

SUCCESS SHOWING YOUR MUSTANG

Being in the real estate profession and a Mustang enthusiast has many parallels. When it comes to properly presenting your Mustang to be judged, properly preparing your home to sell to get the biggest return is not that different. I am going to try to explain how some fundamentally easy things can help you do better at a show, much like getting a better price for your home.

Today's home market is great for the buyer—if you can get a loan—and not so great for the seller. That's why when selling a home you have to do things to make your home more appealing to a prospective buyer. In turn, the quality of your Mustang as far as correctness, quality of modifications, cleanliness, detailing, and condition has grown by leaps and bounds compared to a few years ago. So, you have to go beyond in doing things to make your Mustang stand out in a crowd.

Before we even talk about your car we need to talk about you. In selling a home you have to understand the market so that your expectations are realistic, which gives you a clear understanding of what needs to be done. In showing your car you need to understand the class structures and the differences in them, which will give you a realistic understanding of your expectations of results. Is your home the best on the block, is it the worst or smallest on the block? That's one area where the opposite can happen between showing your car and selling your home. If your home is a lower value or smaller than the rest in the area, then its location will help your home with some increased value. If you don't understand the class structure and your Mustang is entered into a class with quality requirements greater than your car, you probably will be highly disappointed in the outcome. But that may not be a bad thing if your intentions are to learn what your Mustang needs to compete in that class. But, if you're in Occasional Driven and your car is driven much more than occasionally, you could be disappointed.

Let's start at the beginning. What are the judges looking for? Find out, and prepare your car accordingly. It starts with the registration form and asking yourself, "Do I care about correctness or do I want the car to be judged on how well I keep it?" The Mustang was made to be modified, and a large majority have been so in various degrees. That is why the Occasional driven

has become the fast growing class. Mustangs in that class are only judged for cleanliness, detail, and condition. So, if you worried about those billet parts, cold air set up, or even those louvers you installed, they are invisible to the judge unless they are in poor condition, dirty, or have been installed incorrectly. If your Mustang is significantly modified, the Modified Class is right for you. You need to document what you have done. The Modified Class judges will be looking for a book, a paper, or anything that list all the modifications performed on your Mustang to help them better understand your Mustang and give it all the points they can. Would you try to sell your home and not tell the prospective buyer of the high-efficiency heating/AC unit, the added insulation, the full alarm system including fire sensors? Listing the mods is one of the most important things you can do to help your Mustang succeed in Modified.

In selling a home, I know most people have heard of curb appeal. When the buyer drives up to your house, are they anxious to go inside and look it over, or do they say no way and drive on. That house could be the perfect home, it could be the best value, but first impressions count. We often say first impression is the right impression, it gives people a positive or negative approach. Much is the same in how you present your car at a show. Is it ready to be judged? Are the windows up, the hood up (except Daily Driven). Is the top up, and the trunk open? Is the trunk cleaned out, the mats out (if not the ones that hook in) is the area around the car cluttered preventing the judge to get to it? All those things give the judge that first impression about—not just the car but you. It takes a lot of work; if the judges see you are serious about doing your best, they will sense it. We're all human and all our decisions have external elements that help us conclude our impressions. These points have more impact on cleanliness, detail, and condition, but not if the car is being judged for correctness. After all, if your voltage regulator should be blue and its black—it's wrong and an easy call. Cleanliness and detail are more subjective.

When a Real Estate agent brings a prospective buyer, you greet them with a smile and let them do their job, but stay home in case a question arises that the agent needs to ask. Don't offer any information unless the agent asks. When a judge comes to your Mustang they should

walk up to you with a smile and introduce themselves. You should respond with a smile and introduce yourself. Making the experience more enjoyable benefits all.

Understanding the class structure raises the accuracy of your expectations. Preparing your car to be shown in the best light for the judges goes a long way. And finally, this is a hobby, a fun time, being with friends, doing what we all like.

Let's make it fun for all, so always wear that smile, and enjoy the show.



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