

**USED CAR DEALERS ASSOCIATION OF ONTARIO**

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# Free Listing Period Extended!

UCDA members have been listing vehicles on [ontariocars.ca](http://ontariocars.ca) since December. More than 1,000 members have taken advantage of the free listing period and have listed over 50,000 vehicles on the site. These numbers are growing daily!

To encourage more members to list their vehicles, the UCDA is pleased to announce that the free listing period has been extended through April!

Not only will members be able to continue to list vehicles on the site at no cost until April 30, but thanks to Ontariocars.ca's unique pricing structure, members will **NEVER** pay for a vehicle listed on the site before the end of April.

No matter how many cars you have on Ontariocars.ca on April 30th, they will stay there, at no cost, until you remove them. You will not be charged for those cars ... **EVER**. Once the free listing period ends, you will only pay once for each vehicle you add to the site starting May 1st.

You'll never pay for a vehicle twice, as long as you don't remove it from the site, no matter how long you leave it there. You'll be charged a **one-time** fee of \$8 (or less with our volume discount) for each vehicle uploaded May 1st or later.

Most sites charge you a monthly, or even weekly, fee for every vehicle on the site at any given time. Ontariocars.ca is different. If a vehicle stays in your inventory, and on the site for longer than a month, you will never be charged for listing that vehicle again!

Ontariocars.ca's unique pricing **WILL** save you money. You will not find prices this low anywhere else.

Here's how monthly pricing will work starting May 1st:

1 to 49 vehicles added ... pay just \$8 per vehicle  
50 to 99 vehicles added ... pay just \$7 per vehicle  
100 or more vehicles added ... pay just \$6 per vehicle



For example:

- You list **50** vehicles on the site now ... **No Charge**
- You add **30** vehicles in April ... **No Charge**
- You add **25** cars in May at **\$8** each, you pay **\$200**
- You add **50** cars in June at **\$7** each, you pay **\$350**

Our digital marketing campaign is now in full swing. More and more

consumers are visiting the site every day. Our display ads and pay per click ads are generating good responses, and best of all, organic searches are accounting for an increasing percentage of visitors to the site.

Organic searchers spend more time on sites and we're seeing that with Ontariocars.ca. Bounce rates are dropping and users are visiting multiple pages on the site, meaning they're spending more time on the site and viewing more vehicles. Best of all.... they're generating leads!

If you're not already signed up with Ontariocars.ca, here's how to do it: Log in with your member account and password at [ucdashsearches.com](http://ucdashsearches.com), then click on the [ontariocars.ca](http://ontariocars.ca) logo, fill in the profile and hit **SUBMIT**.

If you are signed up, but haven't added your cars yet, what are you waiting for? Get them on now! See the insert included with this issue of Front Line, for step-by-step instructions on how to add your inventory.

**Need help?** Email our support team at [support@ontariocars.ca](mailto:support@ontariocars.ca) or call us 1-800-268-2598.

[Ontariocars.ca](http://Ontariocars.ca) Sign up and list your cars today!

## Indian Status Cards

A "Certificate of Indian Status Card", issued by the Government of Canada, Department of Indigenous and Northern Affairs, is the only form of identification acceptable to exempt a Status Indian from taxes on a vehicle sale or lease.

Métis and various Aboriginal ID, membership or association cards that are commonly presented by purchasers, are not issued by the Government of Canada and DO NOT exempt the holder from paying HST.

The holder of a Certificate of Indian Status Card has to pay 5% tax on the purchase of a motor vehicle from a dealer, if delivered at the dealership. They will pay no tax if the vehicle is delivered by the dealer to an Indian Reserve. This applies regardless of whether the Status Indian lives on the Reserve or not. Evidence of delivery includes, photos, dated receipts for something purchased on the Reserve and mileage logs for travel to and from the Reserve.

This is what the cards look like, there are 4 types:

### Laminated Certificate of Indian Status



### Certificate of Indian Status "All-in-One"



### Certificate of Indian Status "Pilot Project"



### Secure Certificate of Indian Status



For detailed rules or if you have any questions please visit <http://www.ucda.org/DealerInfo/StatusIndianFAQ.aspx> or contact the UCDA.

