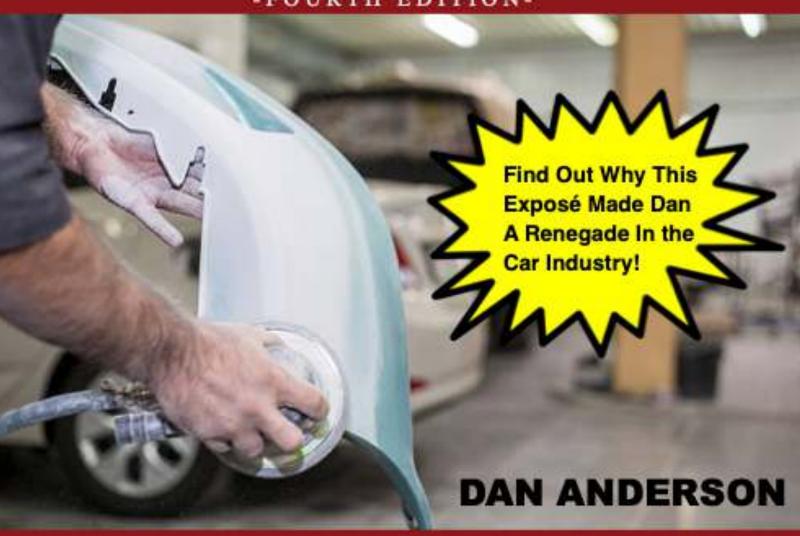
ROBBERY WITHOUT A GUN

Why Taking Your Car To The Body Shop May Well Be A Sham

-FOURTH EDITION-



The Truth About Unnecessary, Invasive Repairs Finally Revealed! Discover What They Pray You Never Figure Out!



Dirty Little SECRET

I guarantee that a lot of people are going to be mad about this message. I know I'm not the most popular guy out there, but after over 30 years of being "sleeves rolled up" doing it day in and day out, it's time to blow the whistle. . .



I'm Dan Anderson, Renegade Paint Repair
Specialist with Newlook Body Works. I own a
mobile body shop having served car
dealerships for over 25 years. I'm going to
share with you an injustice that's been
going on for decades in the car industry
. . .so you can protect yourself.

I have recently revealed my **secret service** for car dealerships to the public. If you took your car to the dealership's body shop to repair, **they would call me to fix it**.

Then they would <u>charge you an outrageous</u> <u>amount in markup!</u>



Car dealerships have been using my service for decades. Your knowledge of my existence is something they don't want you to

know for obvious reasons. They want to facilitate the repairs by acting as the go-between while not actually doing any work! They charge you an enormous markup for picking up the phone and calling me after you drop your car off for repair.

Now don't get me wrong, I'm all for a business making a profit...

But to charge you \$600 or more to make a phone call is OUTRAGEOUS!

If that's not bad enough, since my repair would be done in just a few hours, they would allow your car to sit for days to give you the impression that the body shop was doing the repair. Leaving you to fend for yourself without a vehicle!

I'M SORRY, BUT THAT'S JUST WRONG ON SO MANY LEVELS!

This is why I've revealed myself and am now offering my service directly to you without the car dealership with their unreasonable mark-up and inconvenience. The service that they have kept to themselves is now available to you exclusively. My service has been their "dirty little secret" for a long time. Not anymore.

When you have a scraped bumper or a scratch on your car, your first thought was to take it to the dealership or an independent body shop. Now, body shops have their place, mind you. If you have severe damage, a crushed door panel or front end damage due to a collision, then yes, a body shop would be the only option.

But for **minor repairs**, the body shop is not your only option. In fact, it is your <u>worst</u> option. Clients, time and time again, tell me of the horror they feel after the guy doing the estimate at the body shop says that, for <u>minor damage</u>, they will need to remove parts, paint large sections of the vehicle, keep it for a week, a CARFAX report will be triggered, unable to warranty it because of the difficult color. . .and the outrageous price. . .**All this for that little scratch?**

THE SCARY TRUTH ABOUT CARFAX

Under most state laws, every car dealer has to disclose an accident history report, such as CARFAX, on a vehicle to a potential buyer. After disclosure, most buyers are not willing to pay the same amount for a vehicle with an accident report than one without due to its diminished value.



