

ON-LINE REPORTS ... NOT THE WHOLE STORY

Don't believe anyone who tells you they can provide a full and complete history of a car in an online report. That's just not possible. Many essential pieces of information, including some information required for disclosure by the *Motor Vehicle Dealers Act, 2002*, (MVDA) simply can't be found on any vehicle information report.

Inspecting the vehicle and asking questions about it are both essential elements in any dealer's information gathering process. Their importance CANNOT be overstated. Excuses about not having the time, or the customer refusing to answer questions about a trade-in won't fly with OMVIC or with a judge. Time must be found to look at the vehicle, not just at a computer or mobile device screen, and customers must be asked questions about the vehicle.

Respond to any objections a customer may have by pointing out the same process was used for the vehicle they are buying from you ... that should make them see the logic! If the customer still refuses to answer questions, note that on the disclosure form. Don't just leave it blank or tick off the "No" box for each question on the form. And be extra careful about the vehicle ... their refusal to answer may mean they're hiding something!

A Process and Tools for UCDA Members

As part of a process, however, vehicle reports are invaluable tools to help fill-in the blanks. Along with a physical inspection and appraisal of the vehicle, and a written disclosure statement from the current owner, including a dealer, from whom you're buying a vehicle, UCDA reports can provide you with comprehensive knowledge about a vehicle's past history and current condition. This helps you determine how much the vehicle is really worth and what disclosures you will need to make when selling it.

While vehicle information reports are essential tools

for gathering information and making disclosures, these reports are only one tool in the toolbox ... and shouldn't be relied on alone.

The UCDA offers a number of these report "tools" to members that go a long way towards meeting your MVDA disclosure obligations and help you appraise the value of vehicles you're considering purchasing or taking in on trade.

Members can take advantage of these exclusive offers:

1. UCDA members who request Carfax reports at www.ucdasearches.com, will exclusively receive a UCDA Accident Claims report containing reported insurance claim information. When requesting a Carfax report members automatically get both reports for just \$18.
2. UCDA members who request a Carfax vehicle information report at www.carfax.com can also receive a UCDA Accident Claims report at no extra charge. To sign up for this exclusive offer contact Stephane Lubin (416-997-8096) or Antoine Wong (416-997-4428), at Carfax.
3. UCDA members have quick, easy and affordable access to:
 - **Lien Searches** in any Canadian province and territory
 - **Vehicle History Searches** – the only search showing the ownership history of vehicles in Ontario
 - **Auto Check™** reports showing accident claims information, out of province registration and branding, U.S. import information, Drive Clean information, CAMVAP vehicle arbitration records and CPIC auto theft information

Members who request all three of these reports on the same VIN, on the same day, save on all three searches, paying just \$29 in total. That's a 20% savings off of regular pricing for these reports if run separately.

All UCDA searches are available at www.ucdasearches.com, by fax, at 416-232-0775, or phone, 416-599-7412 or 1-800-668-8265.

New Rules for Commercial Vehicles over 4,500 kg

As of January 1, 2015 dealers in heavy commercial motor vehicles ("CMVs"), over 4,500 kgs, need to confirm at the licence office that they either:

1. hold a valid Commercial Vehicle Operators Registration ("CVOR")

or

2. are exempt from the CVOR requirement, in order to proceed with the vehicle's registration.

Exemptions under the *Highway Traffic Act* apply to motor vehicle dealers registering and operating empty CMVs with dealer plates and to certain uses of yellow service plates (i.e. repairs).

Other exemptions apply to:

- ambulances
- hearses
- tow trucks
- mobile cranes
- motor homes
- buses (for personal use, not for compensation),
- CMVs leased for no more than 30 days for personal or passenger use, but not for compensation
- pick-ups under 6,000 kms, under certain circumstances.

The declarations are found on the revised Application for Vehicle Registration form. This form is completed by the buyer or sometimes dealers each time they register a new truck or bus on behalf of the buyer.

Now, the buyer will need to complete the declaration themselves. The dealer may not complete the declaration on their behalf.

If the buyer does not have a valid CVOR to attach licence plates when registering the vehicle in the buyer's name or attaching licence plates if the vehicle is being leased, the buyer will need to declare that the commercial motor vehicle is exempt from the requirement to have a CVOR.

Revised Application for Vehicle Registration forms are available at Service Ontario Licence Offices.

For more information, contact the CVOR office at 416-246-7166, or 1-800-387-7736. Dial extension 6300 for both numbers.

The High Cost of On-line Advertising

Check your on-line advertising invoice this month and compare it to the same month last year ... has it gone up?