## Certification Course Classes

Here's a list of scheduled MVDA certification classes through May.

Thursday	March 15th
Monday	March 26th
Tuesday	March 27th - Holiday Inn Express & Suites (Waterloo/St. Jacobs, 14 Benjamin Rd., Waterloo)
Thursday	March 29th
Thursday	April 5th
Tuesday	April 17th
Tuesday	April 24th
Monday	April 30th
Monday	May 7th
Thursday	May 10th
Wednesday	May 16th – Ottawa – Location T.B.A.
Wednesday	May 23rd
Thursday	May 31st

Classes are taught by UCDA trainers and held at Wye Management's training facility, 55 Winges Road, Unit 1, in Woodbridge, unless otherwise noted.

### Wye Management – Basic Sales Techniques Class

Four Wye Management Basic Sales Training courses have been scheduled up to June 1st. Students taking the in-class Certification course, receive a discounted rate for the sales training course. These courses are also offered at Wye Management's training facility.

Monday	March 5th
Tuesday	April 3rd
Tuesday	May 1st
Friday	June 1st

Contact Michelle at [m.prince@ucda.org](mailto:m.prince@ucda.org), for more information or to register.

## OMVIC Discipline Decisions ... They Are For Real

Although OMVIC Discipline Panel decisions are not decisions by a judge, they do have the force of law, much like a court order.

As a dealer recently discovered, ignoring an order of the Panel can lead to more problems.

In that case, the dealer actually settled an OMVIC complaint with what could be called a plea bargain, and agreed to the terms of an Order of the Panel that he, among other things, would take the OMVIC education course within 120 days of the Order.

These types of settlements are the most common way that Discipline matters are resolved.

Unfortunately, for some personal reasons, the dealer was unable to take the education course within the 120 days ... in fact, despite repeated reminders from OMVIC, it was over 2 years before he finally did!

OMVIC took the position that this delay constituted another breach of the dealer's legal requirements. The dealer once again agreed to settle the dispute without a hearing and the Panel agreed to levy a fine of \$500 against the dealer.

Treat this as a reminder to take the OMVIC Discipline Process seriously: <https://tinyurl.com/y8aaa9x8>

## And ... It Can Be Personal

The Discipline Panel has shown a willingness to levy fines on individuals, not just on the dealership itself.

In an agreed statement of facts that formed the basis of a settlement without a full Tribunal Hearing, OMVIC and the accused - the dealership and two individuals - agreed that the used car manager had sent emails to staff encouraging them to mislead consumers about vehicle availability and pricing.

A number of vehicles that had been sold long ago were advertised as still available.

For this offence, the dealership was fined \$2,000. In addition to the corporation, however, the general manager was ordered to pay \$2,000 and the used car manager was ordered to personally pay \$6,000!

Both the GM and the Used Car Manager also had to take the OMVIC education course.

Failing to follow the rules can hurt more than just the dealership, it can impact a manager's wallet, too!

<https://tinyurl.com/ybxbjn4j>

## Compliance Quiz

Here's this month's compliance quiz ... the answers are on page 4. Good Luck!

1. If a dealer is selling a vehicle that had structural damage, but it has since been repaired, must the dealer still declare that?
2. When selling a vehicle with a problematic odometer history the dealer must declare:
  - (a) If the odometer is broken or faulty
  - (b) If the odometer has been replaced
  - (c) If the odometer has been rolled back
  - (d) If the odometer is in miles
  - (e) All of the above
3. Once a new car is registered to a first owner, it is a used vehicle forever after.

### True or False?

4. Which of the following types of records related to trades do general (retail) dealers need to maintain for OMVIC inspection:
  - (a) Lunch receipts
  - (b) Consumer reviews
  - (c) Consignment agreements
  - (d) Cable bills
  - (e) Scam emails
5. In Ontario, drivers no longer need to carry an insurance pink slip so long as you have one to show the police on your mobile phone?

