

the

VIRGINIA

SPRING 2020

INDEPENDENT NEWS



SULLIVAN
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INC.

540/371-9877

BBB BUSINESS RATING
A+
VIADA
2017
BUSINESS HOURS
TUE 9:00 AM - 7:00 PM
FRI 9:00 AM - 7:00 PM
SAT 9:00 AM - 7:00 PM
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VIADA
Welcomes
New President
Don Sullivan, Sr.



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MY HONORED SERVICE



DON SULLIVAN, SR.
SULLIVAN AUTO
TRADING
PRESIDENT, VIADA

In the early '80s, I began my career in the automobile business for myself, and that is when my education began. We all have experienced the beginning, which makes us all the same in that regard. Even as a wholesale-only dealer, I joined VIADA in the early '90s to support the Association. My involvement in meetings and participation was very minimal. In the year 2008, a long time friend Scott Riley and my three sons convinced me of opening to the public for

retail. My first response was "No way - that's against company policy - we don't sell to the public." Even though I strongly disagreed with this change, I gave into their enthusiasm. Continuing the wholesale business myself, this adventure was all theirs. Shortly after, when the numbers doubled each month, I was amazed at the opportunity. As time went along, I received more pressure from VIADA District #4 to come to sit in a meeting and listen. Well, not long after, they found a place for me as a Vice-President, and soon talked me into going to a state Board Meeting. That is when VIADA gave me a brand new vision and beginning. I formed relationships with the best dealers in Virginia. The education about compliance, networking with vendors, conversations with VIADA administration, and very successful dealers, changed everything. My best relationships formed in this industry have been through my involvement with VIADA. Because of all the changes in the wholesale business in 2008, the fun in going to work was limited, but VIADA made the business fun and exciting again. I am forever grateful to those that did not give up on getting

me to a meeting. Now, I am truly excited being the VIADA President and honored to serve the Association. Everyone's time is valuable, but there is no question this industry has served me well. My time is a small portion to give back to what served me beyond measure.

VIADA is recognized as one of the largest associations in the country at the National Independent Automobile Dealers Association in Arlington, Texas. Virginia has had four nominated National Quality Dealers and six have served the NIADA in prestigious positions.

When attending the NIADA Leadership Convention in January, they expressed interest in making the dealer association a household name to our consumers. Realizing this some time ago, I am very excited about making our logo something for the public to look for when purchasing a pre-owned vehicle. New ideas, advertising, and intuitive thinking will be in our future of making this a reality. This logo will represent good standing with NIADA, *Continued on page 8*

2019-2020 BOARD OF DIRECTORS STATE OFFICERS

Chairman of the Board
Brad White, Mike Witt Motor Sales LLC
President
Don Sullivan, Sr., Sullivan Auto Trading
President-Elect
Andrew Wiley, Consumers Auto Warehouse
Vice President
Sajal Narayan, Best Bet Motor Sales
Vice President
Al Abady, Ellas Auto Outlet, Inc.
Vice President
Matt McMurray, CMD, Campus Automotive
Secretary
Chris Crites, Bob Wade AutoWorld
Treasurer
Don Sullivan, Jr., Sullivan Auto Trading

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President: Weldon Whitehurst,
Virginia Beach Truck Center
Vice President: Joe Ramon,
Commonwealth Auto Group, Inc.

District 2 / Central VA
President: Paul Tashner,
Car Castle

District 3 / Roanoke Area

President: Brad White,
Mike Witt Motor Sales LLC
Vice Presidents: Greg Parker,
Roanoke Auto Auction and
Matt McMurray,
Campus Automotive

District 4 / Northern VA

President: Donald Sullivan, Jr.,
Sullivan Auto Trading
Vice President: Craig Amelung,
Manheim Fredericksburg

District 5 / Southern VA

President: Brent Toone,
Lakeview Motors
Vice President: Sammy Wright,
Church Street Auto

District 6 / Western VA

President: Sajal Narayan,
Best Bet Motor Sales Corp
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Regional Auto Sales

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President: Eddie Haley,
Rt 11 Valley Auto Sales
Vice President: Chris Crites,
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District 8 / Southwestern VA

President: Ricky McReynolds,
Country Auto Sales, Inc.

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Rob Fisher, Northside Auto Sales
Wanda Lewark, Auto Buying Service

COMMITTEE CHAIRS Steering & Budget

Donald Sullivan, Jr., Sullivan Auto Trading

Member Benefits

Al Abady, Ellas Auto Outlet

Professional Development

Matt McMurray, CMD, Campus Automotive

Publications & Events

Chris Crites, Bob Wade AutoWorld

Membership Development

Sajal Narayan, Best Bet Auto Sales

Government Relations

Andrew Wiley, Consumers Auto Warehouse, Inc.

Volunteers Needed!

Want to take on a leadership role? Do you want to help the Association fight against unnecessary and burdensome regulations? And help educate dealers about activities impacting their ability to operate a dealership? Contact Alvin Melendez, Executive Director, (757) 464-3460 or alvin@viada.org

SETTING THE STANDARD



DONALD SULLIVAN, JR., CMD
SULLIVAN AUTO TRADING

A standard is something that becomes a norm. It's a level of quality or attainment for all individuals. It is trashing your old way of measuring, and then developing new benchmarks. Don Sullivan, Sr. is my father, and when a ruler wasn't long enough to measure his standards, he would pull out the tape measure.

As a young child I examined how against all opposition to culture, capital, experience, opportunity, and support he would continue to set the standard for hard work and sacrifice in our home. Surrounded by my brothers, we watched how he took what would seem like nothing and turn it into one of the largest used car sales and service centers in our region.

I was able, at a young age, to saturate my mind with the aspects of selling and remarketing automobiles. I watched as my

father worked, charmed, sold, and invested all of himself into his business, while somehow giving all of himself to his family. I could tell from what I witnessed in him that nothing great would ever come without fight, perseverance, failure, and faith in God.

He set the standard in our lives of what it was to work, which most didn't understand. Most people didn't understand what it meant to wake up as a child and not see their father all day, sometimes for multiple consecutive days. They didn't understand why he was going back to work after our ballgames on Saturdays. They could not comprehend why he was heading off to work after church on Sunday. The standard he set most will have a hard time following.

As I grow older, I realize that he has taken more risk than I'll ever consider. He has struggled in ways for me and my brothers so we would not have to. He has invested all that he had so his sons could live better than he ever has, and he has forgotten more people than I'll ever know.

My father has taught me, and I believe, that God uses situations in our lives whether positive or negative to bring us in greater communion with Him. I've watched in times of trouble when all my father had was his God-given talents, and his belief that God would bring him through every situation he encountered. This personally has caused me to bear witness through him



of some of the most miraculous things that anyone in business could ever comprehend.

Although he sets the standard in work and life, his willingness to take credit for any of his success is quickly interrupted with his profession of how great and sufficient God has been in his lifetime. His living testimony of faith has transformed my life and has propelled me to a living knowledge of Jesus Christ. I'm an advocate for education, but there is no better teacher than our heavenly Father. My father has shown me, as we ask for wisdom, He gives back to us liberally. Things that no book, classroom, or professor could ever usher in.

The standards that my father set became norms. His work became routine. His business became an extension of him. All of these things develop complacency as time passes, except one thing: his love for his family. His love is never something taken for granted, it's always fresh, and it's always self evident. Because of my father and his love for me and my family, a standard has been set and I'm changed forever. ■

VIADA COVID UPDATES & RESOURCES



Check out our Facebook page

[FACEBOOK.COM/INFOVIADA](https://www.facebook.com/INFOVIADA)

for the latest information and

resources for VIADA members regarding COVID-19, announcements from the Governor, small business assistance programs and other key dealer topics.

TEAMWORK: ASSEMBLE AND EXECUTE



ALVIN MELENDEZ, CMD
EXECUTIVE DIRECTOR, VIADA
ALVIN@VIADA.ORG

If there is one thing I have learned throughout my career, it is the value of teamwork. As a leader you must assemble your team and then execute. You will achieve greatness when communication is clear and everyone on the team understands the goals. As your team leader, my goal is to make education easily available to you, the dealer, so you have access to material when you need it the most. I will assemble top educators to bring you the latest industry information. Some of the new classes may include: Management training, Sales training, F & I Certification, BHPH seminars, Buying Cars at Auction with Apps, Understanding Condition Reports, Lane Announcements and the infamous Arbitration. Please let me know what you want to learn in 2020, and I will do the leg work to bring it to you. I firmly believe education is the key for growth.

“If you think education is expensive, try ignorance.”