Diminished Value is the difference in the market value of a vehicle without a CARFAX report and the market value of the same model with one. Unlike depreciation, which is an anticipated and predictable loss in value incurred over time, Diminished Value is an unexpected and sudden loss in value due to an accident. And I do mean SUDDEN. After the body shop repairs your minor damage, the sudden loss can be upwards of \$6,000.00! Have you ever lost **\$6,000.00 suddenly?** That enormous loss for mistakenly choosing a body shop to repair minor damage can be a bit traumatic. . .

THE SCARIER TRUTH ABOUT LEASING

My pal Mark, who leases his BMW, didn't consider all the fees and penalties he faced, especially at lease end. He's just

experienced the panic of <u>having over \$5,000.00 in</u> excessive wear and tear fees.

What the lease company doesn't tell vou is that there are other little known mobile repair specialists like myself that service car dealerships. Repairing door dings, dents, scuffed wheels and interior damage for less



than the cost of body and upholstery shops. If you don't use them to repair your damage, your lease company will likely have these services do the repairs and charge you an outrageous markup in fees.

But how can **you** use these little known specialist before you turn in your leased vehicle if you don't know about them? Will the lease company tell you about them? Not likely...

The bottom line: The lease company would rather you be kept in the dark. Because handling the repairs themselves means more money in their pocket!

WHAT'S THE ALTERNATIVE? A COSTLY ONE . . . THE BODY SHOP

Understand, it's the mindset of the body shop to treat **minor damage** like full blown, airbags deployed, major interstate pile up, movie stunt car over a cliff explosion repair. **IT'S OVERKILL!** It's painful enough to get damage in the first place. Why should



repairing the damage be more painful and invasive? It's like rubbing salt into a wound. . . a wasteful, costly and time consuming wound.

Even though the body shop is aware of my "secret service" that can repair your vehicle in a less invasive and expensive way, will they tell you about me? Unlikely. . .

The bottom line: The body shop would rather you be kept in the dark. Because repairing it themselves means more money in their pocket!

MY SOLUTION:

My exclusive Pocket Blending Technology™ remedies all the hurt. Body shops generally refinish the entire damaged panel or more to achieve the correct color match. My process involves painting only the damaged area within the panel. Since the repair area is

small, a paint booth is not required. It's the least invasive way to repair your automotive paint. As busy as you are, the speed and mobility of the process ensures that you won't be without your car. Here's what you get with my service:

Bumper And Paint Repair Service In Under 2 Hours Performed At Your Home Or Work No Vehicle History Report No Insurance Claim



There you have it: <u>The "dirty little secret" that car</u> <u>dealerships, body shops and lease companies have kept from you is</u> <u>now out in the open!</u> For very little, your problem goes away.

All of this translates into one word for you: PAINLESS

Think of the money you save in time, convenience, an insurance premium increase, lease fees and the retained value of your vehicle. We're talking several thousands of dollars!

YOUR BODY DEFECTS REMOVED IN 2 HOURS OR LESS



Bumper And Paint Repair Service In Under 2 Hours, Performed At Your Home Or Work, No Vehicle History Report And No Insurance Claim - Guaranteed. Now, I don't expect you to believe and trust me because of what you're reading. So that's why I've included a few actual online reviews of WELL OVER 300+ FIVE STAR REVIEWS to reassure you.

(I've also included many more as part of this book.)

"My third time to use Newlook to fix the nicks, chips, scrapes and bumps. Process is very simple. Schedule was met timely. They do what they do, they do it well and do not over-promise or under-perform. If you prefer the bonhomie of hanging out in dealerships or leaving the car for a day or so and you take pride at paying a significant charge for these pleasures, then go for it. If you like being in your house and use the extra money for, well, extras, contact Newlook." - Brent J.

