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DEALER BUZZ

SERVICE FEE FOR PAPER TITLES

Effective September 1, 2009 there will be a new service fee of \$2.50 for customers requesting a paper title. This fee is designed to cover printing and mailing costs incurred by the Department of Highway Safety and Motor Vehicles.

This fee will be charged for transactions where a paper title is printed and mailed centrally. This includes titles that are held electronically by the lienholder and being converted to paper and titles where the lienholders are not electronic. As of September 1, 2009 the customer will be required to pay a \$2.50 service fee for the printed title.

Please inform your customers that if the Department prints and mails the title to them, they will be charged the \$2.50 service fee. If they opt for a fast title, they will be charged the \$10 fast title fee. If they opt for the title to remain electronic, there will be no additional fees charged. Please make them aware that if they do choose to keep their title electronic, they are eliminating the risk of losing the title and having to pay title fees to obtain a duplicate. It is also an effective fraud deterrent because potential thieves will not have access to the title.



HELPFUL HINTS FOR TITLES

Several things have come to our attention recently. Please make sure that everything is completed prior to submitting the work to us. All printed names, addresses, dates and mileage must be entered.

Due to our scanning equipment, you must use only blue or black ink on titles. Other colors will not scan properly, causing quality control issues. If you choose to highlight the area for your customer to sign, please do not highlight where the actual signature is going to be. When that area is highlighted it will scan as black, thus not making the signature visible.



ELECTRONIC TITLES

In section 1 of the Application for Certificate of Title With/Without Registration, DHSMV form 82040 (rev. 03/09) you must check whether you would like the title to remain electronic or paper. If you do not indicate your preference, we will automatically select paper title and charge you the \$2.50 service fee. If you are still using an older 82040, please indicate your choice by writing paper or electronic on the top of the form.

If you do not have any of the new

82040's, please visit www.flhsmv.gov to download the most current forms. We will no longer be able to provide you with this form.

Also, if you have indicated that you would like the title to remain electronic, please advise your customer that they may print the electronic at any time online for \$2.50. They must go to www.flhsmv.gov and click on *Print My Electronic Title* located under Online Services.



CONTACT US

The Dealer Office is here to serve you! Please do not hesitate to contact us or ask any questions. Our main telephone number is 368-8272. Our e-mail address is dealerinfo@mariontax.com, if you prefer to contact us via e-mail. We welcome any questions, comments or suggestions.

Nancy Stein, Manager

Pamala Randle, Assistant Manager

Laura Rich, Deputy Clerk

Edna Hodge, Deputy Clerk

Natalie Monteiro, Deputy Clerk



DRIVERS LICENSE SERVICES

Our Forest Branch is now providing drivers license services. As of August 10th, they are able to process all original and renewals for non-CDL drivers licenses, as well as CDL renewals and some drivers license suspension clearances.



DEALER BUZZ LINK

If you would like to view our previous Dealer Buzz newsletters, they are posted on our website at www.mariontax.com. Go to Motor Vehicles and then click on *Quarterly Dealer Newsletter*.



RETRACTION

In our July 2009 Newsletter we featured an article regarding Motor Vehicle Fee Increases. We inadvertently entered the incorrect annual registration fee for automobiles up to 2,499 pounds. The correct annual registration fee is **\$46.65**. We apologize for any inconvenience this may have caused.

"Kind words do not cost much. Yet they accomplish much."

- Blaise Pascal

REPOSSESSIONS

A certificate of repossession must be applied for even if the vehicle is being surrendered voluntarily. You can not skip the repossession process by having the customer sign off on the title as seller and then satisfying the lien. The certificate of repossession is not only a proof of ownership but it also protects the lienholder from possible fraudulent activity. A certificate of repossession is not valid unless it is computer generated. It is never acceptable to have a hand written certificate of repossession.



