

RECORE *Newsletter*

TRADING COMPANY, L.L.C.

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

What Type of Salvage Yard Do You Have?

By Don Belisle, Sr.

At Recore we buy from a variety of types of suppliers of catalytic converters. Some are salvage yards, some are rebuilders, some are industrial, and some are converter buyers. The vast majority of our suppliers are salvage yards; however, even though they are all categorized

as salvage yards, they differ greatly. We see three types of operators that define most of our salvage yard suppliers.

First, there is the Scrapper. These businesses concentrate on processing “junk” cars to reclaim their various recyclable commodities for profit. In this type of operation, commodity pricing is primary and parts sales are secondary and not their primary business model. However, incidental parts sales do provide welcome additions to their bottom line.

Next is the Used Parts Specialist. These yards look very carefully at the cars before they buy them and consider the demand of the resaleable components contained. They then set their buying prices accordingly. In this category, there are many types of parts specialists - late model, foreign or domestic, car or truck, or specific by manufacturer - but for all, the primary focus is on reselling the used parts. Typically, the used parts supplier is paying more per car than the scrapper. When all the parts have been harvested, the remainder is now scrapped. In this instance the scrap value is not as important to profit or loss as it was to the scrapper.

The third type of supplier is a business with a focus on the rebuilding and sales of salvage vehicles. These suppliers buy “total loss” vehicles with the intent on repair and resale. They also buy a certain number of parts cars to provide parts needed for the rebuildables that they repair. When the needed parts are harvested from the parts cars, the remains become recyclable scrap.

Of all the yards we deal with, the vast majority run their business as a combination of two or all three of the types listed. We certainly see yards that specialize in one type or another; however, most survive and prosper by doing what they need to do to be profitable. It's interesting to watch the yards shift their emphasis from one type to another as a result of changing scrap prices and demand for certain used parts. When scrap prices move significantly, you can see the change

as many parts cars now become scrap cars and vice versa. Today's successful recyclers are very adaptable and accept change readily. They see changes in the markets and then

react quickly and profitably. In the not too distant past, I would occasionally hear a yard owner say, “I have been doing things this way for umpteen years and I'm not changing now.” For the most part, these operators are now gone - out of business!

On our end as recyclers of catalytic converters, it is quite predictable what type of converters the different yards will produce based on which type of yard they run. For instance, a yard that deals in primarily late model foreign parts cars will have a very different group of converters from the yard that primarily recycles scrap cars. Both have great value, yet they are very different. The late model converters were removed from newer cars that were subject to stricter emission standards, thus they contain more quantity and different ratios of the precious metals. The late model parts cars have



PRSR STD
U.S. POSTAGE
PAID
FIVE MAPLES

continued on page 2

What Type of Salvage Yard Do You Have? *Continued from Page 1*

very few aftermarket converters where the scrappers have a higher percentage. As we all know, the aftermarket converters contain significantly less precious metal content than the OEM's and have a much lower value. We certainly appreciate all our suppliers no matter which type they are. I only want to show the differences in the converters they supply us. Some of our most loyal friends and suppliers are scrappers and some are parts yards. Most are both and we appreciate them all. As you can see, it is impossible to compare the value of converters from one supplier to another. Over the thirty years we have been recycling converters, we have learned that the typical scrapper will pick up 10%-18% on assay on his converters and the typical late model parts yard will pick up 15%-30% on average over piece pricing. We also know there is no "typical" yard because every supplier is different. We do have a long-time supplier who is very specialized in the type of very late cars he recycles and he typically picks up 40%-47% on assay compared to piece pricing.

There are also very different types of converter recyclers. There are the guys who show up at your yard in a pickup truck with a handful of cash. These guys all have the same story. "We are paying the most, we are here, we have cash in hand." These buyers should be called flippers since they quickly resell your

converters to a processor for a quick buck. I feel bad for the yard that sells to the flipper since he sold for less than he could have.

Next is the Core Buyer whose main business is supplying automotive cores to the parts rebuilders. He buys converters as a supplement to his core business and then resells the converters for a profit. These buyers typically pay a bit better than the guys in the pickup, but they still do not offer the best deal.