I want to encourage all of you to view our website and look for the vendor’s page, as well as the benefit provider’s page. The new Auction App is now out and it will replace the auction card; therefore, we will be adding more savings from other vendors that couldn’t be on the auction card due to limited space. We are changing and growing the Association so that we can add more value to the member benefits you receive.

**“EDUCATION IS THE
PASSPORT TO THE FUTURE,
FOR TOMORROW BELONGS
TO THOSE WHO PREPARE
FOR IT TODAY.”**

- MALCOLM X

A MESSAGE TO THE PRESIDENT:

Don, you have been my friend for almost 30 years. Life has brought us together full circle. It has been my honor to work side by side with you during my first year as the Executive Director of VIADA. Your level of enthusiasm is like no other I’ve seen before at the President level. Your son Donald, Jr., says you work full-time for VIADA, and there is no doubt of that. I know you have many goals and I will do everything this office can handle to see you accomplish all of your goals as President.

“The only person who is educated is the one who has learned how to learn and change.”

A LOOK AHEAD

By Craig Amelung, General Manager of Manheim Fredericksburg

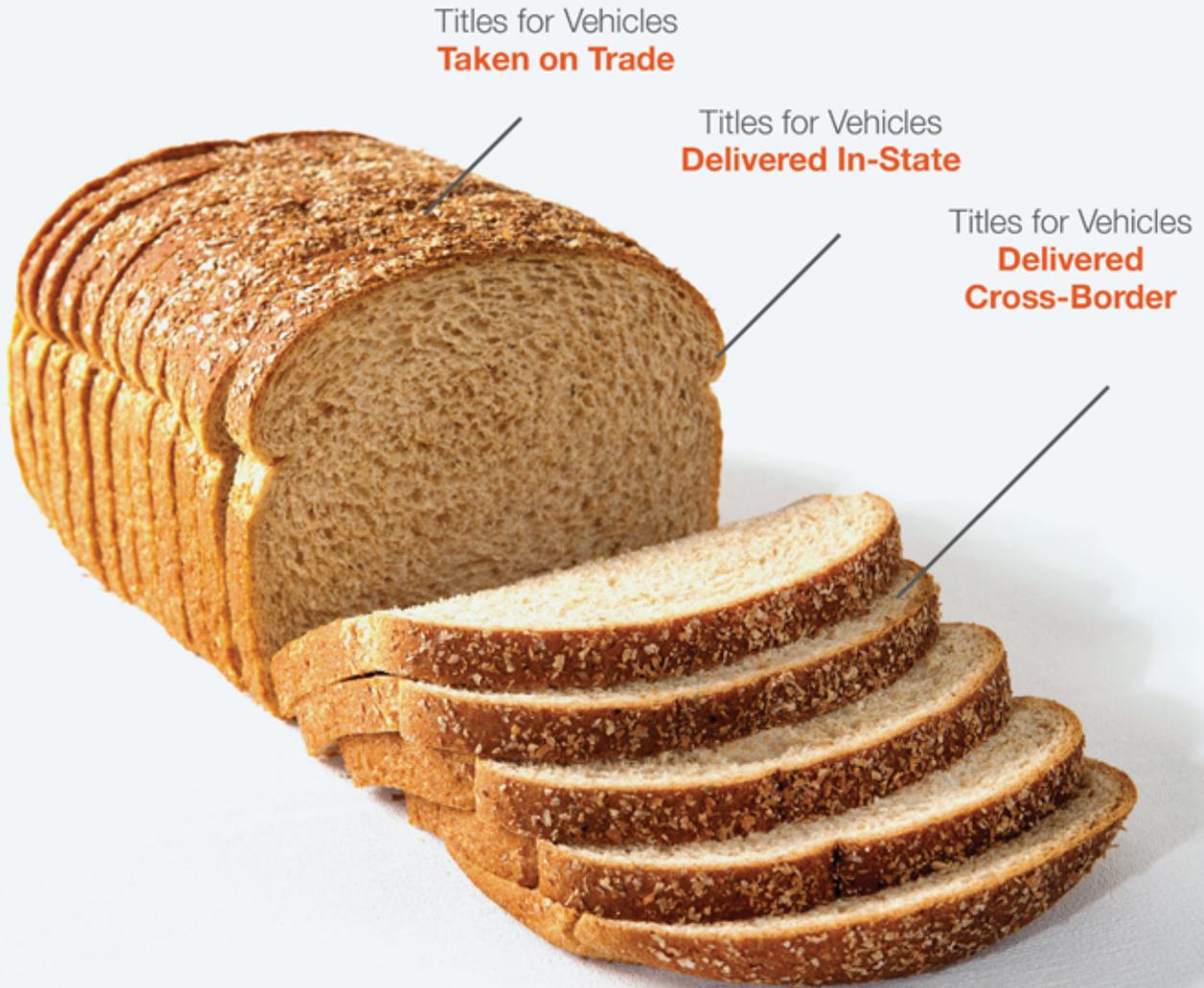


In July of 2002, I transferred to what was then known as the Fredericksburg Auto Auction and soon thereafter I started working directly with Donnie Sullivan. Over the years I have come to know him and his family as they run their dealership close to the auction. I have seen a transformation of their business over the most recent years as they have moved from a totally wholesale business to a full retail business that competes with both OEM and Independent stores.

Throughout the years, I have also seen Donnie become more and more engaged in the VIADA. He has gone from not participating in meetings, conventions, or membership drives to becoming a very active member of the Association. Donnie has held various positions in the Association at both the district and state level and this past October was named the State President of the Association. What really excites me about his new role is his commitment and energy to really fulfilling the role of President and not just filling the role of president. Donnie has set some lofty goals for his year in office, but in the end, they all center around increasing both membership and more importantly, participation among the

membership. It is one thing for members to join the Association, but you share a totally different view when you actively engage with all the Association has to offer.

I am looking forward to offering my support to Donnie in his year as State President and I have challenged him to not look at changes just to make things different, but to look at changes that are impactful, or those which lay the groundwork for future presidents to advance the Association. The Virginia Independent Automobile Dealers Association has a lot to offer every independent dealer in the Commonwealth, and I challenge each dealer who reads this message to get more involved. Please call the VIADA to find out how you can. ■



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CASE OF THE MONTH

Court Compelled Arbitration of Claims Based on Two Separate Arbitration Agreements, Even Though They Contained Conflicting Procedural Provisions:

A borrower obtained an installment loan from a lender. The installment loan agreement contained an arbitration agreement (“first arbitration agreement”).

In connection with the loan agreement, the borrower bought insurance policies issued by the lender’s subsidiaries. The insurance policies also contained an arbitration agreement (“second arbitration agreement”).

A representative of the lender allegedly handed the second arbitration agreement to the borrower, but the lender did not sign it. The two arbitration agreements were similar but not identical.

When the borrower filed a Chapter 7 bankruptcy petition, he brought an adversary proceeding against the lender, alleging that it violated the Truth in Lending Act by providing inaccurate disclosures in the loan agreement. The lender moved to dismiss the complaint or compel arbitration.

The bankruptcy court denied the motion, concluding that the arbitration agreements formed a single contract and that the con-

flicting provisions meant that the borrower and the lender had not formed a sufficiently definite contract to arbitrate under Mississippi law.

The district court affirmed, but the federal appellate court reversed and directed the district court to refer the case to arbitration. First, the appellate court concluded that the parties formed a valid agreement to arbitrate. The appellate court agreed with the bankruptcy court that the arbitration agreements should be construed together where they were executed at the same time, by the same parties, as part of the same transaction.

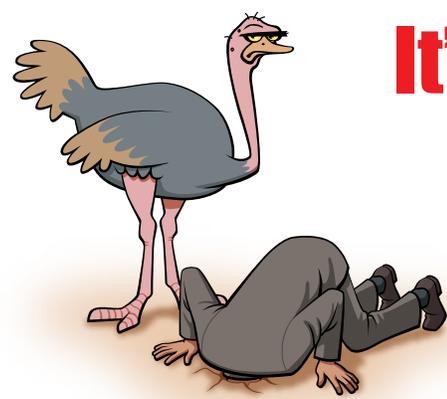
The appellate court also found that the lender was a party to the second arbitration agreement, even though the lender did not sign it, because the lender conceded that its representative handed the borrower both arbitration agreements to sign, and both arbitration agreements were closely related in that they both required the borrower to arbitrate any dispute involving the lender, both applied to all disputes that arise from the loan and the insurance policies, and the loan agreement referenced the insurance policies the borrower bought.

