



New Dealer Licence Decal for Public Display

The new dealer licence decal will be arriving by mail at all dealerships within the week. The decal is designed to let consumers know that a dealership meets the licensing requirements and offers all the protections set out in British Columbia law. No larger than a typical credit card or association membership decal, it is required to be posted on or near the primary entry to the dealership.

The decal was developed in response to longstanding interest from dealers and the VSA Board of Directors to increase public awareness of the VSA and its licensing requirements. With the requirements of the [Motor Dealer Act](#) in mind, the display of the decal licence is authorized by the Registrar.

The [VSA licensing policies](#) have been amended to make the decal part of the Certificate of Registration that the *Motor Dealer Act Regulation* requires be displayed in a conspicuous place at a motor dealer's business premise. The Certificate of Registration now consists of the paper certificate issued by the VSA and a decal containing the registration number and VSA logo. It's now a condition of a motor dealer's licence that they display both the paper form and the decal form. The decal needs to be displayed on a glass front door so that consumers can easily see it. If there is no glass front door, it must go on a glass window near the front door so that the public can easily see it.

The decals need to be posted no later than May 31, 2014. Please contact the Licensing Department by [email](#) or phone (604-575-7253; 1-866-400-3259) if it does not arrive by Friday, May 16. Larger dealerships with more than one public entrance can request up to two additional decals at no charge.

A press release about the new decal licence will be distributed province-wide and promoted in future consumer awareness efforts. The new decal is one more step to help consumers know the important differences between licensed dealers and curbers.



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2,307 Salesperson Licences Expire June 1

Licence renewal notices were recently mailed to a third of all salespeople in British Columbia.

If anyone with a June 1, 2014 renewal date has not yet received their renewal notice in the mail, you can still [renew online](#) without the form. Otherwise, please contact the VSA office for assistance. The most efficient way to contact the VSA office during this busy period is by [email](#) or by fax at 604-574-5883. Phone messages left at 604-575-7256 will be answered as quickly as possible.

Vital information:

- **It's the law** - Anyone working without a valid salesperson licence is in contravention of the *Motor Dealer Act*, the Salesperson Licensing Regulation and Section 2.11 of the VSA General Guidelines. In addition, every motor dealer licence is issued conditional upon full compliance with salesperson licensing requirements. Dealers and salespeople will be held responsible for non compliance.
- **Motor dealers are responsible** - You must ensure that everyone with direct customer contact related to sales at your dealership is licensed - all salespeople, dealer principals, general managers, sales managers, those engaged in Internet sales and the staff of business and lease offices.
- **See if your sales staff are properly registered** - Check the [VSA website](#) under the heading "Search for Dealers and Salespeople" to see the list of licensed salespeople at each dealership, and the expiry date of their current licence.
- **Renew online** - This is the fastest and simplest way to do it. See the [website](#) for details. Online renewals are eligible to renew for 2 years at a reduced fee.