

# ontariocars.ca Asks "What Is A Lead?"

Many dealers are spending thousands of dollars a month to have their vehicles on commercial listing sites. They pay extra fees for priority listings and other perks and when all is said and done, end up paying hundreds of dollars per verifiable lead that the listing created. Sound familiar?

Do you know how much you're paying for each lead you get?

Many sites consider actions like looking at a dealer's location on a map, or clicking on certain functions of the site to be a lead. But without any direct interaction, like an email or a phone call from the customer, did these clicks actually create any action towards making the sale? Do you ask your customers how they found you and your vehicle? How else will you know?

Sites can claim that leads have been generated, even if the viewer never contacts the selling dealer at all.

Whether you consider these to be "leads" or not, how much should you be paying for a real lead?

For a limited time, it's still free to list your inventory on the UCDA's clutter free, easy to navigate, members-only website, [Ontariocars.ca](http://Ontariocars.ca). So, for now, the answer to the "how much should you pay?" question is "Nothing!"

Since the beginning of the year, almost 1500 members have been enjoying free leads on the site, listing over 225,000 vehicles. Real leads provided by Ontariocars.ca have cost these members absolutely nothing and future leads coming from these listings will continue to cost nothing!

It's not too late to get your inventory on the site for free and add to the more than 50,000 used and new

vehicles currently listed.

To continue generating the momentum that Ontariocars has going and to improve the site's rankings on Google and other search engines, we need even more members listing even more vehicles.

If your cars aren't yet listed on Ontariocars.ca, why aren't they?

Ontariocars can syndicate from many of the popular sites, including Trader, Carpages and Car Gurus. And soon we expect to be able to offer full syndication with Kijiji.

Syndication to Ontariocars.ca is also possible from many data aggregators or DMS systems. Contact [support@ontariocars.ca](mailto:support@ontariocars.ca) and we'll do our best to set up syndication for you quickly.

There are also several "self-serve" options to put your inventory on Ontariocars.ca. Even if you aren't listing your vehicles on any other sites, it's easy to get them onto Ontariocars by using our mobile app for Android and Apple, or by uploading them directly from your PC or laptop computer.

If you're haven't signed up yet with Ontariocars, do it now ... you'll be glad you did! Just log on to [ucdashsearches.com](http://ucdashsearches.com) and then click on **ontariocars.ca** to get started. Complete and submit the quick and easy on-line form.

You'll then receive a welcome email with your account number and password that you can use right away to start listing your inventory on Ontariocars.ca.

For more information, or if you have any questions at all about listing your vehicles, please contact [support@ontariocars.ca](mailto:support@ontariocars.ca).

## No More Free Garage Registers From MTO

The days of the paper Garage Register are numbered ... at least the free ones from MTO.

We recently learned that MTO will be phasing out the free Garage Register book that they have supplied to dealers for years. Initially, this plan was to take effect almost immediately, but we were able to get MTO to agree to wait until 2019. There is a limit of one Garage Register per dealer requesting from now on.

The UCDA has a very limited supply on hand as well, so we have adopted the same policy of one per member until our supply runs out.

Many members may not be aware that it is permissible to keep the Garage Register on your computer electronically. MTO says it is working on a template that conforms to their expectations that we hope to have available for use shortly.

We will provide more information on this as we obtain it. If there is enough interest, we are exploring the possibility of the UCDA printing and offering books to members.

## Get A Lien Discharge

Some dealers have fallen into the habit over the years of relying on "comfort letters" or "lien release letters" from banks or other financial institutions with respect to liens on vehicles. These vehicles have liens registered against them and, before the dealer will buy the vehicle, they quite sensibly want to ensure the loan is paid and the bank confirms that to be the case.

However, for any number of reasons, it is dangerous to assume, even with a letter from a bank or loan company, that the lien will be discharged. Therefore, always INSIST on proof of lien discharge as soon as practical from the financial institution.

Two recent examples illustrate why.

In the first case, the captive finance arm of a luxury motor vehicle manufacturer was asked to provide a letter confirming a loan payout.

Over \$14,000 was quoted and the dealer, who wanted to buy the vehicle, paid that amount and assumed the lien was gone. Unknown to the dealer, the loan debtor had paid another \$8,000, by a bank draft that was not properly completed, and for almost a year the lender had tried to get the debtor to make good on it, without success. Meanwhile, the vehicle had been sold to two other dealers, and finally to a consumer, to whom the lender sent a bailiff to seize the vehicle. The lender claimed they did not even know the vehicle had been sold, or that the \$14,000 had been paid by a dealer.

They pointed to a simple line in their payout letter that said: "The following price is conditional assuming that all payment obligations to date have been made as agreed."

The original dealer was stuck paying the \$8,000 to get the lien discharged and now has to chase the same deadbeat that the lender has been after for a year, so the chances of collection seem slim. If the dealer had insisted on proof of lien discharge early on, the problem could have been caught much sooner.

In the other case, a dealer got a bank buy-out and paid out a loan amount of almost \$16,000. They bought the vehicle and seem to have assumed the bank would discharge the lien in due course. Unfortunately, they didn't and the buyer discovered the lien was still there when they went to sell it, which of course made selling it rather difficult!

While the customer was calling the dealer, the UCDA and anyone else who might be able to help, the bank refused to talk to anyone but their debtor.