After determining that the arbitration agreements should be construed together, the

appellate court found that the parties had a meeting of the minds regarding arbitration, despite conflicting provisions over several procedural aspects of arbitration, including the selection and number of arbitrators, time to respond, location, and fee-shifting. According to the court, “[t]he parties’ intentions were unmistakable: They wished to arbitrate any dispute that might arise between them. Not once but twice they stated that any dispute arising from the loan [the borrower] purchased should be arbitrated. Both agreements broadly cover ‘all claims and disputes between’ [the borrower] and [the lender], and both embrace any federal law claim that [the borrower] brings.” “Though the agreements differ over procedural details, they speak with one voice about *whether to arbitrate*.”

After concluding there was a valid agreement to arbitrate, the appellate court concluded that the delegation clauses in the arbitration agreements required an arbitrator, and not the court, to decide whether the TILA claim is arbitrable.

See In re Willis (Tower Loan of Mississippi, L.L.C. v. Willis), 2019 U.S. App. LEXIS 36738 (5th Cir. (S.D. Miss.) December 12, 2019). ■



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GENERAL ASSEMBLY UPDATE

The General Assembly came to an end on March 7. Overall, our Association did well with the number of bills that would have had a major impact on our industry.

Listed below are the bills we were monitoring.

SB 7 Minimum Wage, increases to \$9.50 per hour effective January 1, 2021

SUMMARY AS PASSED SENATE:

Minimum wage. Increases the minimum wage from its current federally mandated level of \$7.25 per hour to \$9.50 per hour effective January 1, 2021; to \$10.50 per hour effective July 1, 2022; and to \$11.50 per hour effective July 1, 2023. Thereafter the yearly increase is indexed to the wage region with the highest median household income. The Commissioner is required to create the wage regions based on median household income and cost of living. The measure also provides that the Virginia minimum wage applies to persons whose employment is covered by the Federal Labor Standards Act and to public employees. The measure provides that once the minimum wage in any wage region reaches \$15.00 per hour, the yearly increase will be based on the increase in the CPI-U for the wage region with the highest median household income a proportional increase in all other wage regions. The measure creates a training wage at 75 percent of the minimum wage for full-time students working less than 20 hours a week or employees in on-the-job training programs lasting less than 90 days.

This bill is in the house and appears it will pass on party line vote and the Governor has indicated he would sign the bill into law. This will have an impact on dealers as it will double the minimum wage to \$600 per week for a 40-hour employee.

HB 1414 Transportation; amendments numerous laws related to funds, safety programs, revenue sources, etc.

The existing gas tax based on a percentage of the wholesale price of gasoline and diesel fuel is converted to eight cents per gallon tax; a rate of \$.282 per gallon of gas will be phased in over three years, and then indexed every year thereafter. **This relates to a 51% increase in the gas tax.**

Adopted several initiatives related to transportation and safety:

- making it illegal to possess an open container of alcohol in a motor vehicle
- requiring all passengers in a vehicle to wear safety belts and making failure to wear a safety belt a primary offense
- prohibiting the use of handheld personal communication devices
- establishing a speed monitoring program in highway safety quarters that use a vehicle center to take a picture of vehicles traveling more than 10 miles over the speed limit, sentencing driver to a monetary fine
- allowing localities to lower speed limits below 25 mph in business and residential districts
- the bill decreases the frequency of vehicle inspections from every 12 months to every 24 months

SB 562 Rebuilt vehicles; issuance of title

Allows a title to be issued for a rebuilt vehicle and inspection by the Department of Motor Vehicles if the rebuilder has been licensed as an auto recycler, salvage pool, or vehicle rebuilder operator in good standing for at least 10 years, the rebuilt vehicle is at least 10 years old but is not an antique motor vehicle, and the resale value of the rebuilt vehicle is less than \$10,000.

HB 130 & SB 125 Motor vehicle safety inspection program; abolished the state program

Both bills passed by indefinitely.

HB 595 Vehicle damage; disclosure to vehicle title

Requires the Department of Motor Vehicle to attach a disclosure to the title of the vehicle that is reported to the National Motor Vehicle Title Information System (NMVTIS) noting that such vehicle had been reported to NMVTIS and how to obtain more information about the history of the vehicle.

Stricken at the request of the patron and transportation.

HB 595 Dealers license plates and special license plates combination; Commissioner of DMV may issue.

Authorize the Department of Motor Vehicles to issue, upon request of a licensed dealer, a license plate that is a combination of a special license plate and a dealer's license plate.

Dealers can now order special license plates at an additional cost.

SB 972 Vehicle registration fees; Public Safety Trust Fund

Impose an additional \$4 vehicle registration fee to be deposited into the Public Safety Trust Fund, established by the bill. The revenue in the Public Safety Trust Fund would be used to address staffing, retention, and pay suppression issues at the Department of State Police ■

Lynn Hooper, CMD
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Continued from page 2

VIADA, and the MVDB, with honesty and integrity as our business model. It has always been our intention for this logo to mean just that, but we need to push forward with creativity to make it superior and honorable with confidence for the consumer.

Our website is another area of change. We are ramping up new ideas for education in all areas. Between compliance contacts for your concerns, customer fraud information, and vendor presentation videos, we will also introduce a blog to express experiences and feedback from our members to help one another with everyday challenges.

Today is the most important time in the history of VIADA. Being involved in the only trade association representing independent dealers across Virginia is imperative. This is extremely important and not an option to protect our livelihoods. We need to ask ourselves: Are we looking beyond our front door or even interested

in our industry's future? It is one thing to be a member of VIADA, but without involvement and support, you just ride the coattails of those that truly care and stay committed to their local districts with current VIADA activities and functions. Everyone has time; it is priorities that decide what is important. Of course, maybe not every activity works for your schedule, but some attendance needs to be an important priority. We encourage you and need you - you are an important link!!

Very exciting news: We are having a Vendor-Member Golf Tournament sometime in September in Richmond. It will be a captain's choice tournament. This will be a great opportunity to enjoy a great day of fun and socializing. There is something else that is very special in our forecast. **It is our 60th Anniversary Celebration and Convention this year at the Lansdowne Resort and Spa in Leesburg, VA on October 2-4, 2020.** I look forward to seeing you there. ■



JOIN VIADA!
USE YOUR NEW AUCTION APP

**SAVE UP TO
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*A Membership Application
is on the inside back cover
of this issue.*

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	<p style="font-weight: bold; color: #c00000;">TUESDAYS</p> <p style="font-weight: bold;">GOVERNMENT</p> <p>MONTHLY 10:00am</p>  <p style="font-weight: bold; font-size: 10px;">OPEN TO THE PUBLIC</p>	<p style="font-weight: bold; color: #c00000;">WEDNESDAYS</p> <p style="font-weight: bold;">CLOSED SALE</p> <p>BI-WEEKLY 10:00am</p>  <p style="font-weight: bold; font-size: 10px;">REMARKETING</p>	<p style="font-weight: bold; color: #c00000;">THURSDAYS</p> <p style="font-weight: bold;">BEL AIR LOCATION</p> <p>WEEKLY PUBLIC SALE WEEKLY SALE 8:00am 9:00am</p> <p style="font-size: 8px;">GM Financial, Santander, Chrysler Capital, American Credit Acceptance, Exeter, Bank of America, Element, ARI, M&T Bank, Ally, Mile One Automotive Group, BB&T, Credit Acceptance, Hyundai Finance, Kia Finance, Avis Budget Group, Enterprise <i>and many more!</i></p>
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450+ WEEKLY

Clayton Station at Edgewood

1300 BUSINESS CENTER WAY, EDGEWOOD, MD 21040

	<p style="font-weight: bold; color: #003366;">THURSDAYS</p> <p style="font-weight: bold;">CLAYTON STATION</p> <p>8:00am WEEKLY DEALER SALE</p> <hr style="width: 50%; margin-left: 0;"/> <p style="font-weight: bold;">LAST THURSDAY of the Month</p> <p style="font-size: 8px;">STATE & COUNTY SALE</p>	<p style="font-weight: bold; color: #003366;">2nd TUESDAY of the Month</p> <p style="font-weight: bold;">MONTHLY SPECIALTY SALES</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> <p>COMMERCIAL VEHICLE SALE 9:00am</p>  </td> <td style="width: 50%;"> <p>OPEN TO THE PUBLIC 11:00am</p>  </td> </tr> </table>	<p>COMMERCIAL VEHICLE SALE 9:00am</p> 	<p>OPEN TO THE PUBLIC 11:00am</p> 
<p>COMMERCIAL VEHICLE SALE 9:00am</p> 	<p>OPEN TO THE PUBLIC 11:00am</p> 			




NEW GUIDELINES FOR DEALER TAG INSURANCE

On January 13, 2020, the Motor Vehicle Dealer Board revised the dealer tag policy and it will be enforced as follows:

Field Representatives will continue to request a copy of the dealer's Certificate of Liability Insurance document as part of their inspection for the dealer records requirements, generally.