"Quality service and great craftsmanship from a caring businessman who takes pride in his work. I was referred to Newlook Body Works when my car was damaged. I called Dan up and he responded. We met a couple weeks ago and he gave me an estimate for the damage to my vehicle. We negotiated a date for him to come to the house to repair it. He showed up promptly when he said he would and did the job. Dan at Newlook Body Works does great work. I have nothing but praise for him. The friends who recommended him to me certainly know what they're talking about. He's well known around here and gets lots of business. I would hire him again in a hot minute." - Laura W.

"Great overall experience with Newlook Body Works, they are such a convenient service if you need any small body work done on your vehicle. We had some small scratches on the front fender of one of our vehicles so we called Newlook to see what they could do. I've had some experience with them before so I knew they would be able to do the job. We scheduled a time for them to come by and do the repairs, they arrived on time and got everything done in a couple hours. Everything looks good as new and you can't even tell anything happened. Very happy with the work and the customer service, they make sure to give you text message updates to keep you well informed. Will definitely use them again in the future if needed."

- Bryan S.

"Dan at Newlook Body Works is excellent. He patched my bumper and repainted it and he was very patient with me because I had originally planning on doing the job myself. He walked me through all of the steps and it was fascinating because I like to see how things work. Dan has excellent workmanship and he is very professional, not only in his ability to run a business but to make the atmosphere more enjoyable for his customers. I will return if I ever need their services again." - Mary P.

The Story of X-Ray Specs and Sea Monkeys:

Why and How You Can KNOW That, This Time, You Will NOT Be Disappointed

At this point, you probably agree I have made a fine case for your use of my **Pocket Blending Technology™** to repair your paint and bumper damage. "But," you may be thinking, "this sounds great and all, but I've been disappointed before. I've spent serious money on polishing creams and waxes that promise to remove scratches. I've even bought one of those touch up "pens", and when it's all said and done, I've just haven't seen the results that I had hoped for and been promised."

Like you, I really don't want anymore disappointment in my life. In 1975, I answered an ad from a comic book for X-Ray Specs. It's the first advertisement I remember ever spending my allowance on. I actually believed I could make a career out of being an international spy able to see through walls and top secret vaults containing documents that could alter the balance of power. Not only that, I'd be in great company...Superman has x-ray vision, you know. If the spy thing fell through, him and I could be partners fighting crime.



What arrived was incredibly less than what I imagined.

I supposed the "optical illusion" disclaimer should've been a tip-off, but hey, who pays attention to fine print when the prospect of seeing through walls is on your nose? In reality, the Specs weren't particularly discreet; they were pieces of cardboard printed with red and white hypnotic spirals and the words "X-Ray Vision" where the lenses should have been. Did they work? Well, if you studied your hand long enough against a bright light it kinda sorta looked as if you were seeing a blurry X-ray

image, thanks to a feather glued inside each of the cardboard "lenses."

You'd think after that disappointment, I would have learned a valuable lesson. Well, what do you expect from a 10 year old?

The next sucker ad I fell for was for **Sea Monkeys**. It's not surprising to learn that the man who patented the X-Ray Specs, **Harold von Braunhut**, was the same entrepreneur who passed off brine shrimp as trainable pets. Those of us who parted with a hard-earned buck and a quarter learned not only that the "happiness" displayed in the bowlful was only observable through a magnifying glass, but also that the little creatures looked more like creepy flagellating bacteria than the Seuss-like cartoon characters featured in the ads.



Not only that, the ad seemed to convey that owning these spectacular creatures would somehow bring a blissful, happy and peaceful unity to the family.

Can you believe this . . . I was taken twice by the same guy.

I've never forgotten forcing a brave face to my parents, pretending that it was exactly what I expected.

No, I've never forgotten my disappointment.

Fast forward to the dawn of the internet. It's the fear of being taken for a ride that I really believe spawned the "online review". The products old **Harold von Braunhut** kicked out over 40 years ago would hardly stand up to the thousands of angry, disappointed reviewers who paid a total of \$2.25 of their hard earned allowance money for his so called products...

(yes, I wrote a scathing one myself).

My business policy is **not** to disappoint. There is one reason why **YOU will NOT ever be disappointed with my service**. A reason why THIS WILL BE DIFFERENT. If, at any time, you honestly feel you bought X-Ray Specs or Sea Monkeys...read on...

