

Centre Line

News For BC's Retail Motor Dealer Industry

President's Letter

Creating a professional and respected industry is in everyone's best interest.

In my role as Registrar of the Motor Dealer Council I've been spending an increasing amount of time in disciplinary hearings around the province. This is disappointing but seems to be necessary as a small portion of the industry appears to be interested in complying with the Motor Dealer Act and regulations only when forced to do so.

We're finding that hearings before the Registrar are a cost-effective wake-up call for this small segment of the industry that needs to be forced into complying. Dealers who repeatedly ignore our letters and directions, or who are not operating according to legislation and regulations are finding that their non-compliance is costing them a significant amount of money.

Dealerships not in compliance with the Motor Dealer Act and regulations receive a registered letter informing them a hearing has been scheduled, where and why. At that stage they may still have time to comply to avoid the hearing, but in either case an administrative penalty is assessed.

Those who don't appear at their scheduled hearing typically have their dealer licence suspended. Recently we imposed a 30-day suspension and fine on a Kelowna dealer. The dealer has since completed the required corrective actions and its licence has been restored.

These hearings cost the Motor Dealer Council a significant amount of money and it remains our policy that those not in compliance pay all costs related to these enforcement activities.

If we find it necessary to cancel a dealer's licence the Motor Dealer Council will ensure that the principals in that dealership do not remain in the industry. In November I cancelled the licence of Good Deal Auto of Burnaby for improper handling of consignment contracts – see the news heading on our website (www.mdcbc.com/compliance.htm) for details.

These comments may sound a bit negative but we are taking these actions because we believe that they are necessary. The Motor Dealer Council continues to work toward our vision of a professional and respected motor dealer industry serving an informed and confident public. ●

- Ken Smith
President/Registrar

Discipline Kicks In

The Registrar of Motor Dealers is holding disciplinary and licensing hearings with motor dealers and salespeople around the province. The Registrar has taken the following actions:

Total Hearings Scheduled - 104
Total Hearings Conducted - 46

Outcome of Hearings:

Administrative Fines - 84	Dealer Licences Denied - 2
Salesperson Licences Approved - 3	Dealer Licences Suspended - 10
Salesperson Licences Denied - 5	Dealer Licences Cancelled - 4

JUMP START



"...And another unique feature of this little baby, you'll never be on the receiving end of road-rage."

MDC Provides Vehicle-Purchase Tips

It was a perfect fit. Last month the Better Business Bureau of Mainland BC hosted Scam Jam, a one-day event combining education and information about consumer protection. Shelina Bindra, Enquiry Officer and Ross Cote, Investigator for the Motor Dealer Council of BC were there – armed with information on important steps consumers should know before purchasing a vehicle.

Bindra said the event was a great opportunity for the MDC. "Our aim is to create a respected motor dealer industry serving an informed and confident public. Scam Jam gave us a chance to inform consumers how to approach buying a vehicle."

"Having the Motor Dealer Council at Scam Jam furthers our aim of creating a more ethical marketplace"

Sheila Charneski
President
Better Business Bureau

She said attendance was good and the reaction positive. Cote added that people were encouraged to learn about the salesperson licensing program. Visitors were given the MDC's brochure – *What you should know before purchasing a vehicle.*

The Better Business Bureau's President Sheila Charneski said the MDC added to the event.

"We find consumers have an increasing appetite for information and we want to direct them to the right resource," she said. "Having the Motor Dealer Council at Scam Jam furthers our aim of creating a more ethical marketplace." ●

License vs. Course?

Two procedures, two results. Earl Manning, Director of Licensing and Professional Development at the Motor Dealer Council reminds you that B.C. law now requires that everyone involved in retail vehicle sales in the province take the salesperson training and certification course **and** apply for and complete the requirements to receive a salesperson licence.

"Applying for a licence is not enough. You have to take the two-day certification course as well," he says. "The reverse is also true – having taken the course is not sufficient – you need to apply for and get a licence. We are finding some people are still confused on these points."

If your salesperson licence expires June 1, 2005, your renewal notice will be mailed in early May to the address provided on the application form.

The two-step process is part of a program that's steadily raising standards in the business of selling vehicles in B.C. Our bar is the highest in the country and over 6,000 licensed salespeople are showing what a difference that's making. Many who have their licence tell us it is a helpful tool in their work that increases customers' confidence.

If you still haven't applied for your licence or taken the certification course, the application materials are available on our website www.mdcbc.com or by phoning the MDC office at 604-294-9889.

On January 1, 2005 the MDC increased the licence application fee by \$45.00. Once licensed, the annual renewal fee will be \$150.00. For more information see www.mdcbc.com. ●

Class Schedule

For Salesperson Training and Certification Course

LOWER MAINLAND

May 2 & 3	Surrey
May 9 & 10	Vancouver
May 11 & 12	Richmond
June 6 & 7	Langley
June 8 & 9	New Westminster
June 13 & 14	Coquitlam

NORTHERN BC

May 5 & 6	Terrace
May 26 & 27	Dawson Creek
June 2 & 3	Prince George

OKANAGAN

May 16 & 17	Cranbrook
June 6 & 7	Kelowna

VANCOUVER ISLAND

May 2 & 3	Victoria
June 6 & 7	Nanaimo



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