### True or False?

## LIEN SEARCHES

### Volume Discounts

Auto Check ... \$8.00

Carfax ... \$18.00 • Owner History ... \$16.00

[www.ucdashsearches.com](http://www.ucdashsearches.com) • 1-800-668-8265



## Quebec Used Car Dealer Offers Snow Pile For Sale



Dumaresq Auto owner Claude Dumaresq, left, and salesman Daniel Daigneault, right, pose in front of a massive snow pile they jokingly put up for sale in February. *The Canadian Press, 2018*

You think it's been a long winter in Ontario!!!

A used car dealer in Beauharnois, Quebec (west of Montreal) is so fed up with winter that he spray painted a "For Sale" sign on a giant snowbank on his lot. The snow hill takes up nine vehicle spaces and is blocking access to one of his garage doors.

There have been several offers made to owner Claude Dumaresq jokingly offering to remove it, but not until May or July. However, word of the stunt and a photo on Facebook led to stories in the local paper and on television. Good publicity and hopefully a couple of extra sales!

If anyone is interested in the snowbank, Mr. Dumaresq is now offering it for free. Contact the UCDA and we'll pass the offer along. But you'd better hurry, because he plans to have it removed soon!

## Do Not Drive Warnings

In an unusual move in January, Ford issued an urgent "do not drive" warning to owners of 2006 Ford Rangers. This affected about 2,900 owners, 190 of whom were in Canada.

Recently, Ford announced that the warning has been expanded to cover another 33,000 older pickups, 2,825 of which are in Canada, and now includes 2006 Mazda B Series trucks, that were built by Ford.

This is, of course, all related to the infamous Takata air bag fiasco. It is reported that both Ford and Mazda have replacement air bag inflators available and will tow vehicles to dealerships for the free recall repair.

Members who have any of these vehicles in inventory should contact Ford Canada or Mazda to confirm whether

## Quiz Answers

1. **The answer is Yes.** If there has been structural damage that was repaired, a statement to that effect must be made on the bill of sale or an attached disclosure statement attached to the bill of sale and forming part of the contract
2. **The answer is (e).** Any of the statements that apply must be made.
3. **The answer is False.** It is possible that a new vehicle could be registered to a new owner, but as long as it is not actually delivered and the sale is reversed within 14 days, the vehicle can still be sold as new.
4. **The answer is (c).** The others have nothing to do with OMVIC.
5. **The answer is False.** Although announced in the 2017 budget as a goal of the Ontario Government, Ontario's insurance regulator, the Financial Services Commission of Ontario, is finding this innovation more challenging than might have first been supposed. As of now you must still carry the pink slip in the vehicle as always.

their VIN is covered by the open recall and if it is, to arrange for repairs as soon as possible. Members are urged not to drive these vehicles or allow the vehicles to be test driven until repairs are completed.

Members who have recently sold one of these vehicles should consider contacting the purchaser and informing them of this.

## Curbsider Round Up ... The Hits Keep On Coming

OMVIC got 2018 started with a court accepting the guilty plea of Ameer Matti of Woodbridge, who pleaded guilty to two counts of curbsiding and was fined \$5,000 on January 22, 2018.

OMVIC also ended 2017 with convictions against two repeat curbsiders:

- Alec Stevenson, last convicted in 2001 and still at it after all these years, pleaded guilty on November 23, 2017 to three counts, one count suspended and the other two resulting in a fine of \$5,000 in Whitby.
- Mark Tylak, first reported to OMVIC by the UCDA in 2014 and convicted in June of 2015, was back at it and was convicted this time round on one count, for which he also received a fine of \$5,000 in Brantford.

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# CALLING ALL MEMBERS ...

*For years, you've told us you needed an alternative to list your vehicles for sale on-line. You told us you needed an option where you're not competing with curbsider listings side-by-side with your vehicles. You told us you want your vehicles to be the top priority, without distracting ads from manufacturers on your vehicle's page.*

**Announcing A Website Where Your Cars Take Centre Stage!**

## ontariocars.ca

The goal of [ontariocars.ca](http://ontariocars.ca) is to help members sell more cars. Powered by the UCDA, and exclusively for UCDA members, [ontariocars.ca](http://ontariocars.ca) is the only site where UCDA members' inventory is the **top** priority.

Ontariocars.ca is up and running and needs your vehicles to be successful.

The more members that list their vehicles on the site, the more consumers will visit and the more leads you'll get. As a bonus for signing up now, members get their first posting of vehicles to [ontariocars.ca](http://ontariocars.ca) absolutely FREE.