MY 100% NO WEASAL LIFETIME GUARANTEE TO YOU

Here's the truth. The caliber of my **Pocket Blending Technology™** is superior to any process available today. I created it initially for **exotic and show cars** to preserve their value. <u>I</u> **service Ferrari and Lamborghini owners throughout Columbia and Lexington** as well as various show car owners who use me to protect their investment. I sense you want to protect your investment too.

My process is tried and true after over 25 years. I'm that confident in my work that <u>I will guarantee it for the lifetime of your vehicle</u>. If anything goes wrong due to a defect in the paint or its application (<u>and I do mean anything</u>), I'll make it right or give you a full refund.

Whatever you do, <u>don't go to the car dealership or a body shop to be taken advantage of!</u> I've gone renegade so that we can work together without them.

In fact, I have something just for you . . .

A FREE ESTIMATE IS WATING FOR YOU! All I need is some information about your damage. Once I have it, I'll send your free estimate straight to your inbox. Simply scan the QR code below to access the FREE Online Estimate page of my website. Alternatively, you can call me at 803-712-3458 to arrange your free estimate over the phone. Once I have your info, I'll get to work.



newlookbodyworks.com/estimate/

Act now and get up to a \$60.00 discount off my Premium Service and up to \$30.00 off my Basic Service.



Once you send me your info, I'll take it from there. Without the pain and hassle of a body shop, I'll remove those scars forever!

Speak soon,



PS. Remember, what's in this for you. . .Bumper And Paint Repair Service In Under 2 Hours, Performed At Your Home Or Work, No Vehicle History Report And No Insurance Claim - Guaranteed.

Get your info to me today by going to newlookbodyworks.com/estimate or calling me at 803-712-3458. Don't miss this opportunity to remedy your problem with more money in your pocket.

PSS.*BONUS*: When you become a client of Newlook, you'll have access to all of the other specialized "secret" repair services I mentioned earlier and much, much more!



Frequently Asked Questions

Where are you located?

We do not have a brick and mortar location. All work is performed on site for the client at their work or home from our convenient mobile units. We service Lexington / Columbia, SC and surrounding areas. This reduces our overhead costs drastically, which means savings for you.



How exactly do you repair my damage?

The key is the difference between full refinishing and our Pocket Blending TechnologyTM. Body shops generally refinish the entire damaged panel or more to achieve the correct color match. Our process involves painting only the damaged area within the panel. Since the repair area is small, a paint booth is not required. Newlook has perfected the blending process for most colors for a seamless and less invasive repair.

Can you paint my entire car or repair extensive damage on site?

To completely refinish your car or repair extensive damage, a paint booth is required in order to comply with EPA regulations to protect the environment. In order for us to perform service at the client's location as well as meet EPA regulations, our repair surface must be kept small. To completely refinish your car or repair extensive damage would require a body shop.

Can you really service my car at my workplace?

Yes. So long as we have access to a power outlet and work away from other cars.

What does a typical repair cost?

Because of our low overhead and using a process that consumes less product, the client can expect a savings of up to 75% less of what they would pay a traditional body shop for minor repairs. A typical repair may cost between \$325-\$495.

Do you guarantee your work?

Yes. We offer a 100% money back guarantee on our work for the lifetime you own your vehicle.

Do you offer discounts?

Yes. By subscribing to Dan's Letter™ or following us on any of our social media networks you save \$30.00 when you choose our Premium Service and \$15 when you choose our Basic Service. Savings double when you book your service appointment within 24 hours after receiving your estimates. The Early Booking Discount gives you \$60.00 off the Premium Service and \$30.00 off the Basic Service.

Does weather affect your service? For example, wind or rain?

The weather can be an issue. We will contact you just before your scheduled appointment for confirmation. We also confirm if the weather is agreeable. If the weather is inclement, we will then reschedule a new appointment with you.

How soon after your service can I drive my car?

Immediately. The chemical mixtures we use enable the paint to dry quickly.

How do I get an estimate?