Field representatives will not "count tags" regarding liability insurance, and they will not initiate contact with the insurance companies to verify insurance of the quantity of dealer tags on the Certificate of Liability Insurance.

The MVDB staff will review the information in the Field Inspection Report for insurance compliance and possible violation.

If the Certificate of Liability Insurance does not cover all dealer tags assigned to the dealership, a written warning will be issued to the dealer to come into compliance. The warning will instruct the dealer to contact their insurance representative and update the policy to reflect the correct number of dealer tags in the possession of the dealer.

A dealer will receive no more than two written warnings regarding under-insurance before the MVDB staff will initiate a graduated civil penalty (starting with \$250) process for future underinsured violations. A minimum of 30 days will elapse between the warnings. At the conclusion of this second warning, at least 30 days will elapse before the Board staff takes action (civil penalties) against the dealer.

If the dealer has no insurance or a gap (more than one month/30 days) in their coverage, this will result in a civil penalty of \$600 per dealer tag.

A copy of the dealer's Certificate of Liability Insurance must be submitted with each MVDB-9 "Dealer Plate Application" form will be reviewed to reflect the new requirements.

Dealer tags will not be issued until liability insurance is compliant.

The MVDB-9 "Dealer Plate Application" form will be reviewed to reflect the new requirements. ■

NEW Preferred Vendor Contacting You This Month!

KATHERINE "KATIE" MOORE

DISTRICT COORDINATOR AND REGIONAL ACCOUNT MANAGER

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EMAIL: VIADA@SMITHCOASTALREGION.COM

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3 GAPS IN YOUR ONLINE DATA STRATEGY

Increasingly sophisticated data-based marketing tools help ensure in-market car buyers make it to your website and your dealership.

By Greg Geodakyan, Chief Product Officer, Client Command

The need for online data to engage car shoppers is increasing at an exponential rate. It's the only way to truly understand and analyze today's shopper.

In a world where shoppers are less loyal and looking for the best deal, having the best data available to identify and engage shoppers with relevant messages before your competition is key.

While data is multiplying at an exponential rate, not all data is valuable. Knowing how to identify what is and isn't valuable is essential to spending your marketing dollars effectively. Ask yourself these three questions to ensure you aren't missing opportunities:

1 Is Your Data Strategy Hyperfocused on Your Database?

Yes, your existing customer database is valuable. And yes, the first step in leveraging online data is to connect a known shopper to their online behavior. But tools hyperfocused on previous customers miss most of the shoppers in your primary market.

Today's market requires dealers to make moves outside of and in addition to retention — which means your online data strategy must also be capturing and de-anonymizing data on conquest shoppers.

In short, your online data strategy should fuel your knowledge of new and returning customers.

2 Can You De-anonymize Data Without a Shopper Submitting a Lead Form?

Shoppers no longer expect to have to raise their hand and identify themselves as a shopper. Messages that highlight the product they are searching for may appeal to many shoppers, but a 2018 Dealer Refresh report found fewer than 10% are willing to submit a lead form to tell you what they're looking for.

If you can only track a new shopper after they submit a lead form, you are missing a majority of the market.

Your online data strategy must be able to merge online shopping with offline identity data without a reliance on lead forms to create a holistic, real-time view of all your in-market shoppers. If your online data strategy can only de-anonymize and track a new shopper after they submit a lead form, you are missing a majority of the market.

You're also late to the table for influencing their customer journey. Truly relevant marketing messages are most efficient and

effective when they're activated in time to influence the entire customer journey. Anything short of that is likely too little, too late.

3 Are You Influencing Shoppers Before They Visit Your Website?

Timing is key to winning a shopper, especially as the timeframe of shopper journeys rapidly shrinks. Cox Automotive data tells us only 13% of vehicle purchases start at a dealership's website, and more than 40% of car buyers only visit one dealership before making a purchase.

Today's car shoppers expect a different experience. They are making their data available for use and are expecting their dealership experience to be improved in return for a more convenient and relevant customer experience.

Your online data strategy must influence those shoppers in the early phases of their journey. You must identify shoppers as they enter the market and track their progress — without requiring the shopper to do all the work.

If your online data strategy is missing the mark in any of these three areas, you are missing opportunities and falling behind your competitors. ■

Our actions affect others
because everything is
interconnected. This applies to
dealerships more than ever.

ALAS, CAR DEALERSHIP CUSTOMERS AREN'T ALWAYS RIGHT

If we better understand customer behavior,
we can better prepare ourselves for some of the pitfalls.

By Justin Gasman, Financial Services Director, McCaddon Cadillac Buick GMC

We all remember Stella Liebeck, right? The Albuquerque woman spilled a cup of hot coffee on herself, then sued the McDonalds that sold it to her.

She set a precedent that we need to go out of our way to make sure everyone is warned the contents might be hot. I am shaking my head and have my hand across my face. Picture the emoji.

In all seriousness, though, I have been thinking a lot about personal accountability. That is the belief that you are responsible for your own actions and consequences. It's a choice, a mindset and an expression of integrity.

A service writer stopped by my office a few weeks ago. He had a stack of papers in his hands. He saw my desk covered in paperwork and forms as I was preparing a deal that was coming in shortly.

He said, "Boy you look busy, but I know you can do seven things at once." I told him, "Lay it on me."

Long story short: A customer had purchased a 2011 Buick Enclave and also purchased a service contract six years ago. He ended up needing an engine five years ago.

He forgot he had the service contract. Instead, he went to a different repair facility and paid cash for the repair. Now, he was wondering how we can make a claim, or if one could be made so he could get paid back.

I explained to the service writer that because of the requirement to have authori-

zation first, in addition to the amount of time that had passed, there was unfortunately nothing we were going to be able to do about this.

I did tell him to remind the customer he still has some coverage left and that we'd be happy to assist with anything in the future.

Another customer who recently bought a vehicle from us co-signed for his son. They both live in California. The son goes to school in Colorado where my dealership is located.

The entire deal was done using the information provided by both father and son, specifically the California address. It was on all the papers they filled out and they also have California driver's licenses and insurance.

We did the whole deal and sent the paperwork to the father. He signs and then his son signs. The deal gets funded. A few weeks afterwards, the father is upset because he finds out the car needs an inspection and VIN verification that apparently can only be done in California.

He tried to spin this around and make it our fault for not asking more questions, as if we are mind readers. How about the fact that he half-listened when we explained the deal. Now, somehow he was done this injustice. It evidently had nothing to do with a diminished attention span.

A lot of people have a "live-in-my-world" mindset.

They do not pay attention when backing out of a parking space. They are oblivious when walking through a grocery store. They conduct loud cell-phone conversations in public areas. They keep texting and don't move as the traffic light goes from red to green. (And they get the horn because we like on-time stuff.)

Actions have consequences. Everything we think, say and do has consequences for ourselves and for others. Our actions spread out and affect others because everything is interconnected.

This applies inside the dealership more now than ever.

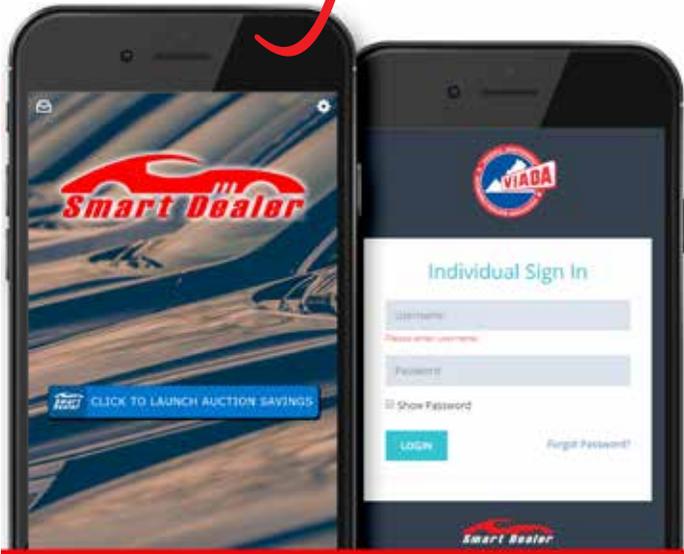
You can have all the forms in the world, signed and disclosed in a car deal. However, you will never be able to eliminate the lack of attention to detail that exists in the world.