In many cases it has, substantially. Some of our members are paying hundreds of dollars in advertising fees for every car they sell!

UCDA members have been complaining for years about these increasing costs and there is no end in sight.

Many dealers stick to one on-line advertiser because they say they don't get leads from other providers. They might be right ... but perhaps:

- They don't track what brought the customer into the dealership
- They don't check their admin page to see the leads they are getting
- They don't ask their supplier to show them the leads they are getting

The Carpages Alternative

Five years ago, the UCDA partnered with Carpages.ca to help solve this problem. Carpages.ca has an exclusive discounted pricing model for UCDA members. Almost 800 members are advertising successfully on Carpages.ca ... getting leads and selling cars. Does this sound good?

It could be so much better and only UCDA members can make affordable advertising happen ... consider this:

- 800 members are on Carpages.ca ... the UCDA has 4,800 members
- If just 1,500 members used Carpages.ca they would be the largest dealer advertiser in Ontario
- Carpages.ca would have more cars, trucks, and motorcycles than anyone else
- with more dealers and vehicles, Carpages.ca will reach more customers and you will get more leads and sell more vehicles

Did you know that every UCDA Member already has a site on Carpages.ca? All you have to do is put cars on it! Simply contact Carpages.ca, choose how many vehicles you want to display, open an account and it's done.

UCDA's province-wide Spring Consumer Awareness campaign starts in March. It will be telling consumers they can find UCDA member vehicles at Carpages.ca.

Will your cars be there?

**Call Carpages today at 1-866-567-2437
(1-866-56-PAGES)**

Peel Dealer Plate Problems

In our last issue we described some problems our members have had in Peel, revolving around use of their dealer plates.

In one case, a salesperson on her way to work (private use) driving a dealer-owned car, with a dealer plate, was pulled over by a Peel Police Officer.

The officer told the salesperson that she could not use a dealer plate on the vehicle as she was not the owner of the dealership and therefore not "insured".

At trial, on the basis of the officer's testimony, which the Justice of the Peace hearing the case accepted without question, the salesperson was convicted and ordered to pay a fine.

With the help of the UCDA, a lawyer was retained and an appeal was launched which resulted in the following order from the appeal judge:

[19] A close examination of section 13(2) does not support the learned Justice's opinion that use of the dealer plate is restricted to a family member of the dealer or for purposes of demonstration for sale. Rather, the section permits "... private use in Ontario or for purposes related to the sale of the motor vehicle." (emphasis added) The permitted uses are described in a disjunctive, not conjunctive manner.

[23] I conclude that the learned Justice of the Peace erred in law. Section 120(1)(a)(ii) permits the Provincial Offences Appeal Court to allow the appeal where it is of the opinion that the judgment of the trial court should be set aside on the grounds of a wrong decision on a question of law.

The judge ordered a new trial to confirm that the vehicle and the plate were owned by the dealer and the plate was being used properly on inventory. Having read the appeal decision, the Crown dropped the charge.

Nevertheless, this appeal decision makes clear that private (personal) use of dealer-owned passenger class vehicles with dealer plates is lawful by anyone authorized by the dealership to do so.

As we have said, we are working with the Peel Police and Crown Attorney to ensure this case and dealer plate laws generally are better understood by officers at the roadside. We will continue this effort across Ontario.

Practicing "Safe" Leasing

Since 2010, when the new Motor Vehicle Dealers Act came into effect, dealers have been formally required to obtain a Safety Standards Certificate (SSC) from a repair facility approved by the Ministry of Transportation for every vehicle leased.

While the licence office will allow dealers to register plates to a leased vehicle (still in the dealer's name) without an SSC, OMVIC can take regulatory action if you do not have proof that an SSC was obtained.

In one of the first Discipline cases of 2015, a dealer ran afoul of this requirement and settled for a fine of \$10,000 at an OMVIC Discipline Panel. There were several reasons the fine was so high. The dealer:

1. was accused of having 4 leases with no SSC;
2. was already under terms and conditions restricting his operations with OMVIC;
3. had one count of not declaring a daily rental; and
4. was not ensuring all funds from sales were deposited into a bank account.

To read the whole decision on OMVIC's site see:

https://www.omvic.on.ca/portal/Portals/0/pdf/discipline/Discipline%20Committee%20Order%20-%20Zhang%20Daxin%20o.a%20Ucars%20Kennedy_2015-01-15.pdf

Curbsider Round Up

You may not be surprised to hear that 2014 ended much as 2015 began, with curbers-a-plenty throughout Ontario!

