



Larry and June Pattinson, along with sons Ryan (left) and Jason (centre), work hard to provide customers with the best quality cars at the most affordable prices.

JP Motors credits family and customers for their 19-year success

Advertorial

By MELANIE CUMMINGS • SPECIAL TO THE POST

Here's a quick lesson on how to intelligently operate a successful automotive dealership, courtesy 19-year veteran of the business, Larry Pattinson of JP Motors.

It all starts at the buying stage. Larry and his sons Jason and Ryan head out into the marketplace daily in search of quality cars at affordable prices.

"If you don't buy a car right, you can't sell it right," said Larry.

They buy off lease vehicles from reputable sources such as the big three carmakers: General Motors, Chrysler and Ford, as well as high-end import manufacturers, and

large leasing companies. This means the cars usually have had one previous owner, been kept up to date with regularly scheduled maintenance and are in good condition overall.

As a result of buying well, cars on the ever-evolving JP Motors lot have little time to sit and depreciate. At any given time there are 150-200 vehicles for sale (plus 50 more in a nearby warehouse).

And the sticker price is the selling price, which rarely is ever a bone of contention with consumers because it is always below competitor prices.

"The price on the window is good for us and the best price in the city for the consumer," said Larry who favors posting competitor's advertisements alongside the asking price, to better illustrate this fact to customers in black and white.

It's also demonstrated through many advertising campaigns including JP Motors' popular back-of-the-bus signs that state in a red warning sign that 'failure to compare our prices will cost you money'.

The facts speak for themselves. More than half of JP Motors' customers are repeat buyers and word-of-mouth referrals. Also witness the constant high volume of people seen on the 2320 Fairview St. lot (between Brant St. and Guelph Line).

Larry has had to increase staff in order to accommodate all those patrons. Back in 1984 he had one employee on the payroll, today there are 20 working full-time for JP Motors — 8 of them are in sales.

"We give value for our customers' hard earned dollar," said Larry.

While his son Jason is the team leader of eight sales people, his other son Ryan is the business manager.

Due to the millions of dollars in sales the company has access to eight to 10 different reputable lenders allowing Ryan to better secure lower interest rates, which are then passed on to clients. The widespread appeal of this is obvious as 95 per cent of the financing is arranged by the dealership.

Also, extended service plans, and a wide range of products to protect the vehicles sold at JP Motors further ensure customers drive away with peace of mind in a vehicle that will pass any mechanic's safety inspection.

Buying value products and selling them at a margin that is acceptable to the consumer is a sound business principle by which the Pattinsons have always operated.

It has also been the cornerstone of the independent company's 19-year success.

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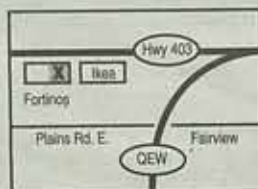
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