Knowing that people want what they want when they want it, and that most of the time they are only giving you a part of their small attention makes it even more important to try to outrun the contributory negligence of the consumer.

Everyone wants power and freedom, yet no one wants accountability. We won't ever change the consumer, but if we better understand their behavior, we can better prepare ourselves for some of the pitfalls.

Remember: The contents might be hot! ■

VIADA HAS GONE *Digital*



We have decided to move from physical Auction Cards to the Smart Dealer Auction Savings Digital Platform. VIADA members will have access to 17 auction locations and \$2,200 in savings! This change will assist in faster check-outs and better reporting. Participating auctions include:

- | | | |
|------------------|------------------------|----------------------|
| Abingdon | Bryan Buchanan | Manheim Harrisonburg |
| ADESA East TN | Capital City | Manheim NC |
| ADESA Knoxville | Dealers of E. TN | Mountain State |
| ADESA Wash. D.C. | Greensboro | Radford |
| America's | Greenville | Richmond |
| BSC Bel Air | Manheim Fredericksburg | |



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UPCOMING VIADA BOARD MEETINGS



April 17, 2020

Kingsmill Resort

TO BE HELD ONLINE
Manheimsburg, VA 23185



July 9-10, 2020

Homestead Omni Resorts
7696 Sam Snead Highway
Hot Springs, VA 24445



October 2, 2020

Lansdowne Resort
44050 Woodridge Pkwy.
Leesburg, VA 20176

4 Ways TO IDENTIFY MOTIVATED CAR SHOPPERS

The ability to upgrade one's vehicle is not always accompanied by motivation. The author urges dealers to focus their equity mining efforts on four reliable indicators.

By Scot Eisenfelder, CEO, Affinitiv

While the average vehicle ownership length is 6.5 years, trade-ins peak around three years into the loan term. This means approximately 10% to 15% of existing dealer customers are eligible to upgrade their vehicles at any given time.

Equity mining tools have long been used to identify sales and service customers with equity in their vehicles, in the hopes of turning them into new sales customers. Most tools have built-in templates that help dealers create attractive, personalized purchase offers that reflect both short term and long term cost-of-ownership savings.

However, there is one drawback to equity mining tools: Just because a customer has the ability to upgrade their vehicle does not necessarily mean they have the motivation to do so.

What if you could further streamline customers identified by your equity mining tool to include only motivated customers? You could increase new vehicle sales by focusing all your time, marketing dollars, and efforts on customers with both equity and a need.

The best way to identify motivated customers is to filter a list using several other, knowable triggers that indicate when consumers may be the most open to a new vehicle sales offer. These triggers include:

1 Warranty Expiration or Collision
Is the vehicle near warranty end or out of warranty? Does the vehicle have excess mileage? Is the vehicle coming off lease in the next year? These triggers are easy to identify and allow you to contact vehicle owners far in advance of the actual event.

Also identify owners who may have lost confidence in their vehicle. Has there been a recent collision repair? Has the customer de-



clined a service estimate over \$500? Loss of confidence is a powerful purchase motivator.

2 Change in Life Event
Purchase data from third parties that will help you identify customers and prospects who have recently experienced life changing events. These events are great indicators that vehicle needs may change.

Recent movers into your primary market area can be targeted with a welcome message and sales offer.

Newlyweds, newly divorced, college graduates, and parents with new babies or high school students all make great targets. So do people who have started a new job.

3 Online Browsing Behavior
Online browsing behavior is one of the best predictors of who is currently in-market. Fortunately, new technology exists that allows you to identify "anonymous" shoppers online and tells you what they're looking for.

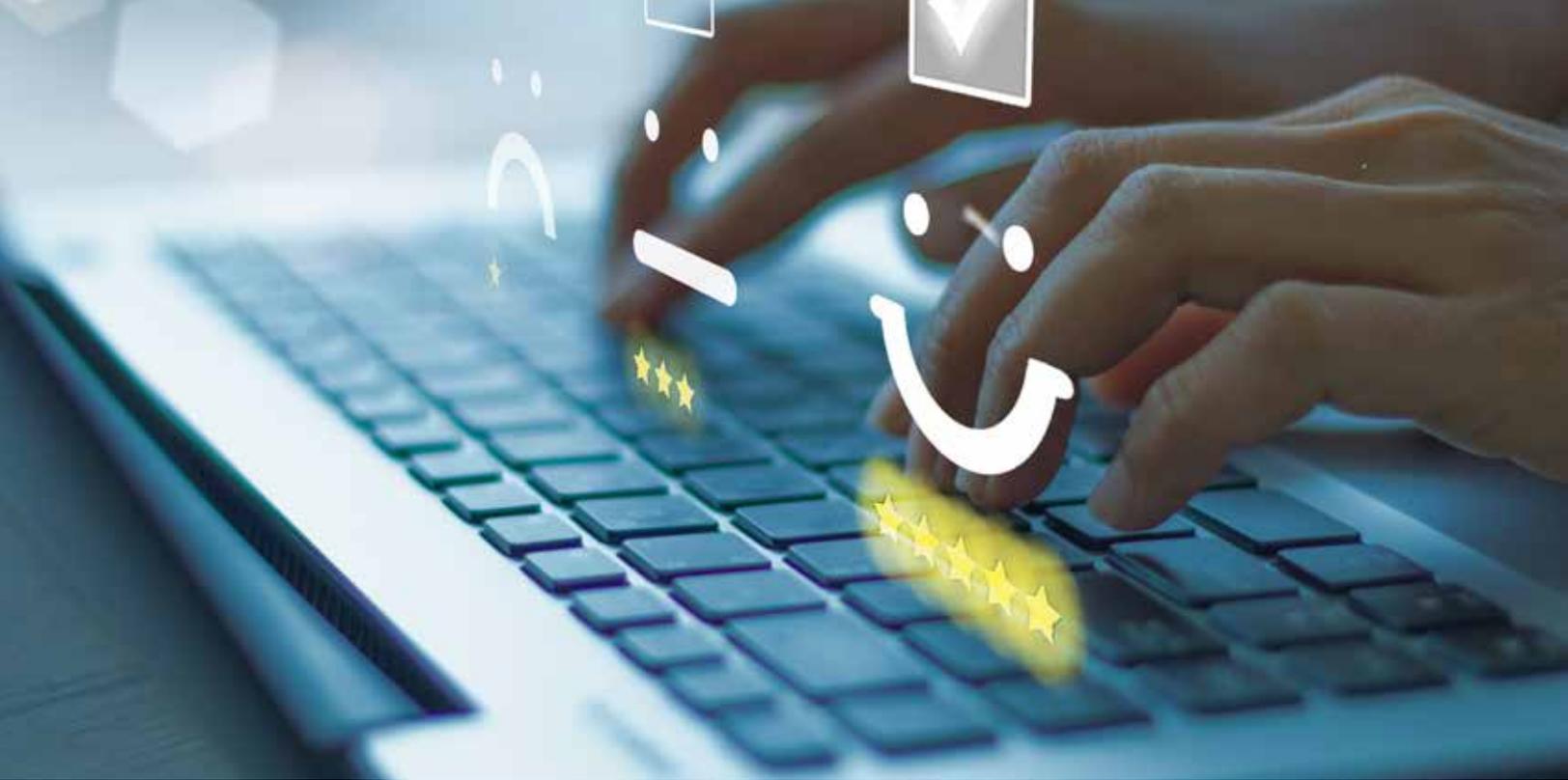
When a potential car buyer visits your dealership website, third-party sites, or an OEM

website, you know that person is a hot prospect. Being able to identify who they are allows you to send them custom, personalized messages guaranteed to grab their attention and pique engagement.

4 Location, Location, Location
Technology also exists that allows you to track prospects' locations. What if you could be notified when an existing customer attends the local auto show or visits a competitor's lot? This would allow you to serve them display ads or videos designed to grab their attention and place your brand in consideration.

When combined with equity mining data, these triggers become a powerful predictor of customers who are both eligible and motivated to buy. These customers are worth targeting with aggressive, personalized, and relevant omnichannel campaigns to ensure that your message is being heard and your brand is in consideration. ■

Scot Eisenfelder is CEO of Affinitiv, a marketing technology company serving automotive manufacturers and franchise dealers. Email him at scot.eisenfelder@bobit.com.



