, Recore Trading Company specializes in the buying and processing of catalytic converters. We also buy aluminum rims, batteries, radiators, flattened car bodies and other automotive scrap.

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.



Useless Facts That Are Fun to Read

The chicken and the ostrich are the closest living relatives of the Tyrannosaurus Rex.



While we used to think that dinosaurs were giant lizard-like creatures that roamed the Earth, it's now widely accepted that dinosaurs have more in common with present-day birds than they do with oversized reptiles. Research published in the journal Science in 2008 confirmed that the Tyrannosaurus Rex shared more of its genetic makeup with ostriches and chickens than with alligators and crocodiles.



The King of Hearts is the only king in a deck of cards without a mustache.

There are four kings in every deck of cards. And while they all look similar; the king of hearts is the only royal fellow who doesn't have a mustache. According to The Guardian, the so-called "suicide king" (who earned his name because it looks

like he's stabbing himself in the head with a sword), wasn't always bare-faced. He mistakenly lost his facial hair in a redesign.

People used to answer the phone by saying "Ahoy!" instead of "Hello."

When the public started using the phone back in the 1800s, inventor Alexander Graham Bell thought they should answer a call with "ahoy." That's likely why the incredibly elderly Mr. Burns on The Simpsons says "Ahoy-hoy" when he picks up the phone. However, Bell's rival, Thomas Edison, wanted users to answer the phone with "Hello." And, according to The New York Times, by 1880, "hello" had won out.



GIVE US A CALL TODAY!

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



**Call us for details
on our Hydraulic
Tank Filter Retro Kit!**

*Call on our Lid Grease
Block Retro Kit!*



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Laughter is the Best Medicine

Do I know you?

A guy goes into a supermarket and notices a beautiful blonde who waves at him and says hello. He's rather taken back because he doesn't recognize her and asks, "Do you know me? To which she replies, "I think you are the father of one of my kids." He panics, and thinks of the only time he was unfaithful to his wife and says, "OMG!! Are you the stripper that was at my bachelor party that I put on the pool table while all of my buddies watched and then you and your friend covered me in whip cream and licked it all off?" The woman looks at him, eyes wide and responds, "No, I'm your son's math teacher."



Maid Wants a Raise

A maid asked for a pay increase. The wife was very upset about this and asked: "Now Maria, why do you want a pay increase?" Maria: "Well Senora, there are three reasons I want an increase. The first is that I iron better than you."

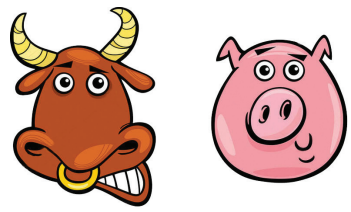


Wife: "Who said you iron better than I?"
 Maria: "Your husband said so."
 Wife: "Oh."
 Maria: "The second reason is that I am a better cook than you."
 Wife: "Nonsense, who said you were a better cook than I?"
 Maria: "Your husband did."
 Wife: "Oh."
 Maria: "The third reason is that I am a better lover than you."

Wife (really furious now): "Did my husband say that as well?"
 Maria: "No Senora, the gardener did." She got her raise.

The Farmer

A farmer went to a neighbor's farmhouse and knocked on the door. A boy around 9 opened the door. The farmer asked, "Is your Mom or Dad home?" said the farmer. "No, they went to town." How about your brother Howard, is he here?" "No, he went with Mom and Dad." The farmer stood there shuffling his feet and mumbling. "I know where all the tools are if you want to borrow one or I can give my Dad a message", said the young boy. "Well", said the farmer uncomfortably. "No I really want to talk with your Dad about your brother Howard getting my daughter Suzy pregnant." The boy thought for a moment and says, "you'll have to talk with my Dad about that. I know he charges \$500 for the bulls, \$150 for the pigs, but I have no idea what he charges for Howard."



Weeee Bit

A handsome blonde man is looking for a bride when he comes across a farmer with three gorgeous blonde daughters. He can't decide which to have as his wife so he takes out each one in turn. After taking out the first daughter the farmer asks for the man's opinion. "Well," says the man, "She's just a weeee bit, not that you could hardly tell, knock-kneed." The man then takes out the second daughter and again the farmer asks for the man's opinion. "Well," the man replies, "She's just a weeee bit, not that you can hardly tell, cross-eyed." The man then takes out the third daughter. The next morning the man rushes to the farmer exclaiming, "She's perfect, just perfect! She's the one I want to marry!" The man and the farmer's daughter marry but six months later his new bride gives birth to an ugly red-haired baby. The man goes to his father-in-law to ask how such a thing could happen. "Well," remarks the farmer. "When you met her she was just a weeee bit, not that you could hardly tell, pregnant."



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 Oct. 04, 2019 at 09:16 New York Time					
www.kitco.com Please Press Reload or Refresh to Update					
▼ GOLD	▼ SILVER	▼ PLATINUM	▲ PALLADIUM	◆ RHODIUM	
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-5.30	-0.16	-12.00	+9.00	+0.00	

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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.