Estimates are processed through our website. Once you submit your contact information, you will then be directed to a page with instructions on sending us pictures of your damage. Once we pair your contact information with your pictures, we will then process your estimates within one business day. You will receive two estimates via email. One estimate is for our Premium Service and the other is for our Basic Service. Simply choose the service that's right for you and schedule your service appointment online. It's that simple.

Client Reviews

don't take our word for it, take theirs!



I Would Recommend Dan To Anyone

"Dan at Newlook Body Works was very detailed from the beginning to the end, and his customer service was great. He was easy to reach and easy to communicate with, and he told me exactly what I was going to get--and that's exactly what I got. There were some scratches on my black Dodge Ram truck but everything is fine now, and it looks like brand new. Dan was very resourceful and had other contacts who could do other things for my truck, instead of trying to makeshift those other services himself. He definitely sticks to his craft, which is appreciated. I would tell potential customers that he is very transparent and very willing to answer your questions before, during, and after the work." - Martin S.

It Looks Brand New!!

"I liked the value and integrity at Newlook Body Works. I liked the interactions between Dan and the customer, and how he explained everything. He took care of the front fender. It would have had to be replaced according to other estimates, but he did not have to do that. It looks brand new!" - **Susan B.**

Great Service!

"Dan showed up right on schedule and wasted no time at all getting to work. He was more than happy to answer all my questions that I had about what he was doing while he worked on my car. I'm sure not everyone watches the entire process like myself, but he didn't seem to mind me observing his work. He is a true craftsman and professional. I will be recommending Newlook Body Works to all my friends and I won't hesitate to call them if I need any more work done." - **Ryan B.**

Professional, Personable And Prompt

"In addition to being a friendly guy, Dan Anderson conducts business in a very professional manner. His attention to detail and willingness to do "a little extra" are evident in the results...superior. Dan even planned his work around my unusual schedule and did the job at my home while I slept-- that's service. In the future, although I hope to avoid the need, Dan and Newlook are the only company that I'll use or recommend." - Russell W.

Awesome Job

"I highly recommend Newlook because of the convenience and the quality of work. Dan came to a location that I requested and gave me an estimate. Then he told me to check out the

competition before making a decision. I chose Newlook because the price given was better than fair, Dan set up an appointment. Dan completed the repair at a location that I requested. I did not have to leave my car and pick it up at a later date, I drove my car the next morning to work. The only possible set back that I could see is the weather. Because Dan is mobile the sun has to be shinning to get the job done. Thanks Dan....I will recommend your service to others." - Sarah J.

Quite The Craftsman

"Dan at Newlook was an outstanding representative and craftsman working on my car. His approach on the phone, through the estimate, and then in person is professional integrity at its best, with clear explanations, prompt arrival, and a shared smile with you when the results are revealed. I had minor damage to be repaired on a new car with black metallic paint, and in between the cheap services with temporary results and the expensive overkill of body shops was the right approach of spot blending with filler and airbrush techniques that are truly amazing. A deep gouge/scratch on the front bumper? Gone, like it was never there. Paint chips from rocks? Seamlessly filled with factory matched paint. The black would show any imperfections, but there are none. All of this in a couple of hours at my location. I'm blown away by how simple and effective the work is from Newlook Body Works and Dan Anderson! I will absolutely call him again, and I highly recommend him to others:)" - Mark P.

Convenient, Professional, Matched the Color Perfectly

"I really liked Newlook Body Works because they came to me. I went online and sent them some pictures of the damage to my car. They were very straightforward and easy to work with. They were able to give me an estimate based solely on the pictures I sent them. When he did come out he was here dead on time and seemed very professional. He did a great job on my car repairing the right rear panel and bumper, and the left front fender and bumper. The price was not bad at all. I couldn't have gotten it done anywhere else for that price, so I'd say it was good. To anyone who is considering this service I would say please use them, they're excellent. The color match is perfect. This is a 2001 car and they color matched the silver paint perfectly. You can't see where they blended it, it's absolutely perfect. Dan was the name of the guy who came out and he was very professional. They're gonna get all my business, I assure you. It beats any body shop you can go to since they come straight to you. All you do is call them and they'll get you done." - David H.