Finally, there is the Actual Converter Processor. This is where the yard can realize the best prices for their converters. Processors actually decan, mill and assay your product for exact metal content. Then you get paid for every gram of precious metals your converters contained. The processor is as close as you can get to the end user and so you receive the best prices possible. The flipper in the pickup and the core buyer know this, that's where they sell.



How Money Works *By D.J. Harrington*



Look at the title of this article. How Money Works will be the title of my talks for 2020. I'm already booked for the upcoming URG training conference in St. Louis at the Arch. For that conference, which is being held at the Hyatt Regency, you should bring your team to experience this premier event in the Automotive

Recycling industry. URG Training Conferences will help bring your business into focus with innovative resources, information, and events. Enjoy 2 days of expert training, award-winning speakers, networking opportunities, 2 floors of exhibitors, mixers, and a special night event at Ballpark Village. So, mark your calendar for April 16th – 18th, 2020. Now back to my topic for 2020.

Too many people within the automotive recycling industry are financially illiterate. Here's what I want for 2020. Every counter person, every driver, dismantler, dispatcher, and

every yard personnel should know "how money works". Lots of owners know this already but some still don't know how it works. Even if you know how money works, some of your people on your team may not know.



For the past 10 months, I have been going to school and have learned things that have personally helped me. By the end of February, I expect to have completed my computerized presentation so I'm able to go around the country and teach anyone how to get a financial education. To me, financial literacy means knowing how money works because understanding that will allow you to make better financial decisions for your business, your family and yourself.

In years past, people used to work at one company for their entire life. They depended on company pension, their savings, or social security to take care of themselves and their families when they retired. After retirement, if they become sick, was there a plan? Today, there's no guarantee that retirement, pension, and savings will always provide enough money to live if that should happen because none of us know what the future holds. Most companies no longer provide pensions for their employees. Most savings accounts pay less than 1% interest on your money, so you're not going to retire rich with less than 1%. With the cost of living continuing to rise each year, depending on what the bank pays, might not be a lasting plan.

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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!***



How to Market Your Business with Newsletters By Mike French



A well-crafted newsletter is a way to get your foot in the door, so to speak. It helps you grab the reader's attention, engage them, and make sales. Direct mail legend, Malcom Decker, said it best, "A good company newsletter, loaded with helpful tips and interesting information, can help you nurture your customers by showing them that you care about them. It can help your customers know you, your business and your staff better. It can be a place for you to introduce new products, facility improvements, new staff and new services."

And I will add that it can be a place to sell things like recycled auto parts!

Here's how:

1. **Name your newsletter.** The name should reflect your newsletter's purpose and clearly give your readers an idea of what they will find inside such as *Johnson's Guaranteed Auto Parts & Installation Tips Monthly*.
2. **Maintain a clear customer focus.** Keep in mind the kind of customers and prospects you are writing to and want to attract. Make your newsletter talk about the kind of things they are interested in. When writing to automotive-minded folks, for instance, be sure you are clearly "automotive" in look and in content.
3. **Create a format** and stick to it. This will keep your newsletter looking consistent from issue to issue. Decide what fonts or typestyles you will use. I suggest you use



Newsletter

only two or three because too many will make your publication look messy and unprofessional. It's usually best to stick with standard styles people are used to seeing in their local newspaper such as Times Roman typestyle for body text and Helvetica typestyle for headlines. Set your articles in two or three columns per page rather than spreading text across the entire page. Articles will look more professional and be easier to read. Dedicate certain areas of your pages for recurring features such "customer spotlight" and "upcoming events." People will come to expect these things and look for them.

4. **Tell stories.** People love to read stories. Stories can be used to solve your readers' auto parts problems. Write your stories as though you are talking to your best friend sitting across the lunch table.