HOW TO USE LIVE ENGAGEMENT TO GIVE YOUR DEALERSHIP A COMPETITIVE EDGE

By Priya Iyer, Chairman & CEO, Vee24

Auto dealers already have robust websites. A large majority of consumers start their car buying journey with online research, so it's essential that dealerships have easy-to-navigate sites with plenty of information. The key to success, though, is to engage with online customers and offer the same kind of personal, responsive service that's available inside the dealership. Many dealers already use AI, chat, and BOTs to strengthen their online service. Those businesses that are going to dominate in this auto marketplace are the ones that also leverage live engagement on their websites to provide the most comprehensive personal service to prospective customers.

CAR SHOPPING HAS EVOLVED

While consumers previously visited an average of seven car dealers before a purchase, car buyers now average 1.6 dealership visits. So, it goes without saying that

consumers are doing more and more of the legwork to research their auto purchase online, and auto dealer websites have had to evolve to serve the needs of these potential customers. As many as 54 percent of people say they would prefer to buy a car completely online, without having to leave their home. Many people still want to test drive a car or see it in person before a purchase, but there is no doubt that the majority of the car buying process can be done from the comfort of home.

Eighty-seven percent of car shoppers are starting their car buying journeys online, and these customers are looking for a smoother, more intuitive and flexible buying experience. Live engagement can help auto dealers bring the "personal feel" of customer service to the online experience, while still allowing the customer to shop from the comfort of their couch.

ENGAGING CUSTOMERS ONLINE

Customers come to a dealership's website to see what cars are on the lot, look at detailed specs on various models, or to get a sense of what the price of specific vehicles will be. At this point, many dealerships use BOTs on their sites to answer easy questions and quickly help point shoppers to the information they are seeking. BOTs can help shoppers with all sorts of tasks including completing forms and paperwork. AI-based ChatBOTs are very efficient at qualifying customers and routing them to live agents for assistance when the time is right. These are some of the very basic features most auto dealers are using today, but there is so much more that you can do to refine the customer experience and help build brand loyalty via live engagement.

Shoppers who are connected with a live agent can get an up-close look at a specific vehicle. The agent can use a mobile camera

to conduct a guided tour of a vehicle, focusing on the elements that are important to the customer. This is useful in new car sales, but even more impactful for used car sales. The customer can see the condition of the car live without needing to go into the dealership. This live engagement feature transforms the online car shopping experience by bringing the vehicles to life for the customer.

Live agents can effectively engage with an online customer using co-browsing during live engagement. The agent and the customer can jointly browse different car models, compare specs, add options, and configure a custom dream car. If the customer is ready to buy, live agents can use co-browsing to help the customer fill out applications for leasing, auto-loans, or simply complete the purchase documents, thus completing the entire transaction online if the customer desires that. Providing this level of service while the customer is relaxing at home is a great way to build brand loyalty.

Carrying that brand loyalty beyond the purchasing journey, car dealers can also

use live engagement to drive service and maintenance business. Customers can receive regular service reminders or can schedule their service appointment with video chat. A customer can also use two-way video to discuss a maintenance problem with a live agent, allowing them to hear a funny noise the car is making or to see a dashboard indicator that the driver is unfamiliar with. This kind of personal service can help save consumers time and aggravation, which, in turn, can engender loyalty that lasts a lifetime.

ADVANTAGES OF LIVE ENGAGEMENT

Live video, co-browsing, and post-purchase support and maintenance are some of the ways auto dealers can leverage live engagement to give themselves a competitive edge. Having live agents available online beyond the dealership's regular business hours can also help capture new business that might otherwise go elsewhere. The more an auto dealership can meet customer needs and fully address questions and concerns while that customer is comfortably at home, the better

chance there is to build a strong long-term relationship. Customers will go back to a dealer who meets all their needs and provides this level of personalized service.

LIVE ENGAGEMENT IS THE COMPETITIVE EDGE DEALERS NEED

The automotive industry is an extremely competitive business and auto dealers have to take every opportunity to gain a competitive advantage. It's imperative that auto dealers use all available technology to draw in customers, including live engagement staffed by well-trained knowledgeable staff. Those dealers who invest in the best live engagement technology and staffing will be the ones who capture more sales and draw more repeat customers. ■

With over 25 years of diverse international experience in nearly every facet of software, Priya Iyer is a proven, high-growth entrepreneurial CEO with a leadership philosophy centered on engaging clients and employees to build industry leading SaaS software platforms and delivering exceptional stakeholder value to achieve sustainable competitive differentiation.

REMINDER

ONLINE RECERTIFICATION COURSE

Take this course **at your own pace** at your home or work computer, iPad or even on your mobile phone. A Q&A review at the end of each chapter will make sure you are aware of **key requirements**. You will receive a **completion certificate** once you have finished the entire course.

After completion of your recertification, you may revisit your account to refresh your memory of any course material. You still have access to the instructor who can answer questions about the course content.

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IN-CLASS RECERTIFICATION COURSE

This class is for dealers who need to recertify by December 31, 2020.
TUESDAY, JUNE 30, 2020
9AM-4PM
THE CLUB AT HEATHERWOOD,
BOONES MILL, VA

Cost: \$125 (includes \$25 MVDB fee, manual, 6 hours class time)
TO REGISTER:
CALL VICKIE AT VIADA
(800) 394-1960



20 TIPS TO STAY HEALTHY WHILE QUARANTINED DURING THE COVID-19 PANDEMIC

BY SYLVIA KLINGER, DBA, MS, RD & TANIA Y. MELENDEZ, BA

1. Don't eat while you are engaged in other activities.
2. Get rest. It is vital for making better food decisions.
3. Find a hobby or interest that will distract you from snacking constantly.
4. Put the fork down between every bite.
5. Eating slowly means chewing each bite at least 15 times.
6. Keep moving throughout the day. Walking, biking, jumping rope or taking the stairs; any movement counts.
7. Practice mindful eating, as it can help you take control of your cravings.
8. Try to avoid alcohol and limit caffeinated beverages.
9. Space your meals no more than 4 hours apart.
10. Keep a food journal to keep you accountable or to remind you of how far you have come.
11. Utilize foods and condiments you already have stored in your refrigerator and pantry before purchasing more grocery items.
12. Keep positive conversations around the table.
13. Stay hydrated by drinking between 8 and 13 cups of water per day.
14. Swap and substitute foods that are higher in calories for a lighter version packed with nutrients.
15. Eat enough protein for your age and daily activities.
16. Consume fish 2 to 3 times a week for a diet rich in Omega-3.
17. Always thoroughly rinse your fruits and vegetables with water before eating them.
18. Eat a variety of different colored fruits and veggies every day, even white like cauliflower.
19. Choose healthier cooking methods, like baking or roasting instead of frying.
20. Plan menus for the week ahead.

Sylvia Meléndez Klinger, DBA, MS, RDN, LDN, CPT
Award-winning author and global nutrition entrepreneur Dr. Sylvia Klinger is founder of Hispanic Food Communications, a nutrition communications and culinary consulting company. She is the nutritionist featured in the VIADA Weight Loss Challenge 2020. She can be reached at sylvia@hispanicnutrition.com.



MILITARY LENDING ACT GUIDELINES WITHDRAWAL

After more than two years of work led by NIADA, NADA and other groups the Department of Defense has published in the Federal Register a notice amending its interpretive rule for the Military Lending. The MLA, as implemented by the department, limits the military annual percentage rate that a creditor may charge to a maximum 36%, require certain disclosures, and provides other sensitive consumer protection on “consumer credit” extended to servicemembers and their families.

On December 14, 2017, the Department issued an interpretation of that regulation which sought to define the scope of the motor vehicle and personal property financing exclusions from the MLA's coverage. This rule restricted the ability of dealers to sell credit products such as GAP. Because the effect of the withdrawal is a recommendation that auto financing contracts that include credit related products, like GAP waiver, are within the scope of the MLA's motor vehicle financing exclusion, it is expected that auto – finance companies will again be able to safely purchase contracts from dealers that include a GAP waiver. The Department of Defense indicated that it is not taking a position, and, instead intends to conduct additional analysis.

This will now allow dealers to include credit products on their installment contracts and the banks will feel secure in purchasing those contracts. ■

PERSEVERING TOGETHER

2020 VIADA Ladies Auxiliary

The Ladies Auxiliary is aware of the stress and fear that is happening as a result of the spread of COVID-19. While some of our projects are being put on hold as we wait to see how this pandemic is handled and when it will end, we will still be awarding scholarships and participating in the Fill-A-Wish Program. We are also still planning convention and are taking convention basket donations. Our next scheduled meeting is for July, and we hope to still be able to meet and hear from anyone and everyone! During this trying time, the Ladies Auxiliary wishes you safety, good health, and peace. We want to remind you that we will get through this and persevere together!

