



Oren Weintraub
President and Founder

Over the years that he was a top salesman and eventually a general sales manager at a leading auto dealership, Oren Weintraub watched far too many buyers pay way more money than they needed to because they were out-negotiated by dealerships.

Recognizing the disadvantage and frustration that most buyers have when negotiating their own deal, he realized that there was a tremendous need for today's buyers to have their own expert negotiator.

"I always felt a tremendous loyalty to my clients and a strong desire to help them. I had long been conflicted by my role with the dealership," he says. "I started Authority Auto so that I am able to fulfill my mission of contributing my extensive industry experience as an advocate for all car buyers."



Weintraub's career began in 1994 when he left Los Angeles to investigate living outside of his hometown. Moving north to San Francisco, a friend working at Redwood City Dodge set him up with an interview. He was hired with no training except for a couple of marketing videotapes.

Nervous and embarrassed because of his lack of experience, Weintraub relied on his sincerity and honesty. He would tell his customers the truth, admitting he didn't know very much, but would find out the answers to their questions. He was surprised that his customers appreciated his honesty instead of disdaining his lack of knowledge, and the result was that he sold an astonishing 10 cars in his first month, which was a lot for a dealership of that size. Weintraub never looked back. Loving the car business, he thrived.

A year later he returned to Los Angeles, seeking a job with one of the largest dealerships in the region and among the nation's top 100 Ford agencies. Disappointed to find out that they had no openings, he applied at a local Toyota dealership. The general sales manager interviewed him, but chose not to offer him the job. However, as a young man, Weintraub had learned a very important lesson. When he had tried out for the college baseball team, and missed the cut, he simply walked away. But he later discovered that the coach gave the players who fought to make the team another chance and he had missed his opportunity.

With that memory vivid in his mind, Weintraub decided to go over the general sales manager's head, and make his case directly to that man's supervisor. He was hired on the spot. It was a valuable experience, demonstrating the power of persistence, a lesson he took with him when a position opened in April 1995 at the Ford dealership that he had originally sought to hire him.

Weintraub spent the next 12 years there, starting out as a salesman, learning a tremendous amount from other great salesmen on the floor, knowledge that he applied to his own sales techniques. Thus began his impressive rise in the company, enabling him to become the youngest sales manager in the dealership. His success as a manager and dominance over the other teams in the agency caught the owner's eye and before long he found himself named general sales manager.

It was the love of negotiating that inflamed his passion, and Weintraub was soon considered one of the top negotiators in the automobile industry.

"And although I loved going to work every day, I found myself facing a double crisis of conscience in my closing years at the Ford dealership," he says. "First, I realized that with my schedule of working late nights, holiday's and weekends, I was taking away quality time with my wife, son and daughter. Secondly, while I loved developing rapport with my clients, I was being paid by the owner of the dealership to out-negotiate them and that just didn't feel right."

Out of that painful realization came Authority Auto Car Buying and Leasing Consultancy, Weintraub's unique concierge service, where he and his team represent the client exclusively for a fixed fee and will not accept any money from dealer or dealer representative. It marks a significant difference from the standard car broker.

"If I were to get paid like a conventional car broker, by creating and accepting an undisclosed commission from the dealer, it would create a tremendous conflict of interest," he says. "Today's traditional broker can create whatever commission they want. That structure can lead to greed. The only way I can be a true advocate for a client is not to accept any money from dealerships, nor dealer representatives. This completely eliminates any conflict of interest. I can stay true to my integrity and values, and really be of value to my clients."

Weintraub set out to take all of the pain out of the auto buying experience for his clients. "It's just a horrible experience for people, wondering if they've overpaid or been taken advantage of," he says. "We make sure that they never have to go through that, nor any of the other unpleasant experiences related to that—pressure from salesmen, aggressive negotiations, settling for a car they don't want because the dealership claims it's the only one that's available, feeling confused over the financing, trying to understand the complex term sheets, and generally feeling overmatched.

"Not only do we eliminate that, but we go out of our way to make the act of buying or leasing a car a wonderful experience, with unsurpassed service, pleasant representatives, ongoing communications that keep the client informed, and a rock-bottom price that can't be beat anywhere else. At Authority Auto, our goal is to save our clients as much money as possible and provide peace of mind."