SALES TAX

As a dealer, you are probably constantly being asked to take different items in on trade towards a car. Dealers are allowed to accept tangible personal property towards the sale of a motor vehicle. For example, a customer can trade a lawnmower for a vehicle. If this situation occurs, you



must remember to note that you have received tangible personal property in section 9 of the Application for Title, DHSMV form 82040. If you have further questions, please feel free to contact the Department of Revenue at 386-418-4444.



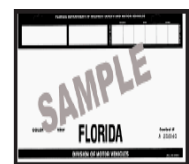
TEMPORARY TAGS

During the 2009 Legislative Session, Florida Statutes were amended to require non-EFS independent dealers to issue temporary license plates to all motor vehicles they sell even if the purchaser has a current metal license plate to transfer to the new vehicle. This law becomes effective October 1, 2009. Franchise dealers are exempt from this law and will continue to use the DHSMV form 83033, Notification of Transfer of Registration License Plate.

When the customer purchases a vehicle from the dealer and has a tag to transfer, the dealer will issue a temporary license plate and registration to the customer. The customer will keep the metal tag until the dealer has processed all tag work through the Tax Collector's office. Once the tag has been transferred by the tag office, the dealer will mail out the correct registration to the customer. At that time they will need to remove the temporary tag and replace it with their metal plate.

The purpose of this legislation is to allow law enforcement to identify the correct owner during the transfer period. By issuing the electronic temporary tag, law enforcement will see that the customer is the registered owner of that particular vehicle.

Please remember that if you have already sent the paperwork to your local tag office, you must verify whether the tag work has been completed prior to issuing another temporary tag. You **can not** issue a second temporary tag, under any circumstances, if the work has already been processed. By doing so, you will disconnect the registered license plate from the vehicle. Once the customer puts the metal tag on the vehicle, it will remain unregistered to that vehicle because of the second temporary tag. The customer or the dealer will have to come to the tag office and transfer the metal tag to the vehicle again costing \$7.85.



“A problem is a chance for you to do your best.”

VESSEL TITLES

Effective October 1, 2009 Florida Legislation amended various statutes regarding vessels. Currently you are not required to register houseboats or keep a valid registration on a vessel that is dry-docked in a marina. With the new statute all vessels used or stored on the waters of the State of Florida are to be titled and registered unless they are used or stored on private lakes or ponds.



RED FLAG RULES

The Federal Trade Commission (FTC) has announced that they will begin enforcing the Red Flags Rule as of November 1st, 2009. The Red Flags Rules, in effect since January 1, 2008, requires many businesses and organizations to implement a written Identity Theft Prevention Program designed to detect warning signs—or “Red Flags”—of identity theft in their day-to-day operations, take steps to prevent crime, and mitigate the damage it inflicts. By identifying red flags in advance, you’ll be better equipped to spot suspicious patterns when they arise and take steps to prevent a red flag from escalating into a costly episode of identity theft.

For more information visit www.ftc.gov/redflagsrule.



DRIVER IMPROVEMENT COURSE

Have you received a speeding ticket and wondered if you can take a course to improve your driving skill and avoid points on your license? The Florida Department of Highway Safety and Motor Vehicles has added a new feature to its website, which tells customers who have received traffic citations if they are eligible to attend driver improvement school in lieu of points on their driving record. Drivers may elect to attend driver improvement school up to once per year and five times in a 10-year period.



To access the information, visit www.flhsmv.gov/dlcheck, enter the driver license number and click *Enter*. The results indicate whether a driver can opt for driver

improvement school, the last time the driver chose the school option, and the number of times the driver took a course during the previous 10 years. Drivers also will find a link to the list of approved driving courses on the website.

Attending driving school can provide you with the following benefits:

- ◆ Points are not assessed to the driver record, adjudication of guilt is withheld and safe driver status is maintained.
- ◆ Insurance rates cannot increase, and the driver’s policy cannot be cancelled because of this violation unless the violation was a result of a crash where the driver was at fault.