The VIADA Ladies Auxiliary seems to have endless energy recently with so many projects and spreading goodwill across the Commonwealth. VIADA spoke with Carla Boucher about what her group is working on and how our dealers can help out.

AWARDING SCHOLARSHIPS

Annually, the Ladies Auxiliary has awarded scholarships to a graduating high school senior who is the son, daughter, or grandchild of a VIADA member. This year is no different, so if you have a graduating senior, take some time to fill out the Ladies Auxiliary scholarship application found on our website. The deadline is April 2, 2020, and \$2,000 is up for grabs, so don't let this pass you by! Download an application: viada.org/ladies-auxiliary/

FILL-A-WISH PROGRAM

We also talked about the Fill-A-Wish program and they are always looking for children in need to make life a little easier. It has been a few years since they were able to Fill-A-Wish, but love doing it. We have more information about this program on our website, and past wishes have included iPads, wheel chairs, and American Girl dolls. Please send the completed application to the VIADA state office. Download a Fill-A-Wish application: viada.org/ladies-auxiliary/.

CONVENTION BASKET DONATIONS

Last, but certainly not least, it is never too early to talk about convention! The baskets that were auctioned off at last year's convention were a huge hit and many thanks to the creativity and thoughtfulness of our VIADA members! Since the response was so great, the ladies are doing it again! Carla is asking each district to donate a theme basket or container. It can be local items from your area of the Commonwealth, a beach basket, a cooler filled with tailgate items, or a holiday basket to get you in the mood! Talk among your members and let your imagination run wild! The more creative your district is, the more talked about it will be and you know a dealer will pay top dollar to bring your basket home!

The Ladies Auxiliary is doing a great job and provides a helping hand to those in need. Carla and her crew are always on the lookout for more members to help with projects and fresh ideas. If you are interested in being a valuable part of this organization, please reach out to Carla Boucher (carla2585@yahoo.com). You will be glad you did! ■

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NEW MEMBERS

506 Auto Sales
Newport News • District 1
Auction Credit Enterprise LLC
Virginia Beach • District 1
Benchmark Motors LLC
Fredericksburg • District 4
Blue Collar Auto Sales
Norfolk • District 1
Coastal Region Benefits (AFLAC)
Chesapeake • District 1
Dragon Recovery Auto Sales LLC
Rustburg • District 6
Infinity Auto Sales LLC
Mechanicsville • District 2
Integrity Warranty LLC
Ooltewah • District 8
Long Mountain Motors Sales
Rustburg • District 6
Manassas Car Store, LLC
Manassas • District 4
MGmotorsports LLC
Loudoun • District 4
Motor World LLC
Madison Heights • District 6
Perfect Auto Inc
Manassas • District 4
Phil's Coaches
Richmond • District 2
Service Champ
Chalfont • District 4
Street Smart Virginia Inc
Fredericksburg • District 4
Supreme Motorsport
Norfolk • District 1
The Auto Market Place Inc
Ashland • District 2
Walker Auto Sales
Danville • District 5
World Auto
Fredericksburg • District 4

RENEWED MEMBERS

AA Motors LLC
N Chesterfield • District 2
Abingdon Auto Specialist Inc
Abingdon • District 8
American Recovery Association
Irving • District 1
Amherst Car & Truck Sales Inc
Amherst • District 6
Atlantic Auto Aid SVR GPS
Virginia Beach • District 1

Auto Dealz LLC
Shenandoah • District 7
Auto Giants
Woodbridge • District 4
Baldwin's Auto Sales Inc
Crewe • District 2
Beach Auto Brokers Inc
Norfolk • District 1
Belt Auto Sales LLC
Richmond • District 2
Blue Ridge Auto Center Inc
Warrenton • District 4
Brookside Auto Sales
Roanoke • District 3
Bryant Motorsports Auto Sales Inc
Portsmouth • District 1
Burton's Automotive
Fredericksburg • District 4
Byrider Roanoke • District 3
C & B Auto Sales LLC
Edinburg • District 7
C. R. Garland Auto Sales
Fredericksburg • District 4
Capitol Motors of Stafford
Stafford • District 4
CAR Financial Services Inc
Lake Mary • District 1
Car Web
Fredericksburg • District 4
CarDirect LLC
Virginia Beach • District 1
Carolina Finance LLC
Chesapeake • District 1
Cars Plus of Danville Inc
Danville • District 5
Central Virginia Rental
Waynesboro • District 7
Champion Auto Exchange Corp
Staunton • District 7
Consumers Auto Warehouse Inc
Staunton • District 7
Cook's Auto Sales
Danville • District 5
Cooper Corvettes Inc
Manassas • District 4
Country Auto Sales Inc
Bristol • District 8
CreditMax Auto Sales LLC
Suffolk • District 1
Culpeper Recycling LLC
Culpeper • District 4
Custom Truck One Source
Forestry Equip, LLC
Forest • District 6

CWMW Processing LLC
Virginia Beach • District 1
D & M Automotive Inc
Rockingham • District 7
Dandees Inc
Cedar Bluff • District 8
Davis Auto Sales II
Richmond • District 2
Davis Motor Sales
Danville • District 5
Diamond Warranty Corporation
Wilkes Barre • District 4
Donovan's Used Cars
Harrisonburg • District 7
Drive Away Motors Inc
Ruckersville • District 7
E Z Cruz Auto Sales LLC
Woodbridge • District 4
Earls Credit Auto Sales
Portsmouth • District 1
East Coast Auto Sales LLC
Virginia Beach • District 1
East End Auto Sales Inc
Richmond • District 2
Easy Ride Auto Sales Inc
Chester • District 2
Eaton Motor Sales
Front Royal • District 4
Econo Auto Inc
Spotsylvania • District 4
Elliott's Auto Sales
Ruther Glen • District 2
Eurotech Auto Service Inc
Falmouth • District 4
F & A Auto Sales Inc
Virginia Beach • District 2
Friedman Associates
Virginia Beach • District 1
Friendly Motor Co LLC
Winchester • District 4
FSI Auto Sales
Boones Mill • District 3
Gantt Insurance Agency Inc
Farmville • District 2
Gary McCann Auto Sales Inc
N Tazewell • District 8
Greensboro Auto Auction Inc
Greensboro • District 5
H & H Truck Center
Newport News • District 1
Halseys
Covington • District 3
Hayden's RV'S
N Chesterfield • District 2