5. **Include "how to" articles** and helpful tips. Remember, you are a parts expert and your newsletter should reflect your expertise. You can write about installation problems and solutions, how to get those hard to find parts, and suggest answers to the questions you get every day from customers. You can find good ideas by subscribing to trade magazines and trade newsletters related to your customers' businesses. Be sure to get permission before reprinting anything from other publications! When you find stuff you like, write for permission to reprint them in your newsletter. Tell them you send your newsletter free to your customer mailing list. This will make a difference in how they consider your request. Most are glad to give you permission to reprint their articles as long as you don't charge your customers for it and you give proper credit.

continued on page 4

How Money Works Continued from Page 2

Did you ever consider the bank giving you less than 1% on your money sitting safely in their bank while their credit card charges you 19% or more interest when you use it? Maybe, that is why they give lollypops out at the bank counter every day. Yes, look at the name on the wrapper...Dum, Dum lollypop. You've seen them. Who's the sucker now?

Every one of my articles in each volume during 2020 will contain more information about financial problems in our industry and country. Like "How to Create an Emergency Fund". That's one I will do next issue. Or perhaps, "How to Pay off Your Credit Cards." I will give you 5 tips to eliminate and stay out of debt. I have more immediate tips, like for some of you, drop private mortgage insurance, (known as PMI) as soon as the equity in your home exceeds 20% of your home's value. This is something you need to find out because the mortgage company will not call you, send alerts by mail or email so you can remove the PMI. They are happy to let you continue paying them. I will have more helpful tips and practical options like these to get your cash flow unstuck.

Friends, 2020 is already here. All of us need to correct our visions...like what URG is suggesting in their theme. Let's start the New Year the right way. Kick all your bad habits

behind you, including the mistakes or poor choices you've made. Leave them back in 2019. This is a New Year for a NEW YOU. As URG says, "Bring your Business into Focus."

I will end with a good quote from our friend, Tony Robbins, "Stay committed to your decisions but stay flexible in your approach." Here's mine, "Be so busy loving your life that you have no time for HATE, REGRET or FEAR!"

See you next time.

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

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!**



Thirteen Traits of the Best Successful Leaders By Ron Sturgeon



What is a successful leader? My definition, which is likely different from those of many others, is one that is well liked by all his stakeholders in his business world and loved by those in his personal world. He or she has proven the ability, maybe even multiple times, to “bring home the bacon”, build successful businesses that

make money and assure their own survival as well as the survival of all the employees.

The traits aren't in any order; they aren't much more than my musings.

Thirteen habits of likable leaders

1. They're approachable - You know those people who only have time for you if you can do something for them? Likable leaders truly believe that everyone, regardless of rank or ability, is worth their time and

attention. They make everyone feel valuable because they believe that everyone is valuable.

2. They're humble - Few things kill likeability as quickly as arrogance does. Likable leaders don't act as though they're better than you because they don't think they're better than you. Rather than being a source of prestige, they see their leadership position as additional



Market Your Business with Newsletters Continued from Page 3

continued on page 5

6. Include contact information. Make your contact information easy to find at a glance. Readers should be able to easily find the name of your company, the name of the person to speak to, your phone number, fax number, email address and website. Don't make them look for it. Some newsletters include all this information in a small box on page one.

7. Using photos in your newsletter is probably the best way to draw in readers and make your newsletter look visually interesting. The right kind of photos can make your newsletter personal. Be sure to use photos wherever possible, include some of you and your staff, showing your staff at work and at play.

8. Use humor and other good fillers. Include jokes, cartoons, and other interesting fillers to make reading your newsletter fun. Obtain material from legitimate sources. Never take it without permission! Huge fines have been levied on offenders for using copyrighted cartoons without permission. But the good news is that there is a ton of copyright free material available to use. You can find lots of resources by looking online. By the way, keep it decent and clean or you will lose customers and readers.

9. Promote your products and services. Don't forget that you are in the business of selling auto parts! Scatter small display ads or sales blurbs throughout your publication.

Feature things you have to sell. Another idea is to dedicate a section or page within your newsletter for the purpose of selling. Tell readers what's new, what's on sale and/or a list of new arrivals.