Of note, late last year, Ashkan Rahimi-Larki of Richmond Hill went to trial, was convicted and was fined \$5,000. Rafi Syed Mohammed and Umair Syed Muhammed, both of Mississauga, didn't fare any better. They each pleaded guilty and received fines of \$10,000 and \$7,500 respectively.

Our New Year's babies are Richard Rambharos, of Waterloo, and Seyed Hashemi, of Guelph, who both pleaded guilty to curbsiding and were each fined \$2,500 to kick off 2015!

Visit OMVIC's curbsider conviction site, which is updated regularly, for a full list of convicted curbers and keep track of what happens for the rest of 2015:

<https://www.omvic.on.ca/portal/DealersSalespersons/EnforcementCompliance/InvestigationsandProsecutions/CurbsiderConvictions.aspx>

Out-of-Province Lien?

We received a complaint from a consumer a few weeks ago that raised a question that most members likely never think about, but which can create a problem ... Do dealers who sell a vehicle to a customer from another Province think about whether there is a lien on the vehicle in that other Province?

This customer lived in Quebec. The vehicle was originally from Quebec. The dealer knew all of this and knew the buyer would take the vehicle back home as soon as he took delivery. When the customer got back to Quebec, he ran a lien search and discovered a lien registered in his home Province. He expects the dealer that sold him the vehicle to do something about it.

Most Members know the UCDA offers lien searches in Ontario, but did you know the UCDA also offers affordable lien search services in any Province or Territory in Canada?

If you are dealing with a vehicle recently brought into Ontario from another Province, or that's being taken back to a Province where it was previously registered, protect yourself by running an out-of-Province Lien Search.

UCDA Lien Search Pricing

| | | | |
|---|----------------|--|---------|
| Ontario Monthly Volume | | | |
| 1 - 4 | searches | | \$12.50 |
| 5 - 9 | searches | | \$12.00 |
| 10 - 19 | searches | | \$11.50 |
| 20 - 39 | searches | | \$11.00 |
| 40 - 74 | searches | | \$10.50 |
| 75 - 99 | searches | | \$9.75 |
| 100 plus | searches | | \$9.40 |
| Quebec, Alberta, Nunavut, Northwest Territories | | | |
| | | | \$5.00 |
| Saskatchewan, Yukon..... | | | |
| | | | \$8.00 |
| British Columbia, Nova Scotia, Prince Edward Island, Newfoundland .. | | | |
| | | | \$10.00 |
| Manitoba, New Brunswick | | | |
| | | | \$11.00 |

Minimum Wage

The Summer of 2014 sure seems a long time ago, but we still get asked about minimum wages in Ontario.

This is a reminder that, effective July 1, 2014, the minimum wage in Ontario rose to \$11 per hour.

Whether you pay staff, salespeople, etc. a salary or straight commission, Ontario law requires that all employees be paid a minimum wage for hours worked.

Minimum wage is the lowest wage rate an employer may legally pay an employee. Most employees are eligible for minimum wage, whether they are full-time, part-time or casual employees.

UCDA's NAPA Parts Program ... Another Record

UCDA members will be receiving \$1.5 million in rebates as a result of their NAPA purchases in 2014.

We expect that 2015 will be just as successful, but some changes are coming.

Some members will be receiving a substantial rebate as a result of their loyalty to the NAPA program while others will be receiving a smaller amount.

Changes for 2015 are minor, but NAPA is working on making the program a true loyalty program for 2016 and 2017.

Sales targets will be raised. Members that make NAPA their first call for parts and increase their purchases will be rewarded for their loyalty even more than they have been in the past few years.

Members that don't meet the new targets will still enjoy the UCDA special pricing and NAPA service, but they may not qualify for the new loyalty program rebate.

UCDA on-road staff, and NAPA sales staff will be in touch with members currently enrolled in the rebate program to explain the changes.

In the meantime, members should re-evaluate their parts suppliers and purchases and determine what is best for them and if they will qualify for the new program with NAPA.

Key Theft

Technology in cars today makes stealing them a lot harder. Gone are the days when all you needed to do was smash a window to make off with a car.

In most cases, without the key and all the security features contained within it, the crooks are out of luck.

So guess what they steal now?

- CALEDON OPP, Jan. 1, 2015, suspects stole keys from an area dealership and took a black 2015 Jeep Grand Cherokee SRT valued at over \$81,000.00.
- QUINTE WEST OPP, Jan. 13, 2015, two sets of car keys were reported to have been stolen from a dealership. Fifteen minutes after the report was made, the suspect was arrested for the theft and found to be in possession of the keys.