*“We make a living by what we get,
but we make a life by what we give.”*

-Winston Churchill

POWER OF ATTORNEYS

The Motor Vehicle Power of Attorney/Odometer Disclosure, DHSMV form 82995, can only be used when the certificate of title is physically held by a lienholder and is not available for endorsement for transfer and odometer disclosure or when the certificate of title has been lost or is otherwise unavailable for endorsement for transfer and odometer disclosure.

The title that the 82995 is being used for must show either "ELECTRONIC TITLE PRIOR TO XX/XX/XXXX" or a recorded lien that has been satisfied on the face of the title or "DUPLICATE" on the face of the title. If either of these messages do not appear on the face of the title, the customer must endorse the title over to the purchasing dealership by entering their name on the purchaser line and by signing and printing their name as seller.

If the secured power of attorney is

being used, the date in part C of the 82995 must be on or after the date the lien was satisfied or the date the electronic title was printed. If the 82995 is being used on a duplicate title the date in part C must be on or after the duplicate title was issued.



A non-secure Power of Attorney, DHSMV form 82053, should only be used when the vehicle is exempt from odometer reporting requirements, the customer is applying for an original or duplicate title or recording a lien.

The Power of Attorney should be completed prior to the customer signing his or her name. You must also disclose to your customer, at that time, who will be appointed as the third party and that they will be acting on behalf of the purchaser during the application for title process. The appointed third party may not work for the dealership, regardless of the position they hold.

WE THANK YOU!

The Dealer Office would like to extend a heartfelt thank you to everyone for their patience and kindness during the last week of August.

We processed a total of 7115 tag and drivers license transactions from Thursday, August 27th to Monday, August 31st! This does not include any taxes or hunting and fishing transactions.

Per Carl Ford of the Department of Highway Safety and Motor Vehicles, the entire state, as a whole, processed 20 days worth of work on August 31st.

We would truly like to thank you from the bottom of our hearts for your patience and good spirits during this time. We realize it was a very trying time due to the long lines and server issues that we were experiencing. Thank you for your smiles and kind words of encouragement. Without your cooperation, things wouldn't have gone so smoothly. Marion County dealers truly are the best!

*"The greatest enemy of knowledge is not ignorance,
it is the illusion of knowledge."*

RIDENOW POWERSPORTS OCALA

Stepping foot into Ridenow Powersports gives you a sense of arriving at Santa's Workshop! Toys galore for all ages, man or woman. They offer a wide array of outdoor recreational vehicles including ATV's, motorcycles and watercraft.

Ridenow Powersports, which is formally known as Ocala Motorsports, was purchased in 2004 by Ride USA, LLC, a company based in Phoenix, Arizona. In April of this year, they moved into their new state-of-the-art facility with ample parking, service areas and a showroom displayed full of the latest cutting edge inventory.



Ridenow Powersports, being the only Sea-Doo dealer in Lake, Citrus and Marion County, has customers driving here from all over the state. Sea-Doo boats and jet ski's are jet-drive which allows navigation in very small amounts of water.

Owning a motorcycle is a lifestyle. You don't have to "bling" your bike out, but customizing it to fit you and your personality is definitely an option. Upgrading the rims, adding saddlebags to store rain gear and a windshield to deflect those jaw breaking bugs are just a few ways to personalize your bike. Without question, as gas prices soar in uncertain economic times, people are looking for economical transportation. The average biker will drive 10,000 miles per year and never average less than 25 miles per gallon.

Last year motorcycles purchased by females were up by 20% at Ridenow Powersports. Not only are women tired of riding on the back, but manufacturers are building bikes that are more accommodating and better suited for women. Move over "Biker Dudes" - here come the girls!

Another thrill seeking adventure is off-roading—riding ATV's and dirtbikes. While there are plenty of places to ride in Marion County, sometimes a short road trip to some of the other state parks Florida has to offer is just the ticket. Nestled just off of East Highway 40 is 6000 acres known as the "Ocala National Forest". Trails are marked and maintained by the US Government, allowing you to safely ride, hunt and see things the way nature intended them to be. It's certainly a vivid imagery of God's handiwork and we must be vigilant to protect that.

