



THE CONSUMER'S GUIDE TO HAVING YOUR CAR PROPERLY DETAILED

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 don’t want you to know about!

What I'm going to share isn't a theory. I’ve been detailing cars since 2011. 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 Having Your Car Properly Detailed

An Interview With Professional Detailer Mike Gamble.

What should you look for detailer?

It starts out with their online presence. What does the detailer's website look like? Is it up to date? Is it easy to understand? Do they have their services spelled out? From there, what are they like to deal with on the phone? How did they answer the phone? Do they answer the phone, "Hello," or do they answer the phone, "Hello, this is Pristine Detailing. How can I help you?" or, "Hello, this is Mike." If they don't have a professional web presence, it could be that they aren't a professional detailer. This just might be a hobby for them. If they answer the phone with a simple "hello," again it might be a sign that detailing is a hobby for them. And in case it doesn't go without saying, when you are spending your money, you don't want the hobbyist, you want the professional.

And then from there, we look at the first time we meet. Are they prompt? If they set up an appointment, are they there on time to the appointment? If they're going to be late to the appointment, are they



communicating that with you? Are they communicating the services that they're going to perform on your car? Are they communicating the price for those services? Are they asking you questions about what your needs are as the customer?.

What's the difference between a wash and wax, wash and sealant, a detail and a full detail?

The problem is that all those terms get thrown around very loosely, and that's why it's important for the detailer to ask you what each of those terms mean to you.

A wash and wax tend to be more of a maintenance and preventative detail. A full detail is when you would get into the shampooing of the seats, shampooing the mats, and even a clay bar and a wax on the outside of the vehicle.

When you start getting into the differences between a wax or a sealant it is best to know what each of those terms means. Most people know what a wax is. When you start getting into terms like a sealant or a coating, those terms get thrown around pretty loosely and then when you add to that, that consumers don't know what they mean, you can see where the confusion comes from. These terms are getting into different levels of protection for the exterior of your car.

A wax is going to give you maybe a month or two worth of protection on the outside of your car from the elements - fallout, overspray, road grime, etc. A sealant is going to give you upwards of a year worth of protection on your car. A coating is going to be 3 to 5 years worth of protection.

What we are trying to protect is the clear coat on your car. That's the final layer before the paint.

How much time should it take for these various processes?

The most basic detail, which would be a wash and a wax, should take about an hour. A full detail is probably going to run 4 to 5 hours.

When you get into any kind of outlier, extensive detailing, like removing scratches, putting on a coating, you may be up into the 8 to 12-hour plus range.

The other thing that affects how long it takes is the condition of the car and what the customer wants to be done to the car.

What kind of exterior issues can be fixed with a detail?

Minor scratches, yellowed headlights, any oxidation... Using an example of a red car, if the paint is looking a little bit more salmon pink than red, that usually can be fixed and restored to a bright, deep red. Same thing with a black or any color car, if it's looking a little duller than it was when it was new, that can be fixed.

Those minor scratches are known as spider-webbing, and that can be fixed.

Water spots can be removed. Chrome rims can be polished out.

These are the main reasons people look for a detail.

What kind of exterior issues cannot be fixed with a detail?

Deep scratches, like someone keying your car – that's not going to be fixed in a detail.

Body damage, like someone, hit you, and there's a gash in the side of the car, or the metal's bent, or any real scratches in the plastic bumpers, that can't be fixed.

What kind of interior issues can be fixed with a detail?

Dirt and grime mainly.

Any spots where any part of your hand or arm touches and leaves a build-up of grime can be removed. Elbow grease on the door panel can be removed; issues on the steering wheel as far as dirt build-up; grime on the center console; the little cracks around the shifters and the emergency brake where dust has crept into can all be cleaned out. Most spots can be

removed and stains can be made less visible.

Usually, anything except rips and tears can be fixed by a detailer.

What should I be looking for from a detailer to do on my tires and rims to make them look good?

A good detailer should be able to clean up the rims back to brand new condition except any pitting from brake dust that has been built up on the rims and left.

Higher-end cars – Mercedes, BMW, Lexus – will have softer brake pads. While these make for a smoother ride, it will produce a high amount of brake dust.



There's a lot of heat and a lot of

Cleaning should include the inside barrel of the rim or the

is to ask around. Ask your friends who've used a particular detailer in the past.



friction generated when you apply the brake, and the pad is stopping the rotor so that brake dust has to go somewhere and it lands right on the next closest thing, which is the rim.

If that brake dust is left sitting on the rim for long enough, it embeds itself into the rim and then that can't be fixed unless you re-powder coat the rim. But if it hasn't gone to that extent, the detailer should be able to clean the rim back to almost brand new.

inside of the rim. Tires should be degreased and any excess tire shine should be removed from the tire. Sometimes older tires will start to look brown; the detailer will be able to remove that, and then apply a fresh coat of tire shine to the outside of the tire which will protect the tire from cracking.

How should I find my detailer? Where do I find a good quality detailer?

Obviously, I want people to use me, but I also know I'm not right for everyone. Best advice

Don't make the mistake of picking a detailer by price alone. Factor all the things I've already discussed – how does his website look, how do his online reviews look, what are other people saying about his work?

Look at who's most local to you, and then work your way out from there. Call the detailer and ask him to look at your car or give you a quote over the phone and see how the detailer responds to that request.

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,
You'll receive an upgraded windshield treatment for FREE!

A \$75 Value!

How's that for a deal?!?!

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