

Planning Ahead for Spring Special Sales Events

Despite the recent decline in the use of third-party marketing and special event consultants in British Columbia, dealers are reminded to monitor all advertising efforts closely. These consultants often promise dealers that they will drive traffic to their special events and help clear extra inventory. Unfortunately, some use false promises and inaccurate advertising to lure consumers in. It's important to remember that a B.C. dealer remains responsible for anything that may go wrong at an event they sponsor. This includes inaccurate advertising claims and consumer complaints.

A recent case in North Carolina involved a marketing company that sold advertising and sales event packages to dealers. This company misled consumers into thinking that used vehicles would be sold at a considerably lower price, and that "too good to be true" financing options were available. The marketing company has since been banned from participating in any advertising and marketing campaigns.

This court case shows that advertising misrepresentation happens throughout North America, and that compliance rules are often similar.

Hong Wong, Manager of Licensing at the VSA, says that "dealers need to be cautious when approached by a marketing company, especially when they make claims that they can guarantee high profit margins on used vehicles."

When hiring a third-party marketing team, Wong reminds dealers that all individuals engaged in selling must meet all of the requirements needed to hold a VSA salesperson licence. This includes completing the Salesperson Certification Course prior to the event. All advertising and promotional materials must also comply with the [VSA Advertising Guidelines](#).

More information on the court case in North Carolina and advertising compliance tips can be found [here](#).

Dealership Security and Key Box Management Critical

Richmond RCMP recently opened an incident involving theft at a Lower Mainland independent dealer. Despite a well-lit, new building in a visible urban location, the thieves removed protective bars to gain entry to the dealership, ignoring the security alarm. They then got into the key box, taking three vehicles and some personal property. Two vehicles were later found demolished. The dealer, based on this experience, asked the VSA to warn other dealers to take security and the management of their vehicle keys seriously.

Shopper Haunts Lower Mainland Dealerships

An individual continues to visit Lower Mainland dealerships trying to buy vehicles using personal cheques. He provides proof of his financial resources with inaccurate bank deposit slips. While known to police, no charges have been laid as dealers recognize his methods and limit their potential loss.

PST Re-implementation Resources for Motor Vehicle Sales

[Click here](#) for a summary of what is currently known and for additional links.