No matter if you're a rookie or a professional, riding a motorcycle, dirtbike or ATV requires skill and agility. The key factor is safety. Hopefully you are wearing a helmet, but looking past that, you have to be constantly aware of your surroundings and always



practice common sense. Owning a recreational vehicle is not considered a basic necessity nor a tool for survival, but it can turn a weekend into pure fun!

Whether you like to play in the dirt, splash in the water or whirl around the pavement, Ridenow Powersports has everything to fit your needs! Thank you Ridenow Powersports, from the Marion County Tax Collector's office, for your continued support in Marion County!

MILLERS BOATING CENTER

Millers Boating Center began operation in 1978 under the name of Millers Bass Pro Shop, located in the Sunshine Plaza on North Jacksonville Rd. They were there until 1983 when they moved closer to town and opened up across from Raney's Truck Stop under the name of Millers Bass Pro & Marine. While at this location they carried a complete tackle and archery line as well as boats and accessories. In 1986 Millers moved to their present location on North Highway 441 where they became Millers Boating Center. They presently employ over 35 employees and the business is constantly expanding. Millers prides themselves on building relationships, not just for now but for the future. Boating is a family oriented sport that one generation passes down to another.



Jeff Miller, his mother Judy and sisters, Lynn and Lora, recall the “good” years, when they sold close to 500 boats. Today you are talking half of that. Their service department is second to none and the theme that rings throughout is “Boats must be cleaner when they leave than when it came in”. You must give quality customer service or the love affair you have with the customer and his boat will die.



Their #1 selling boat is an 18 to 21 foot aluminum or fiberglass with a center console and something shiny and black hanging from the back, known as a Mercury engine. Like Jeff said, “A country boy is not gonna be without a boat!” However, your younger crowd, known as your wake boarders put as much emphasis on accessories as they do the boat. By that they want a sound system that’ll crank, custom trailers and ballast tanks to create a larger wake.

Through the years, Millers has selflessly given of their time and support by sponsoring such annual events as Millers In-house Boat Show with pro fisherman seminars, which began in 1991 and has featured such professionals as Bill Dance, Roland Martin and Shaw Grigsby. Millers also co-sponsors the “Fishing Derby” with the City of Ocala held at Tusawilla Park and several Hole-in-Ones for various charitable golf tournaments.

Whether you’re an avid fisherman or an outdoor enthusiast, Marion County is the closest thing in the state to a freshwater boater’s paradise. Together, with a year round mild climate and hundreds of waterways, boating makes for a perfect outing.

From the Tax Collector and his staff, we commend you and your employees on your dedication to Marion County!



EFS UPDATES



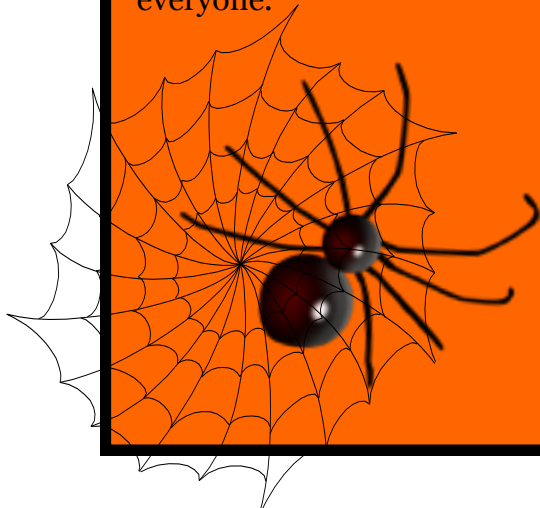
Thank you to everyone for a very successful inventory audit! Everyone did an exceptional job this year. Please continue to be careful in how you account for your inventory in the coming year. Your diligence is much appreciated.

