



**THE CONSUMER'S GUIDE TO CAR
WAXES, SEALANTS, COATINGS,
PAINT CORRECTIONS AND THAT
THING THE DEALER TRIED TO SELL
YOU IN THE FINANCE OFFICE**

AN EDUCATIONAL RESOURCE

“Just A Quick Letter To Introduce Myself And Explain Why I’ve Put Together This FREE Consumer Guide For People Just Like You Where You Can Get All The Detailing Info You Need... *For FREE*”

Hello there!

Getting the right kind of detail for your vehicle isn't easy. Why? Because you're bombarded with misleading information, confusing claims, and bad advice from family and friends that don't know what you should have done to your car.

How do you ever find solid, practical information that will help you get the right kind of detail? **You start by reading this free report.**

My name is Mike Gamble, and I wrote this guide to help you determine what services you need, and what you can ignore when having your car detailed. In this fact filled guide, you'll discover the secrets detailers and *dealers* don't want you to know about!

What I'm going to share isn't a theory. I've been detailing cars since I was a kid. As a professional detailer, I've seen first hand what needs to be done and what is a waste of time, money and energy. **Now, with this information, you can get exactly what you want.**

And if you have any questions about the information in this guide, send me an email at Pristineautodetail@outlook.com or call me at (902) 956-4282. I've dedicated my business to helping people just like you.

I'm happy to help in every way.

Warmly,

Mike Gamble

P.S.: As a professional detailer I'd welcome the opportunity to help you by detailing your vehicle. You can reach me at (902) 956-4282 to schedule a free evaluation and quote.

The Consumer's Guide To Car Waxes, Sealants, Coatings, Paint Corrections And That Thing The Dealer Tried To Sell You In The Finance Office

An Interview With Professional Detailer Mike Gamble.

Can you explain the difference between sealants, car coatings, paint corrections and the stuff they try to sell you at the dealership?

The goal of all these products is to protect the clear coat of your car. When your car is painted, there's the primer; then there is the base coat - which is the color of your car. Then there's the clear coat, which protects the base coat of your car.

What everyone is trying to protect is the clear coat of your car. That's because the clear coat is protecting the base coat and you only have so much clear coat on your car.

So really, the clear coat is protecting your car. Now, thanks to technological innovation, they've invented ways to add additional layers of protection to protect the clear coat - which is protecting your base coat.

So that translates into forms of waxing. Most commonly this is a Carnauba wax.

Carnauba is a really hard wax. The problem with waxes is that they are very heat sensitive. They break down quickly when

the sun is shining on them. A wax is going to give you a month or two worth of protection. And that's why this is the most generic form of protecting the clear coat possible.

Then the next step up would be a polymer sealant. Think of it in 3 tiers of protection. A sealant would be the second level of protection. It'll also be a little bit more expensive than a wax, but it's going to offer you six months to a year worth of protection.

The third and final tier would be a car coating. This gets into the "thing" that the dealership offered you in the finance office for thousands of dollars. They're telling you, "Hey, you're never going to have to wax your car because we've put this superior protection on your car." The problem is... that in and of itself is a **true** statement. If you have a higher level of protection on your car, you don't need a lower level of protection as well.

When you put a sealant on your car, you don't need to put a wax on top of your sealant.

If you put a coating on top of your car, you don't need to put a sealant or a wax on top of the coating.

Of course you can, but it doesn't make sense to do it.

The big selling point for a coating, which is the highest level of protection that you can apply to your clear coat, think of it as putting another clear coat on top of your clear coat, is it's not heat sensitive.

It's mainly chemical resistant. If acid or something like that gets spilled on top of the coating, it's not going to find its way past your factory clear coat, onto the factory base coat and down to the primer. The acid is going to be sitting right on top of the coating.

The problem with dealerships is that most of the time, they say they are selling a coating, but they're really applying a sealant.

That's where people have really gotten mad. They thought that they were getting the best protection they possibly could have ever put on their car, but yet the dealer put on an inferior product.

How do I know what the dealer was really offering?

You don't, and that's the hard part.

Is there a brand name that I should be looking for? Should I ask them what's the name of the coating?

Ask for the brand of coating. Ask for any paperwork that they have on that coating. Now, here's the key, *look at the fine print*.

They're usually going to be selling these coatings with a warranty. Typically the coating comes with a 5-year warranty. Look at the stipulations of that warranty because most of the time if you have to bring the car

back to the dealer every 6 months to a year, that's a big red flag. If in that fine print of the warranty it says that you have to bring the car back every 6 months to a year for a reapplication or a recharge of that coating, chances are they're applying a sealant, not a coating.

If you have to bring your car back every 6 months, customers will say, "Well, why do I need to pay \$1,200 for a coating? I'll just get my car waxed every 6 months." And they'd be right to say that. They're being sold on something that they aren't getting.

What is a paint correction on a vehicle?

Here's the easiest way that I can explain it... You see a black car, and the sun is beating directly on to the side of that car. And as the sun beats on that car, it looks like a spider had laid a web all over that car.

Paint correction is the service of removing all of those imperfections in the paint.

Paint correction would be the act of removing all of those little scratches and spider webbing on the surface of your car.

Now every car will have some level of spider webbing; they're just harder to see on lighter colored cars and easier to see on darker colored cars.

4 Steps To Getting Your Vehicle Detailed

Step 1: Make a Commitment to Act.

Funny as this may sound, I can't tell you how many times people have requested this guide and then said to me, "If I had known what to ask the detailer before I hired them to detail my car, I would have avoided so many problems!"

I've shared just a few simple ideas in this report. But these ideas are only as good as the action put into them. Decide to act right now.

Step 2: List Your Objectives.

Jot down what your goals are when having your vehicle detailed. What is your ultimate goal for the vehicle? Are there scratches you want to have removed? Is the paint fading? What are you willing to invest? What services do you know the vehicle needs?

What do you expect from the detailer you hire? Do you expect a free evaluation?

Step 3: Contact a professional detailer.

Of course, I'd love to be the detailer you choose to work with but let's face it; I'm not right for everyone. That's why I've provided this information. So you can find the detailer that is right for you.

If you would like additional information, please reach out to me at (902) 956-4282 or via email at Pristineautodetail@outlook.com.

Step 4: Act.

Do I need to say anything more? Reach out to me and let's talk about how to get your car detailed! Let's work together!

Get A Professional Detail by Pristine Detailing and Auto Care

When you schedule your Detail within two weeks of receiving this consumer guide,
We'll give you an upgraded Windshield Treatment for FREE!

A \$75 Value!

How's that for a deal?!?!

Call us at (902) 956-4282 to schedule your detail right now.