After that, members will pay a flat rate per vehicle, regardless of how long the vehicle is advertised. Other providers offer monthly pricing tiers based on the number of vehicles advertised in that month. Dealers pay for every month that the vehicle is listed ... not so for [ontariocars.ca](http://ontariocars.ca).

We encourage members to take advantage of this offer, and reap the benefits from all the features [ontariocars.ca](http://ontariocars.ca) has to offer:

**Ontariocars.ca offers a flat rate of \$8 per vehicle, with volume discounts as follows:**

1 - 49 vehicles	\$8 per vehicle
50 - 100 vehicles	\$7 per vehicle
100+ vehicles	\$6 per vehicle

**Members only pay once to add a vehicle regardless of how long that vehicle remains listed on the site. But it's FREE to add your current inventory right now!**

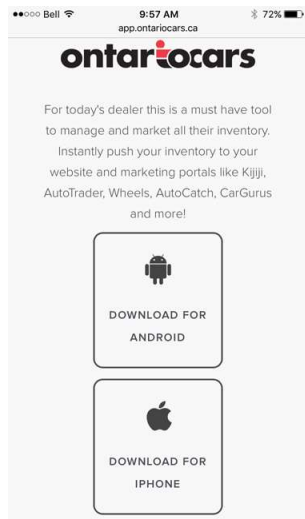
1. **Syndication:** [Ontariocars.ca](http://ontariocars.ca) offers syndication with other listing sites. You won't need to change a thing to list on the site. Just contact your primary provider, and authorize them to syndicate to [ontariocars.ca](http://ontariocars.ca).
2. **Marketing & Advertising:** UCDA has retained professional digital marketers, with vast experience in the vehicle listing market, to bring consumers to your cars like never before. Our well-funded digital media campaign, on-going since January, will ensure that your cars are featured and rank highly on Google, Facebook and Instagram. Consumers will be targeted based on the inventory they've already viewed, as well as proximity advertising.
3. **Website SEO:** The website is optimized to compete with the big players for top of the page positioning in search results.
4. **Mobile Technology:** Using the [ontariocars.ca](http://ontariocars.ca) app, available on Apple and Android systems, you can easily scan the VIN, snap a few pictures, and your inventory is loaded in an instant.
5. **No Clutter, Just Cars:** When a customer views your vehicle, there are no distractions ... no manufacturers' ads, no ads for unrelated products ... just ads for your cars because [ontariocars.ca](http://ontariocars.ca) is your site!

Log on to [ucdasearches.com](http://ucdasearches.com) and then click on **ontariocars.ca** to get started.

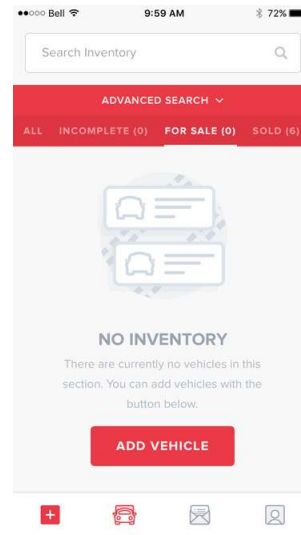
Once registered, you'll receive a confirmation email and syndicated vehicles will be on the site as soon as possible. Or, use the app to load your vehicles immediately.

# ontariocars.ca ... The easiest way to list your cars

## 1. Download the app <http://app.ontariocars.ca>



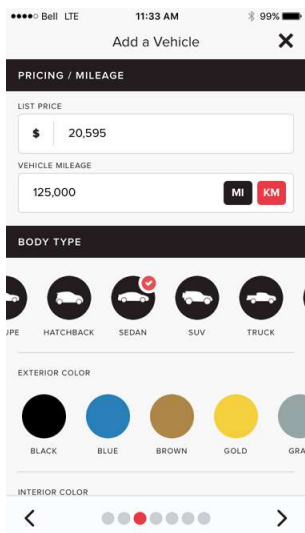
## 2. Add a vehicle



## 3. Scan the VIN



## 4. Add details



## 5. Add photos



## 6. Review and list your vehicle