Friendly And Professional

"What Newlook Body Works did was repair and repaint the front and back bumpers and minor scratches on the sides. It was my first time using the company, and Dan's performance definitely matched my expectations. I didn't even expect it to be that good--it was a lot better than I thought. He kept a conversation and was very open and very flexible to my busy day. Everything was really quick as well as professionally done at a fast pace. More than anything, it was a really cool experience because he was right there for me. As a customer I saw how he did everything, and it was very enjoyable. The pricing was pretty good for what you get and is pretty easy for a customer to understand. What makes him different is the fact that he comes to you--

his mobility. I liked the fact that he was able to come to me and I didn't have to go to a shop and leave it for two to three days--he did the work in an hour." - **Juan R.**

True To Their Word

'Newlook Body Works was just great. They called when they said they would call. They came when they said they would come. Plus the work was wonderful. I would use them again and recommend to anyone." - **Charles A.**

Absolutely Wonderful

"The front bumper on our daughter's vehicle had been scraped real bad and we had been avoiding having anybody take a look at it. We had used Dan from Newlook Body Works before and we knew he does a great job, so we decided to finally give him a call. He's punctual, he gets the job done quickly, he does what he says he's going to do, and I think his price is incredibly fair. I would highly advise people to give him a call. The convenience of not having to take your car anywhere is great and not having to leave it anywhere while the work is being done is also wonderful. The car looks brand new." - **Carol D.**

Phenomenal Customer Service

"Newlook Body Works repaired some minor damage on my bumper and also some damage that was on the vehicle when I purchased it. It went great. Dan did a fine job. The only person I interacted with was Dan himself. He has phenomenal customer service. He always answers his phone and he does and he what he says he's going to do. It's a real professional outfit. You should definitely utilize his services." **Jon C.**

Painting Made Easy

"Newlook Body Works made scheduling easy. The phone was always answered. They come to me to do the work. It was the most convenient service I ever had. This was my first time using the service and I had a touch up painting on a car done. They even called as they were coming over. Everything was very customer friendly with outstanding results. They make it so easy for service to take place by coming to your residence. I recommend them to anyone looking for that service." - Jennifer D.

As Advertised

"I was skeptical of the glowing reviews of Newlook Body Works service but my experience was absolutely consistent with what others have written. After completing the on-line request for a quote Sunday evening, I received a response Monday morning. It was easy to set up an appointment for the repair at my office and Dan, the proprietor, arrived exactly on time and was very cordial and professional. The work (repairing a plastic bumper I had scraped on a curb) he did was good enough that the repaired section is indistinguishable from the rest of the bumper. The charge was what he estimated on line. Although I do not know what the fair market value of the work he did was, the charge of \$220 seems absolutely reasonable to me; and I was able to work while he was doing the repair rather than having to take the car to a garage. Bravo!" - deRosset J.

ABOUT NEWLOOK

Mobile paint repair is attracting a lot of attention. It's the least invasive way to repair automotive paint. For the busy customer, the speed and mobility of the process ensures that they won't be without their car. Mobile paint repair is a popular solution for drivers who want to save time and money.

Enter Dan Anderson, paint repair specialist with Newlook Body Works. New technologies have been developed, refined and perfected by Newlook in the application of exotic and show cars. By bringing Pocket Blending Technology™ to busy consumers, Newlook offers convenient, same-day service with affordability. With a mobile body shop providing scratch and bumper repair at



one's home or workplace, the savings customers enjoy is up to 75% less of what they would pay a traditional body shop. Newlook Body Works guarantees a quality, professional finish.

Newlook Body Works was founded in 1991 and has serviced car dealerships for over 25 years. Newlook has only recently offered their service exclusively to the general public. A free online estimate system is in place to provide customers with a quick estimate of needed repairs.



Dan Anderson's Bio: Dan Anderson has been in the automotive appearance business since 1983. Having started as a graphic designer for Trim Line / Auto Trim Design servicing car dealerships and body shops. In 1991, he founded Newlook Body Works, a company specializing in paint repair technologies. Newlook is also partnering with the Ferrari Store. Dan Anderson lives in Lexington, South Carolina.



