

After starting his career in the car world with a six-year stint at Goodwood, creating the entry lists for the Festival of Speed, Revival and Members' Meeting, Jack joined COMPANY & Co in 2016, shifting his focus onto the sale and acquisition of significant historic race cars. In August 2017, Adrian, Nick, Jack and Roald Goethe formed Duncan Hamilton ROFGO® Ltd.

He proudly remains on the Creative Team at Goodwood.

While not hunting out race cars across the globe, Jack is an active historic racer.

Duncan Hamilton established our company in 1948. Since then we continue to maintain our global position as one of the top dealers in Competition and Classic cars.

The speaker specializes in Jaguar E-Types and focuses on race cars because of the market and its demand. They value having a good relationship with their clients and believe that racing and buying cars should be enjoyable. Their philosophy is to sell cool and eligible cars regardless of their value, and they enjoy finding new homes for themselves. They particularly enjoy selling to racers and seeing the cars being raced hard.

The company has a small inventory, but cars can sell quickly. They showcase the history of cars through archive pictures in their descriptions. They only serve a few trusted clients due to limited workshop space. The owners enjoy going to work and are optimistic about the future.

The company desires to travel more to discover exceptional race cars and offer its clients a unique experience. They want to expand their services to include racing and car preparation for their clients. They aim to offer more than just sales and acquisition through their close links

Ist the general brand ad

To dear car enthusiasts and collectors...

My objective here was to share the knowledge of what you originally do at all, to take that "mental space", leave a mark in their minds and later to let that mark turn into a idea of an

action. I would like to tell you more about that, because this is vital for every businesses that have scaled their services internationally, or are going for it.

All through complete honesty and transparency in front of your future clients, so we can avoid later misunderstanding and skipping because of doubts of any individuals.
(That's crucial to do while we already catch their attention by the headlines, which - believe me - is difficult to do while we all got bombed by more or less irrelevant information in times we live

Here's the first version of the options I made

"75 YEARS OF PURCHASING AND SELLING THE WORLD'S GREATEST CARS.

Founded by an 24 Hours of Le Mans participant and Formula One driver.

Step back in time and experience the thrill of driving a vintage gem. Our selection of cars is sure to impress even the most discerning enthusiast.

From shining oldtimers and youngtimers to rally and racing specified machines.

Our team has a passion for finding and offering the most exquisite classic cars that the world has to offer. We pride ourselves on building relationships with our clients and providing a unique experience when it comes to buying and preparing race cars.

Extensive network allows us to import some of the most astonishing cars from all over the world, ensuring that our inventory is constantly evolving. We strive to offer an extensive range of cars, whether you're looking to add to your collection or begin a new adventure.

We understand that buying a historic race car is not a decision to be taken lightly, which is why we go above and beyond to provide full transparency and authenticity in our descriptions. Our archive pictures with rapports with car history will takeyou back in time and help you make an informed decision.

So whether you're a passionate, seasoned racer or a newcomer to the world of classic and race cars, we invite you to join us on this journey and experience the thrill of driving a piece of the distinctive vehicle."

I avoided salesy language in writing to rather build rapport with the customer by your renown and later on the place.

Buying a car has to be enjoyable exceptionally, by chasing own passion and taste.
Not forcing or trying to convenience to buying any car which probably won't be relatable to it.
(Like they also do on daily-general-boring-casual*daily* cars' dealerships)

But I just utilized some basic persuasive techniques that just work.

And here's one that's directed for racers chiefly because of the market.

It is noticeable that currently, it tilts more on race cars, in comparison to classics for you.

Are you looking for a car for the next season or a different class? Or maybe you are completely new and haven't started yet?

WE DO IT SINCE 1948...

Whether you are a racing enthusiast looking to take your passion by a vehicle to new group to the next level?

Or maybe a complete newbie to this sport!

Look no further than our selection of modern and historic race and rally cars!

Experience the thrill of the track or rally course in a vehicle with a rich racing history.

Our selection includes some of the most iconic and sought-after models in racing history, as modern counterparts that push the limits of performance and as rarer models.

It's not just about the cars themselves. We know that building a relationship with our clients is just as important as the vehicles we sell.

That's why our hi-fi team works hard to understand your needs and desires and help you find the perfect car for your collection or racing endeavours.

And if you're looking for something specific that's not currently in our inventory...

We got you covered

We have connections all over the world to help us import the car of your dreams.

But our services don't stop at just buying and selling cars. We also offer preparation services to help you get your car ready for the track or rally course, ensuring it's in top condition for your upcoming races.

So why wait? Explore our selection today and join the ranks of racing legends who have made history with these incredible machines.

Duncan Hamilton ROFGO®. By racers for racers

You probably enjoy more sold cars being raced (HARD) for sure than just selling them to guys who close them in air chamber until they end up as an untouchable exhibit in museums or some top dollar collections somewhere in Near East...

In the context of buying up vehicles for inventory, my advice is also to set up a higher range for promotion (international will be best) by smartly leveraging keywords which won't be expensive as some conventional 0-1 methods.

So you could travel far more often around the globe for constantly more exceptional automobiles :).

The objective is not from now to promote every vehicle you have under the roof. That would be pointless and would generate too much cost, but to avoid being too vague and focusing only on sharing the whole shop.

There are other ideas for it. For more precise advertisements.

All to create a direct customer magnet.

I mean to have a direct overall effect on the whole turnover and attract the sellers and the customers.

But, they will be grouped and focused separately and significantly more effectively.

Gaining new audiences; scaling the renown too but through more interested (targeted) individuals but what you specialise a bit more

These are: passionates and particular collectors' communities, and their groups

Are you interested?

Just type me down and I'll respond to you if I'll be having some free time

It's all yours Jack, do not hesitate to use it on your business profile.

It was especially

made for your business

From experience, I strongly believe that after refinement those are going to be helpful in scaling the Duncan Hamilton ROFGO including its renown.

So you guys will be able to travel more and race even more in a shorter time for sure :)))