

Selling cars vs. Selling legacy gifts



	Cars	Legacy Gifts
It's an investment in the future	✓	✓
Quality matters	✓	✓
Stability matters	✓	✓
Past performance matters	✓	✓
Cost matters	✓	✓
How will my decision affect my family?	✓	✓
How will I feel after I decide?	✓	✓
Alignment with self-image matters	✓	✓
Can I change my mind?	✓	✓
Can my decision be kept private?	✓	✓
How do I take the next step?	✓	✓
Life-changing event creates urgency	✓	✓
Long consideration timeline	✓	✓
Locality and proximity matters	✓	✓
Brand matters	✓	✓
Relationships matter	✓	✓