NEW AND RENEWED MEMBERS

Hevener's Cars & Trucks
 Buena Vista • District 7
 Hill City Auto Sales, LLC
 Lynchburg • District 6
 Ideal Auto Sales LLC
 Troutville • District 3
 Insight Motors LLC
 Henrico • District 2
 J T Auto Sales LLC
 Stuart • District 5
 J W Auto Sales LLC
 Harrisonburg • District 7
 Jerry's Auto Sales
 Danville • District 5
 KADS Auto Group LLC
 Chantilly • District 4
 Kennon Auto Sales
 Concord • District 6
 Key Truck & Equipment Inc
 Keysville • District 5
 Keysville Auto Center Inc
 Keysville • District 2
 Kip Killmon Automotive LLC
 Manassas • District 4
 Koons Automotive Inc
 Woodbridge • District 4
 Koons Automotive Inc
 Culpeper • District 7
 Koons Automotive Inc
 Fredericksburg • District 4
 L & B Auto Inc
 Rustburg • District 6
 LCA Auto Sales LLC DBA Car City
 Fredericksburg • District 4
 Lester Auto Sales Inc
 Blairs • District 5
 Liberty Motors LLC
 Chesapeake • District 1
 Little Joe's Mitsubishi
 Chesapeake • District 1
 M & M Auto Rental Inc
 Dillwyn • District 2
 M & M Auto Sales
 Culpeper • District 7
 Maguire & Sons Auto Brokers
 Virginia Beach • District 1
 Manassas Auto Truck & Tractor Inc
 Manassas • District 4
 Mark IV Suzuki Sales Inc
 Wytheville • District 8
 Martin Motor Co Inc
 Christiansburg • District 3
 Mechanicsville Auto Sales LLC
 Mechanicsville • District 2
 Mike's Auto Sales Inc
 Chesapeake • District 1
 Millner Motors LLC
 Charlottesville • District 7
 Mobility Works
 Alexandria • District 4
 Mobjack Motors LLC
 North • District 1
 Mullins Used Auto Parts & Recycling
 LLC Roanoke • District 3
 NAE Federal Credit Union
 Chesapeake • District 1
 New Millennium Auto Sales Inc
 Glen Allen • District 2
 Northside Auto Sales
 Manassas • District 4
 Otter Hills Inc
 Bedford • District 3
 P.A.C.
 Chesapeake • District 1
 Peaks Motors Inc
 Bedford • District 3
 Pembroke Auto Sales
 Virginia Beach • District 1
 Phantom Auto Group LLC
 Fredericksburg • District 4
 Piedmont Motors
 Warrenton • District 4
 Precise Automotive Group LLC
 Chantilly • District 4
 Premier Auto Brokers Inc.
 Virginia Beach • District 1
 Ray's Auto Recovery Sales Rental LLC
 Ringgold • District 5
 Revolution Auto Sales
 Petersburg • District 2
 Richmond Rocket Auto Sales LLC
 Mechanicsville • District 2
 Ricks Auto Care & Tire Center Inc
 Front Royal • District 4
 Rick's Auto Solution
 Danville • District 5
 Riverside Auto Inc
 Grundy • District 8
 Roanoke Auto Auction Inc
 Roanoke • District 3
 Ruckersville Automart LLC
 Ruckersville • District 7
 Sam & Sons Auto Sales Inc
 North Dinwiddie • District 2
 Settle's Cars & Trucks LLC
 Flint Hill • District 7
 Shannon Auto Sales
 Manassas • District 4
 Shirly Slack Mitsubishi
 Fredericksburg • District 4
 Shore Drive Auto World
 Virginia Beach • District 1
 Smithfield Auto and Truck Center
 Smithfield • District 1
 Smith's Auto Sales
 Glade Hill • District 3
 Snyder's R.V.
 Virginia Beach • District 1
 Star City Car Sales
 Roanoke • District 3
 State Line Motors
 Bristol • District 8
 Staunton Tractor Inc
 Staunton • District 7
 Steve Farmer Auto Sales Inc
 Altavista • District 6
 Style Motors
 Henrico • District 2
 The Auto Superstore
 Charlottesville • District 7
 Timberland Truck Sales Corp
 Bassett • District 5
 Timberville Auto Sales Inc
 Timberville • District 7
 Trinity Pre Owned Auto Sales Inc
 Norfolk • District 1
 United Import Co Ltd
 Richmond • District 2
 USAL Services
 McLean • District 4
 VA Cars of Tri Cities Inc
 Hopewell • District 7
 VA Cars West Broad
 Henrico • District 2
 Variety Mobile Home Service Inc
 Abingdon • District 8
 Virginia Classic Mustang Inc
 Broadway • District 7
 W E Smith Auto Sales
 Afton • District 7
 Wamsley Service Center
 Colonial Heights • District 2
 WHR Motors
 Martinsville • District 5
 Willow Spring Garage
 Chantilly • District 4
 Your Kar Company Inc
 Norfolk • District 1

BECOME A MEMBER OF VIADA

12 BENEFITS OF MEMBERSHIP

VIADA provides benefits and services to members they are not always able to find on their own. With VIADA, the dealer has educational and networking opportunities through our schools, workshops, town hall/district meetings, and annual convention and trade show.

Whether it's creating an environment for sharing ideas, or serving as a place to come to for solutions to problems that arise, VIADA is the only organization in Virginia whose primary purpose is the welfare and success of the independent dealer.

1. The only trade association in Virginia that represents the interests of independent dealers before the Virginia Legislature, Department of Motor Ve-

hicles and the Motor Vehicle Dealer Board.

2. A "Member Hotline" to get answers to complex questions.
3. Online recertification course – FREE with members only paying the \$25 MVDB fee.
4. An "Auction App" where members save up to \$2,200 worth of Buy/Sell/Provider fees at auctions!
5. Member rebates are also available from Advance Auto Parts and Fisher Auto Parts – which more than cover the cost of membership! Andrew Wiley with Consumers Auto Warehouse received \$854 just in one quarter!
6. Members also receive a 20% discount when purchasing forms.
7. Educational and training workshops to insure you have the latest information to remain compliant and learn about best practices in the industry.
8. Need one-on-one consultation? We have two industry experts that offer a

member discount.

9. Eight districts that hold dinner meetings mostly on a quarterly basis to share information, learn something new, and network with other successful dealers.
10. Plus, there are many Associate Members who have services, programs beneficial to your business – several offer discounts.
11. Five members who serve on the Motor Vehicle Dealer Board representing your interests when regulations are created or revised.
12. And lastly, your membership in VIADA ALSO includes NIADA membership and access to national benefits and services!

Cost of VIADA/NIADA membership is only \$325 a year which is about \$27 per month. An investment in your business, for you and your family. ■

THANK YOU

VIRGINIA INDEPENDENT AUTO DEALERS PAC was established to solicit funds from independent dealers for contribution to candidates for statewide elections – Governor, Lt. Governor, Attorney General, and candidates for the General Assembly. All contributions are voluntary and reported to the State Board of Elections.



The purpose of the Virginia Independent Auto Dealers PAC is to promote the licensed independent automobile sales industry in Virginia and raise funds for the same purpose. From such funds we can make campaign contributions to those seeking election or re-election for state political offices, without regard to party affiliation. We make these contributions on the basis of who we believe to be deserving of such support.

This year we have raised close to \$30,000, and because of this contribution we know we will be able to support many that are seeking election or re-election. We want to take this time to thank all the members for your support. In previous years we were able to list all of you, but this year hundreds contributed and that is an amazing accomplishment that can't go unnoticed. Thank you again for your participation in Virginia Independent Auto Dealers PAC.

It takes a Member to get a Member!

As a VIADA member you know the benefits this Association has to offer. Share that success with fellow dealers. There is strength in numbers.

DID YOU KNOW?
When you join VIADA, you also have access to NIADA products and services.

MEMBERSHIP BENEFITS

EDUCATION

- Workshops: BHPH / Rental / Title & Registration
- Dealer Day
- The Virginia Independent News
- Used Car Dealer Magazines
- District Meetings
- Annual Convention & Expo
- VIADA Website / Facebook.com/info-viada
- Certified Master Dealer (CMD) Program
- www.VADealerRecertification.com

ADVOCACY / REPRESENTATION

- VIADA represents you AND your interests
- General Assembly Lobbyists
- Congressional Lobbyists
- DMV and MVDB Representation
- Political Action Committee

EXTRA PROFIT CENTERS

- Finance Programs/Manuals
- Service Contracts/Warranties
- Floorplans
- Rental Program
- Certified Program

INSURANCE & PROTECTION

- Dealer Bond
- Garage & Lot Liability
- Rental Fleet Insurance
- Privacy Policy Manual / Red Flag Rule
- Information to help you stay compliant with Federal & State Laws
- \$3,000 Accidental Death and Dismemberment / Health Discount Card / Child Safety Kits

SAVE \$\$\$

- Discounts on Dealership Forms
- Auction Card Discounts
- Access to Member Benefit / Associate Providers
- Advance Auto Parts & Fisher Auto Parts Discounts
- Membership and Services Directory

HELP HOTLINE & LEGAL COUNSEL

- Member Hotline... Immediate Answers to Complex Questions
- Access to Legal Consultation...VIADA retains an industry-knowledgeable Attorney
- One-on-One Consultation Discount

VIADA: LARGE ENOUGH TO SERVE, SMALL ENOUGH TO CARE!

MEMBERSHIP APPLICATION (PLEASE PRINT)

Dealer's Business Name _____ Date of Membership _____
 Phone _____
 Primary Dealer/Operator Mr. Ms. _____ Cell Phone _____
 Address _____ Fax _____
 City/State/Zip _____ Dealer's License _____
 Email _____ Date of Birth _____
 Email 2 _____ Web Address _____
 Payment Annual Dues (includes National, State & Local), \$325.00 Auto Renew My Annual Dues
 Voluntary VIADA Political Action Committee Contribution, \$25.00 (optional)
 Check (payable to VIADA) Cash Visa MasterCard Discover Amex
 Total enclosed _____
 Credit Card No. _____
 Expiration Date _____ Sec. Code _____
 Billing Street Address _____ Billing Zip Code _____

Signature _____

Recommended By (Current Member) _____



Virginia Independent Automobile Dealers Association
4700 Thoroughgood Square
Virginia Beach, VA 23455
(800) 394-1960 | info@viada.org

SAVE THE DATE

VIADA 60th Convention & Trade Expo
October 2-4, 2020 • Lansdowne Resort and Spa, Leesburg, VA

