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Off-site sales licence requirements

VSA cracks down on violators

Some dealers are receiving invoices in the mail and firm warnings about possible disciplinary proceedings after ignoring mandatory requirements that all off-site sales require a special permit from the VSA.

"The rules are explicit and too many dealers seem to be ignoring them," said Hong Wong, VSA's Manager of Licensing. "Most dealers play by the rules and they are offended when they see a competitor erecting banners on a shopping centre lot or at a public event, when they can clearly see on the VSA web site that no permit has been issued."

When contemplating participation in a consumer show or special event, whether alone or with others, dealers should refresh their knowledge of the rules by visiting the web site

(www.vehiclesalesauthority.com) and reading three items under the "INDUSTRY" section: Dealer

REMINDER: many salesperson licences expire June 1

Renewals of salesperson licences for the more than 4,000 due to expire June 1 have been coming in at a steady flow, and we would like to thank the conscientious majority who are renewing for one or two years (getting a discount), an increasing percentage of whom do it on line.

This annual surge of renewals dates back to June 1, 2004, the advent of compulsory licensing. It is mandatory that anyone engaged in the retail sale of motor vehicles hold a valid salesperson licence. This includes any customer-involved finance or business office staff as well as managers and dealer principals.

If you did not receive a renewal notice in the mail you can still renew online without the form. Otherwise, please contact the VSA office with your new mailing address and a replacement renewal notice will be processed and mailed to you.

The most efficient way to contact the VSA office during this busy period is by e-mail at salespersonlicensing@mvsabc.com or by fax at 604-294-9313. Phone messages left at 604-294-9889 local 710 will be answered as quickly as possible.

Directive #2 (a violation of directives could threaten a dealer's licence); VSA "Off-Site Sales" Policies; and, a listing of dealers who are currently permitted to have off-site sales.

A motor dealer's licence is valid only at the designated location as noted on the motor dealer licence certificate. Special permits for off-site sale events are both inexpensive and easy to obtain through the VSA, as long as at least three weeks advance notice is given. The fee for an off-site sale permit is \$50 per dealer per day to a maximum of \$200 per dealer per event. There is a discount of 30 percent for groups of five or more dealers, as long as all applications and payment are received at the same time.

Late applications may be processed for individual dealers with a surcharge on the regular fees of an addition 25 percent. The group discount is not available for late applications.

All salespeople working at an off-site sale event must be licensed in British Columbia by the VSA. Salesperson licences issued in the name of a dealer holding a valid off-site sale permit are also valid at the off-site location. All rules regarding the posting of prices, advertising and other regulations applicable at the dealership, apply for off-site sales as well.