10. Consider selling ad space. This could help you pay for your newsletter. In fact, I know of one person who sells so much space in his publication that his advertising costs are totally paid for with money left over. You can do the same by designing your newsletter to include space for other non-competitor businesses to advertise their products and services, too. If you are like most auto recyclers, your mailing list consists of a large group of auto body and general auto repair shops. There are many businesses marketing to the exact same group as you who would love to get their stuff in front of customers and prospects. Some examples of non-competitors who are marketing to the same group as you are machine shops, automotive electric services, equipment supply houses, muffler shops, wheel alignment/axle frame repair shops, just to name a few. You probably already know a few of them well enough to pick up the phone and ask them to be involved in your next project. It could be a win-win arrangement for both of you!

11. Promote upcoming issues by including a “Coming Next Issue” blurb to let your readers know what they will find in the upcoming issue. Another idea is to have a contest or quiz with “answers next issue”, so folks are looking forward to your next newsletter.

Publishing a company newsletter can serve many purposes – including getting your name and business in front of potential customers and enhancing your image with current customers.

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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!



Thirteen Traits of the Best Successful Leaders *Continued from Page 4*

accountability to serve those who follow them.

3. **They're positive** - Likable leaders always maintain a positive outlook and this positivity shows in how they describe things. They don't have to give a presentation to the board of directors; they get to share their vision and ideas with the board. They don't have to go on a plant tour; they get to meet and visit with the people who make their company's products. They don't even have to diet; they get to experience the benefits of eating healthfully. Even in undeniably negative situations, likable leaders emanate hope, a confidence that they can help make tomorrow better than today.
4. **They're even-keeled** - When it comes to their own accomplishments and failures, likable leaders take things in stride. They don't toot their own horns, nor do they get rattled when they blow it. They savor success without letting it go to their heads and readily acknowledge failure without getting mired in it. They learn from both and move on.
5. **They're generous** - We've all worked for someone who constantly holds something back, whether it's knowledge or resources. They act as if they're afraid you'll outshine them if they give you access to everything you need to do your job. Likable leaders are unfailingly generous with people they know, what they know, and the resources they have. They want you to do well more than anything else because they understand this is their job as a leader and because they're confident enough to never worry that your success might make them look

bad. In fact, they believe that your success *is* their success. In what will likely be my last book ***Homeless to \$100 Million***, I spend a lot of time discussing how to build wealth, not income, and one of the tenants that the book will teach is that you can't build *substantial* wealth being cheap. You need others helping you.

6. **They demonstrate integrity** - Likable leaders inspire trust and admiration through their actions, not just their words. Many leaders say integrity is important to them, but likable leaders walk their talk by demonstrating integrity every day. Even a leader who has charm in abundance won't be likable if that charm isn't backed by a solid foundation of integrity.
7. **They read people** - Likable leaders know how to read

continued on page 6

February ATRA NH Meeting

Don't miss the Feb 5th ATRA NH meeting, our guest speaker will be Sandy Blalock executive director of ARA. Sandy will speak about ARA's continuing efforts to support salvage yards through fighting upcoming legislation. She will also talk about a solution she instituted in her home state of New Mexico to deal with unlicensed salvage operators. Make sure you reach out to Bruce Crawford if you want to attend.

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Or call Jon at 603-437-3000.



Thirteen Traits of the Best Successful Leaders *Continued from Page 4*

people. They know unspoken communication is often more important than the words people say. They note facial expressions, body language and tone of voice in order to get what's really going on with their people. In other words, they have high social awareness—a critical EQ skill. You know, like your grandad. He seemed to have an uncanny knack for sizing people up quickly and accurately.

8. **They appreciate potential** - Robert Brault said, "Charisma is not so much getting people to like you as getting people to like themselves when you're around." Likable leaders not only see the best in their people, but they also make sure everyone else sees it, too. They draw out people's talents so everyone is bettering themselves and the work at hand. And look at #7; they know how to spot the potential in people; sometimes when the people don't even know yet. I occasionally get a request to be a mentor. I don't do it for the money, and don't have time to waste on those that want more but can't won't or don't do the things necessary to get there. And if I am not pleased with the progress, why would I make the continued investment?
9. **They are likable** - Likeability isn't a birthright; it results from acquirable skills that are crucial to your professional success. And just like other professional skills, you can study the people who have them, copy what works, and adapt them to your own style. Try these 10 strategies and watch what happens.
10. **They're strategic** – They think fast, really fast. They don't think about how to start, they think about the goal is and how to finish. Then they plot the steps to get there. They think, if I want that, what are the steps and how do I achieve them? And they pressure test every step by thinking if I do that, what is likely to happen, and if it's not the desired outcome, they back

up and think about what they should have done. IN ADVANCE.