The lesson is **SECURE YOUR KEYS.**

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IN IT FOR THE LONG HAUL: AURORA AUTO WHOLESALERS

UCDA member since 2001



“I just thought, I am doing this for the long run, I’m not doing it for the quick buck... I want to build something.”

When Bill Aboutallah first started his own car dealership he saw friends in the business that appeared to be more successful than him driving sports cars and living the high life, while he was working hard for less glory.

“At that time I was like, what am I doing wrong? But I just thought, I am doing this for the long run, I’m not doing it for the quick buck. I’m not going in and out quickly. I want to do this and I want to build something and that’s what it took.”

Bill has been in the car business right from his early years, so he knew a thing or two about doing it the right way. He got his start with his father at Chesswood Auto in North York.

“That’s where I was growing up, I was a little kid. I didn’t even have my license yet. I used to take the bus to go and sell cars,” he says. “Me and my dad saw a different idea of business. My dad just wanted to keep a few cars and just keep it small. I wanted to branch out and do something different and I also wanted to move north.” He set his eyes on Aurora as the location for his dealership and was

one of the first used car dealers to crack the area when he opened Aurora Auto Wholesalers on Yonge St. in 2001. A lot of people told him not to go that far north, they had no idea where Aurora even was, but he felt he could set down roots in the community and provide excellent customer service in that area.

“I can sell a customer a car once and never see them again and that’s not good,” he says. “I’d rather sell them a car and see them four or five times, then sell them their next car, sell their friends a car, that’s the biggest compliment.”

Aboutallah loves the experience and support he’s received from Carpages and recommends them to everyone. He explains that the clean design, easy communication and access to a larger audience allowed his business to grow their marketing for an extremely reasonable price.

In the future he sees the car business focusing even more on the digital realm and hopes to eliminate the headache of all the paper with the transactions. 📱

Carpages can help build your dream business, so why wait? Visit online at www.carpages.ca or call our friendly staff at 1-866-567-2437



What is SEO? And why is it important to my business?

A lot of you can answer the first question, but answers to the second often become muddy and misinformed.

Search Engine Optimization is the foundation of a successful web site. Sites can certainly be pretty, and even functional, but without proper SEO, they will ultimately fail. So when your cousin/friend/acquaintance tells you he can give you a great site for \$500, beware! It may look nice, but will likely not make a dent in your bottom line.

Paid vs Organic Search

Search results pages include organic search results and often paid advertisement (denoted as "Ads" or "Sponsored") as well. Advertising with a company like Google won't have any effect on your site's presence in their search results. Google never accepts money to include or rank sites in their search results, and it costs nothing to appear in organic search results.

By achieving a high organic ranking with major search engines (Google, Bing, Yahoo) you can drive traffic to your site that is not only qualified, but sustainable. By using paid search methods, you only benefit from the results while you are actively investing large amounts of money

with the search provider, organic rank is the doorway to continued success and confirmation of your sites relevance to the online shopper.

Carpages.ca DealerSite Plus platform is built on a foundation of effective SEO, custom design and full service support for our clients.

By achieving a high organic ranking with major search engines (Google, Bing, Yahoo) you can drive traffic to your site that is not only qualified, but sustainable.

Building the site from the ground up with search ranking in mind we research what keywords are important to your business, and which ones people are searching for the most. This gives us a window in to potential clients search intent, and allows us to build your site to rank well for what your clients are looking for, and when your clients are looking for your services, they should be finding you!

Go to www.dealersiteplus.ca and see for yourself! 



Fatima has been with Carpages.ca for nearly two years now as both a Customer Service Representative and Web Designer. Fatima has had several years of experience in Customer Service and recently graduated from the University of Toronto with a degree New Media.

"I love visually creating a website for dealers – taking their concrete ideas and creating a design that both speaks and appeals to them. Between designing websites, along with helping dealers make changes to their website and troubleshooting, there is never a dull moment. I love every minute of what I do."

With the skills that Fatima learns, she hopes to one day go into Project Management. Between building strong client-based relationships and envisioning dealer's ideas through her web designs, Fatima feels that these skills will help her for what the future holds.

When Fatima is not donning her headset or whipping something up in Photoshop, she likes to read or catch up on some of her favourite TV shows.

- Custom, professional web sites for car dealers
- Increased web traffic, meaning more leads
- Responsive design works on desktop or mobile devices
- Online vehicle showroom with advanced search options
- Dedicated customer support team

