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# Choosing a Reading Auto Dealer

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If you want to shop for a new car and youâ€™re either in Reading or Allentown, PA, it is extremely important to choose a Reading or Allentown auto dealer that you can rely on and feel comfortable with. Buying a car can lead to a long term relationship with your dealer, especially if you want your vehicle serviced in the same car dealership for the whole of itâ€™s life. This business relationship is good not only for the customer but for the dealer as well.  Great auto dealers work hard to earn the friendship of their customers in each step of the car buying process.

So, how do you find a good Reading auto dealer or an Allentown auto dealer who will care enough to cultivate a business relationship with you?  The following are some things to think about and look out for when shopping for a new vehicle.

## Dealer Reviews

Read dealer reviews from websites like Autotropolis.com, which publish honest reviews about dealerships from customers. Reviews from real customers can give you a good idea about the overall quality of the Reading auto dealer or Allentown auto dealer. On the other hand, if you have already done business with a particular dealer, you can write a review and share your experience.

## Dealer Longevity

Being a Reading auto dealer or Allentown auto dealer is a tough business. You can never be sure that a dealer you buy from will still be in business when you need assistance in the future. To be safe, buy your car from a well-established auto dealer who has been in the community for a good number of years.

## Facilities

When you first pull into the lot or showroom, look around. Are the facilities of this Reading or Allentown auto dealer tidy, clean and in good repair? What about the cars on the lot, are they clean? Are the sales and service staff appropriately dressed in business attire? The way the dealership staff cares for the facility will tell a lot about the dealership.  Good dealers are proud to show you their showroom and their well-maintained facilities.

## Customer Service

When youâ€™re already shopping for your car and inside the showroom, you will know if the service and sales staff are respectful.  If theyâ€™re not, walk away.  It is true that everybody, even customer-oriented staff, has a bad day.  But if you feel that they are not treating you properly, or are making you uncomfortable, maybe you should shop elsewhere.

## Be Informed

Before you head on to the showroom, inform yourself about the car you want to purchase. Be up-to-date on offers of financing, pricing, incentives, car ratings, reviews and even dealer terminology.  If you are well informed, you might be able to get the best deals from that dealership.

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Whether you are looking for a new car or old car in PA you have it all at a Reading auto and a Allentown auto.

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