It turned out the bank had been paid and failed to discharge the lien within 30 days as required by law, causing all the confusion that resulted. Again, proof of lien discharge would have been prudent and avoided much time and embarrassment for the dealer.

The original debtor is presently pursuing the \$500 penalty payable by the bank for failing to discharge their lien within 30 days as required by the Ontario *Personal Property Security Act*.

When it comes to liens, assume nothing, get proof of lien discharge in writing for your file, sooner rather than later.

## UCDA Charitable Donations

The UCDA's charitable support for the fight against childhood cancer continues in 2018.

Just recently, two worthy organizations received donations on behalf of the Members of the UCDA.

### Help a Child Smile

Since 1987, Help a Child Smile has been providing children with cancer being treated at Hamilton's McMaster Children's Hospital with opportunities to smile and have some fun. Funding day trips such as to Marineland, African Lion Safari, Wonderland, Blue Jay and Ti-Cat games. They even offer the family a week's stay at Disney's Give Kids The World in Florida.

In addition, they also provide financial support to families in the form of food and gas cards, craft supplies to the clinic, funding for procedures not covered by OHIP and assistance with parking, meals and accommodations for families whose child must travel to Sick Kids in Toronto for treatment not available in Hamilton.



Beth Walsh from Help a Child Smile, with UCDA Legal Services Director, Jim Hamilton (left), President Steve Peck and Executive Director Warren Barnard.

### Northern Ontario Families of Children with Cancer (NOFCC)

NOFCC is a not-for-profit organization that serves families all across Northern Ontario who have a child diagnosed with cancer. The organization was started by a group of parents in 1998, who wanted to provide support to families that would follow in their footsteps.

NOFCC's goal is to alleviate the financial burden associated with travel across Ontario for pediatric oncology care. Their mission is to provide support, hope, education and advocacy to those who need it. They support families with their immediate financial and emotional needs because families in their geographical region are forced to travel for treatments across Ontario, the U.S., and even further for some.

It is estimated that 1/3 of a family's after tax income is lost after diagnosis due to out of pocket treatment related expenses. In 2017, NOFCC answered over 350 requests for support, and gave more than \$160,000 to families in need.



Dayna Caruso of Northern Ontario Families of Children with Cancer receives a donation cheque from Jim Hamilton of the UCDA.

## Extra Fees? Be Extra Accurate!

We are seeing more and more deals where a dealer initially signs a bill of sale with a customer, but can't finance them. That dealer "shops" the deal to another dealer who can get them financed.

While the vehicle is "sold" by the first dealer to the second dealer for "financing" purposes, sometimes everyone remains confused about who is actually selling the vehicle to the customer ... including the dealers!

A recent OMVIC Discipline Decision highlights what can result from this confusion. In this case it cost the buying dealer over \$7,000 in compensation and fines.

In this particular deal, as is often the case, even though the first dealer is not able to finance the sale, and is not technically selling the vehicle to the customer, the first dealer keeps dealing with the customer as if they were.

They talk to the customer, they deliver the vehicle, they handle the registration. The second dealer views this purely as a paper deal, never seeing the car or the customer.

The problem with this is obvious. The customer has no real idea who they are buying the vehicle from and, in many cases, when there is a problem with the vehicle they will approach the first dealer only to be told they did not sell them the vehicle.

Another problem illustrated by this case, is that dealers are confused too, not understanding they are doing a wholesale deal. The dealers forget to transfer registration from Dealer One to Dealer Two. Then, Dealer Two charges a delivery fee, gas and licencing (even though they never delivered the vehicle). Dealer Two was not clear what the administration fee of \$1,499 included.

Dealer Two ended up with a \$5,000 fine and refunded over \$2,000 in charges to the customer.

If dealers want to finance vehicles this way (there is nothing wrong with it, if it is done properly), don't forget to follow the basic steps and do it properly.

## Annual General Meeting

The UCDA Annual General Meeting will be held on Monday, June 4, 2018 at 4:00 p.m at the Doubletree by Hilton Toronto Airport Hotel, 925 Dixon Road, Toronto.

The Agenda will include a review of the Association's activities and finances, election of a director and appointment of auditors for 2018.

## Another Great Year for the NAPA Rebate Program!

Participation in the UCDA/NAPA Discount and Loyalty Rebate Parts Program has once again exceeded everyone's expectations, returning \$1.5 million to members for purchases in 2017.

The UCDA will continue to work with NAPA throughout 2018 to help members more easily identify the many

everyday products and services which can be included in the rebate program.

2018 is off to a good start and we're very optimistic that this year will be even more rewarding for members. To join our NAPA program contact the UCDA today!



Bento's Automobiles - Warren Barnard (UCDA), Bento De Sao Jose and Danny Bastone from NAPA.



Seaway Motors - NAPA representative Terry Routledge presents a rebate cheque to Stan Vandervliet.



Franco's Automotive - Russell Enns of NAPA hands Jerry Franco a rebate cheque.



A-OK Auto Centre - Russell Enns presents Mike Misheal with his rebate.



Oakridge Ford - Abe Jomaa, Bob Gough (NAPA), John Loughlean and Terry Srigley.



Mundial Auto Sales - NAPA Representative Tony Veins presents the rebate cheque to brothers Kevin and Jason Lourenco.