



## All Salespeople Must Be Licensed

Recent salesperson interviews and applications have shown that some dealers are not keeping track of the licensing status of new hires. This includes making sure that those new to the industry immediately submit a completed [Salesperson Application Package](#) and complete the [Salesperson Certification Course](#) within 45 days of their start date. Dealers also need to verify that every sales employee renews on time and keeps their licence current.

Why does this matter?

- **It's the law:** Anyone working without a valid salesperson licence is in violation of the *Motor Dealer Act*, the Salesperson Licensing Regulation and Section 2.11 of the VSA General Guidelines. Also, every motor dealer licence is issued conditional upon full compliance with all salesperson licensing requirements.
- **Motor dealers are responsible:** Dealers need to ensure that everyone with direct customer contact related to sales is licensed. This includes all salespeople, dealer principals, general managers, sales managers, those engaged in internet sales and the staff of business and leasing offices.

Targeted compliance efforts in this area are being stepped up. Dealers and salespeople will be held responsible for non-compliance. By allowing unlicensed salespeople to work, dealers are putting their motor dealer licence in jeopardy. An [August 2008 hearing](#) resulted in a suspended dealer licence due to unlicensed salespeople working on the floor.

To help avoid this problem, it's now easier than ever for dealers to monitor the licensing status of salespeople. The public ["Search for Dealers and Salespeople"](#) on the VSA website has recently been improved with a new look and updated features. A dealership search now includes a list of salespeople, along with the status and expiry date of each licence (see below for example). Regular visits to the website will prevent placing your dealership at risk.

**ONLINE REGISTER OF LICENSEES > SEARCH RESULTS**

Salesperson	License Number	Status	License Expiry
[REDACTED]	107 [REDACTED]	Issued	Oct-25-2014
[REDACTED]	203 [REDACTED]	Issued	Jun-28-2014
[REDACTED]	101 [REDACTED]	Inactive	Apr-05-2014
[REDACTED]	121 [REDACTED]	Issued	May-26-2014

Page 1 of 1, items 1 to 4 of 4

## Accurately Advertising a Vehicle Warranty

A consumer, with the help of a national newspaper, recently asked the following question: What does the phrase "includes a six-year/120,000km warranty" mean in a used vehicle advertisement? It appears to mean that the vehicle comes with an additional six-year warranty, not with the remainder of a six-year warranty?

This is an example of a statement that is too general and may be misleading to a consumer. All ads need to accurately reflect what is being sold. If a consumer makes an error in judgment based on an ad, a breach of the *BPCPA* may have occurred and an investigation can be initiated.

Doug Longhurst, Director of Learning and Communications at the VSA, says ads "that mention a specific warranty really should be clear on how much of the warranty is left." Longhurst recommends using better language in used vehicle advertisements. For example, saying that the vehicle comes with "extended warranty until Nov 30, 2017 or 120,000km" makes it apparent that the warranty will end on that specific date or at 120,000km – whichever comes first.

## Ian Moore RV Dealer of the Year

Congratulations to Ian Moore – dealer principal of Big Boy's Toys in Nanoose Bay - for receiving the prestigious 2013 Canadian RV Dealer of the Year Award on December 2<sup>nd</sup>. Moore was selected for the award from a field that included three prominent RV dealers from Ontario, Alberta, and Saskatchewan. The award appropriately reflects Moore's enthusiasm, pride and commitment towards the RV industry nationally and in BC!