

THE ART OF FLIPPING CARS

# THE FLIPLANE BIBLE

Smart money flow. Trusted access. AI-powered growth.



10 CHAPTERS · ~7,900  
WORDS · 100% FREE

- Auction access strategies
- Real cost breakdowns
- Scale to 5-10 cars/month
- The FlipLane co-op advantage

**JOIN THE CO-OP AT [FLIPLANE.NET/PARTNER](https://fliplane.net/partner)**

\$250/month · Dealer access · AI-powered tools · No license required

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From reading to revenue

**fliplane.net**

The Autonomous Car Flipping Co-op

# The Flip Mentality

Think like a dealer, move like a hustler

AVG MARGIN PER FLIP

**\$2,800**

With FlipLane systems

The car flipping game rewards speed and system. Most people lose money not because they don't know cars — they lose because they treat flipping like a hobby instead of a business.

The Flip Mentality is simple: every car is a math problem. You buy at the right number, recondition at the right cost, and sell at the right price. Emotion never enters the equation.

**Key principles:**

- ! Every car has a number. Find it before you bid.
- ! Speed is profit. Cars on your lot cost money every day.
- ! Data over gut. Comps, not feelings.
- ! Systems scale. Gut feeling doesn't.

The most successful flippers we've seen aren't car people first — they're business people who chose cars.

They track every deal, know their average margin, and can tell you their cost per flip without opening a spreadsheet. Before your first deal: Know your buy number. Know your sell number. Know your holding cost per day. Everything else is details.



# Finding Your First Deal

Where the real inventory lives

# 15–30%

vs. auction pricing

The deal is made at acquisition, not at sale. Find the right car at the right price, and you've already won.

## Best sources for first-time flippers:

- ! ADESA & Manheim auctions — volume and variety, but competitive
- ! OVE (Online Vehicle Exchange) — digital auctions, lower competition
- ! Facebook Marketplace private sellers — motivated sellers, no auction fee
- ! Estate sales and probate listings — underpriced, low competition
- ! Dealer trade-in overflow — dealers offload what doesn't fit their lot
- ! FlipLane co-op deal flow — pre-vetted vehicles at member pricing

The secret most flippers won't tell you: the best deals aren't at the most popular auctions. They're in the lanes that less experienced buyers avoid — older vehicles, minor hail, high mileage with strong bones. Your job is to see value where others see risk.



# The Real Cost of a Flip

The math that separates winners from losers

TRUE AVG HOLDING COST

**\$8–12/day**

Full cost included

Most new flippers underestimate total cost by 40–60%. This is the #1 reason they lose money on their first few deals.

**True cost of a flip:**

- ! Purchase price (the obvious one)
- ! Auction fees (buyer's fee, gate fee, floor plan interest)
- ! Transportation (dealer plates, fuel, transport service)
- ! Reconditioning (detail, minor mechanical, tires, cosmetic)
- ! Title and tags (varies by state, budget \$100–300)
- ! Holding cost (storage, insurance, days on lot)
- ! Listing and selling (photos, listing fees, negotiation buffer)

Formula: Buy Price + All-In Costs + Target Margin = Minimum Sell Price

Example: Buy at \$8,500. Recon \$600. Fees/transport \$400. Holding 14 days × \$8/day = \$112. Total in: \$9,612.

Sell at \$12,500. Net profit: \$2,888.

Run this math BEFORE you bid. Not after.



# Auction Mastery

Win without overpaying

# 18–25%

Average opportunity

Auctions are where deals are made and money is lost in the same hour. The buyers who win consistently have one edge: they know their number before the car rolls through.

## Pre-auction prep:

- ! Run MMR (Manheim Market Report) for every car you plan to bid
- ! Check CarFax/AutoCheck for accidents, title issues, odometer rollbacks
- ! Know seasonal demand (convertibles in spring, trucks in fall)
- ! Factor in current fuel prices (affects truck and SUV demand)

## Bidding strategy:

- ! Set your max before the gavel drops — never move it up
- ! Watch the first 3-5 cars in a lane to calibrate the room
- ! Buy early in the day — fatigue bidding happens, prices drop
- ! Never bid on emotion — let the car go if it hits your number

The pros at FlipLane use a simple rule: if you can't walk away from the car at your max, you're not ready to buy it.



# Inspection & Due Diligence

The 20-minute system that saves thousands

AVG COST OF MISSED ISSUES

**\$1,200+**

Per overlooked problem

One inspection habit will save you more money than any auction tip: develop a systematic, fast inspection process and never skip it.

## **The FlipLane 20-Minute Inspection:**

- ! Walk the exterior (1 min): panels, gaps, paint match, glass
- ! Check all four corners (2 min): tire tread, brake dust, rust
- ! Open every door (1 min): seals, hinges, interior panels
- ! Pop the hood (3 min): fluid levels, belts, coolant color, leaks
- ! Start the engine (2 min): idle, smoke, warning lights, noise
- ! Test drive (8 min): alignment, brakes, transmission shifts
- ! OBD2 scan (3 min): pending codes, stored codes

## **Deal killers to walk away from:**

- ! Frame damage (even repaired)
- ! Salvage or rebuilt title
- ! Major drivetrain noise
- ! Recent paint on hidden panels (flood or accident indicator)

When in doubt, walk. There's always another car.



# Reconditioning

Where cheap meets profitable

Reconditioning is the most controllable variable in your margin. Done right, you add \$2-4 for every \$1 you spend. Done wrong, you're chasing your tail.