11. **They hold others – and themselves – accountable** – It's simple if you can do what they ask, you will be a hero; if not, you will be gone.
12. **They surround themselves with people who are smarter than they are**, and who will do things that they can't, won't, aren't capable of or don't want to do.
13. **They are articulate** – You may think they spend too much time going over the details or the path forward, and making notes, but they know what they want and understand that in order to hold people accountable they must be able to give clear directions or instructions.

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.

His upcoming and last book is titled Homeless to \$100 Million. I've been giving business advice for years, but have never advised on how to build wealth, with an actionable road map. The mantra of the book is to build wealth, not income, because they are not the same.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

Celebrating Presidents Day

Washington's Birthday officially honors the life and work of George Washington, the first president of the United States. The day commemorates past presidents of the USA. Washington's Birthday is sometimes known as Presidents' Day. This is because while most states have adopted Washington's Birthday, some states officially celebrate Presidents' Day.

Some states pay particular attention to Abraham Lincoln, as his birthday was also in mid-February. In the weeks or days leading up to the holiday, schools often organize events and lessons for students about the presidents of the United States and George Washington in particular. It is a popular day for stores to start their sales.

The US federal holiday is on the third Monday of February each year, but records show that George Washington's birthday is on February 22.



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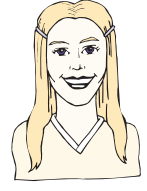
A boy asks his Dad one day, "Dad, what's the difference between confident and confidential?" His Dad replies, "Well, you're my son – I'm confident about that. And your best friend Jimmy is also my son – that's confidential."



RA woman walks into a pharmacy one day and says to the pharmacist, "I'd like a poison that'll kill my husband but make it look like he died of natural causes." The pharmacist says, "Ma'am, not only can I not do that for you, I'm going to have to call the police and report you." The woman takes something out of her pocket and hands it to him. He looks at it and sees that it's a picture of her husband having sex with the pharmacist's wife. The pharmacist says, "Oh, you should have told me you had a prescription."

Sorry, a few more blond jokes!

A guy was driving in a car with a blonde. He told her to stick her head out the window and see if the blinker worked. She stuck her head out and said, "Yes, No, Yes, No, Yes..."



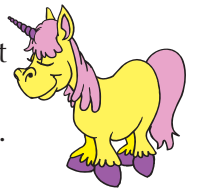
Two bored casino dealers are waiting at the craps table. A very attractive blonde woman from South Alabama arrives and bets \$20,000 on a single roll of dice. She says, "I hope you don't mind, but I feel much luckier when I play

topless." With that, she strips to the waist, rolls the dice, and yells, "Come on, Southern girl needs new clothes!" As the dice bounce and come to a stop, she jumps up and down and squeals, "Yes! Yes! I won! I won!" She hugs each of the dealers, picks up her winnings, and her clothes, and quickly departs. The dealers stare at each other dumbfounded. Finally, one of them asks, "What did she roll?" The other answers, "I don't know, I thought you were watching."



Q: What's the difference between a smart blonde and a unicorn?

A: Nothing, they're both fictional characters.



A guy urgently needed a few days off work, but, he knew the boss would not allow him to leave.

He thought that maybe if he acted "crazy", then he would tell him to take a few days off.

So, he hung upside-down on the ceiling & made funny noises.

His co-worker (who's blonde)! asked him what he was doing.

He told her that he was pretending to be a light bulb so the boss might think he was "crazy" & give him a few days off.

A few minutes later the boss came into the office and asked, "what are you doing?" He told him he was a light bulb. He said, "you are clearly stressed out."

Go home & recuperate for a couple of days."

He jumped down & walked out of the office...

When his co-worker (the blonde) followed him, the boss asked her "...And where do you think you're going?!" She said, "I'm going home too, I can't work in the dark!!"




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.

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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.