**High-ROI reconditioning:**

- ! Professional detail: \$150–250 investment, \$500–800 perceived value add
- ! Tire replacement (if needed): buyers notice bald tires immediately
- ! Minor dent removal (PDR): \$75–150 per dent, massive value increase
- ! Paint touch-up: hide minor chips and scratches cheaply
- ! Interior clean: seats, carpet, headliner — buyers smell and see this first

**Low-ROI to avoid:**

- ! New brakes (unless safety issue) — buyers don't pay for what they can't see
- ! Engine work on high-mileage cars — diminishing returns
- ! Aftermarket upgrades — personal taste kills resale

The goal: make every car look like the best example of its model year. Buyers don't compare your car to auction prices — they compare it to the cleanest one they've seen.



# The Art of the Sale

Price right, close fast

## 8–12 days

With correct pricing

Where you list and how you price determines how fast you turn inventory. Carrying cost is the silent killer — every extra day is money out of pocket.

### Where to list (in priority order):

- ! Facebook Marketplace: highest local volume, free, fast
- ! CarGurus: price-conscious buyers, great for value pricing
- ! AutoTrader: higher-end vehicles, brand trust
- ! Craigslist: still works for under \$10K vehicles
- ! Cars.com: broad reach, good for trucks and SUVs

### Pricing strategy:

- ! Price slightly below comparable listings to move fast
- ! Price at market if the car is clean and well-photographed
- ! Never overprice hoping to negotiate — buyers filter by max price

### The test drive close:

- ! Stay quiet during the drive — let the buyer sell themselves
- ! After the drive: "What do you think?" not "Want to buy it?"
- ! Have paperwork ready — hesitation after a good test drive kills deals
- ! Accept Zelle/Venmo/cash — buyer finance adds complexity and time



# The FlipLane Advantage

Why the co-op changes everything

DEALER LICENSE COST  
**\$10K–25K**

vs. \$250/mo FlipLane

The biggest barrier to profitable car flipping isn't knowledge — it's access. Dealer-only auctions, dealer plates, floor plan financing, and wholesale networks are all locked behind a dealer license. Getting a dealer license costs \$10,000–25,000 and 3–6 months. The FlipLane Co-op solves this for \$250/month.

## What you get with FlipLane membership:

- ! Dealer-only auction access (ADESA, Manheim, OVE, and more)
- ! Dealer plates for test drives and transport — legally
- ! Shared credentials across the co-op network
- ! ByrddawgsOS: inventory management, deal processing, and customer tools
- ! Co-op buying power (better fees, better lanes)
- ! Mentor network — experienced flippers in your market
- ! AI-powered deal analysis and market comparables

The math is simple: one deal that you couldn't have done without access covers your membership cost. Every deal after that is pure leverage.

Join the co-op at [fliplane.net/partner](https://fliplane.net/partner)



# Scaling to 5–10 Cars/Month

Systems, capital, and leverage

The jump from 1-2 cars/month to 5-10 is a systems problem, not a cars problem. You need capital management, process, and leverage.

**Capital requirements to scale:**

- ! 1–2 cars/month: \$15K–25K working capital
- ! 3–5 cars/month: \$40K–60K working capital
- ! 5–10 cars/month: \$80K–150K working capital (or floor plan)

Floor plan financing: borrow against each car for 30-60 days. Interest runs 1–2% per month. Use it to multiply volume without tying up your capital.

**Process to install at scale:**

- ! Weekly auction schedule (same lanes, same day)
- ! Recon vendor relationships (fast turnaround, known pricing)
- ! Photography system (consistent background, lighting, format)
- ! Listing templates (pre-written, fill-in-the-blank)
- ! Tracking spreadsheet or ByrddawgsOS for deal P&L

At 5+ cars/month, your job shifts from "doing the work" to "managing the system."



# Your First 30 Days Action Plan

From reading to revenue

FIRST FLIP TARGET PROFIT

**\$1,500–3,000**

Realistic first deal

Knowledge without action is just entertainment. Here's your 30-day roadmap to your first flip.

## Week 1: Setup

- ! Join FlipLane co-op ([fliplane.net/partner](https://fliplane.net/partner)) — unlock auction access
- ! Register for ADESA and Manheim buyer accounts
- ! Download ByrddawgsOS and set up your deal tracker
- ! Research your local market (what sells fast, what sits)

## Week 2: Learn the lanes

- ! Attend auctions as an observer — don't buy yet
- ! Watch 20–30 cars run. Track bid vs. MMR
- ! Identify which lanes match your capital and risk tolerance

## Week 3: Your first acquisition

- ! Set your target: vehicle type, price range, max all-in
- ! Run the full pre-bid checklist before every car you consider
- ! Buy your first car. Stick to your number.

## Week 4: Recondition and sell

- ! Execute your recon plan (2–3 days max)
- ! List with professional photos within 24 hours of recon
- ! Price to sell fast — your first flip is a learning investment
- ! Close, collect, count your profit. Repeat.

The flippers who win don't wait for the perfect deal. They build their system with the first deal and improve from there.

Join the FlipLane Co-op and start your first 30 days today: [fliplane.net/partner](https://fliplane.net/partner)



# Ready to flip your first car for profit?

Join the FlipLane Co-op for \$250/month and get:

Ø=Ý Dealer-only auction access (ADESA, Manheim, OVE)

Ø=Þ~ Dealer plates — buy, transport, and sell legally

Ø>Ý ByrddawgsOS AI tools — inventory, deals, customers

Ø=Û¬ Mentor network — experienced flippers in your market

Ø=ÛÊ Market comps and deal analysis, powered by AI

**Join the Co-op !'**

[fliplane.net/partner](https://fliplane.net/partner)

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Know someone who should be flipping cars?

**Earn as a FlipLane Affiliate !' [fliplane.net/earn](https://fliplane.net/earn)**



Smart money flow. Trusted access. AI-powered growth.