EFS dealers are **not** affected by the new temp tag law effective October 1st. Any VI dealer that is an EFS participant will still be able to transfer the customers metal tag to their new vehicle.

Thank you again for all your hard work and effort. We appreciate everyone turning in their work on time and correcting their suspensions in a very timely manner. Have a wonderful and safe Halloween!

PREVIOUS STATES

When you are processing an out-of-state title, please make sure that you are picking up the current state that the title is issued in. Occasionally you will run across an out-of-state title which has previously been titled in Florida. You will need to change the previous state to reflect the title that you are processing the work from. If you fail to do so, we will have to void the title and charge an additional \$10 for the out-of-state fee. Minor errors such as this cause a lot of unnecessary work for everyone.



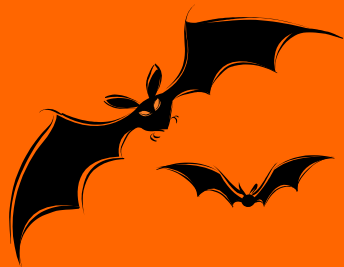
Pamala Randle



HELPFUL HINTS

- ◆ Before you finalize your work and send it down to us, please take the time to verify that the VIN number on your MSO matches the rest of your paperwork.
- ◆ Please verify that the weight you have entered is the same as what is on your MSO or the out-of-state title. Remember, we do not go by the gross weight—only empty weight.
- ◆ Check your colors! The color on the 82041 must match the 82040 and the title, if applicable.
- ◆ Check your body type prior to finalizing your deal. The body type gets transferred from the temporary tag information. Please remember that only Jeep Wranglers have the “JP” body type. If you have questions about a body type, please don’t hesitate to call us.

Taking the time to double check the small stuff can make a huge difference and avoid a lot of errors!



Help! We've gone batty for our
Halloween Pizza Fundraiser!

Come order your pizza from the 'GHOULS' at the
tag office. Surprise your employees with a
'bewitchingly' great tasting pizza from Dominos.

The **CHARITIES PIZZA FUNDRAISER** will be
held **FRIDAY, OCTOBER 23RD**. Just

e-mail us at dealerinfo@mariontax.com
with your order for your large 1-topping

pizzas. All orders must be received by 12 PM,
THURSDAY, OCTOBER 22ND.



Pizza's are just \$10! All pizzas will be
hot'n' ready to be picked up by 11 AM on October
23rd. Remember all proceeds go towards great chari-
ties that impact Marion County! Don't
forget to e-mail or call us with your order!



FOOD 4 KIDS

Keep Food 4 Kids in your mind as you go grocery shopping on the weekends and pass by the buy-one, get-one-free deals. They are always in need of items to stuff the backpacks with. Just this past weekend alone they fed 969 children. Interfaith Emergency Services stated that there will be 5 more schools added to the Food 4 Kids program shortly. There will be a total of 30 participating elementary and middle schools in this county. They estimate that the backpacks being sent home will be feeding 1100 Marion County children.

Interfaith Emergency Services is a non-profit organization that does not receive any government funds. They depend solely on the kindness and generosity of Marion County residents and businesses. We will gladly accept food and monetary donations on their behalf.



DEALER OFFICE PROFILE

Pam has been a lifelong resident of Marion County. She graduated from Forest High School in 1991. She is married to Steve and they have three children, Kasey, Cody and Savannah. Pam worked for Don Scott Motors as office manager for 10 years. Pam is currently the assistant manager of the Dealer Office and has held the EFS State Chair position for the past 2 years. Pam is a very active participant on the Charities Committees. She enjoys working with the public and serving the dealers of Marion County.



SEPTEMBER 2009 NEWSLETTER RECIPE OF THE QUARTER

EAT-'EM-UP GHOSTS

1-10 OZ. BAG OF MARSHMALLOWS

1/4 CUP MARGARINE OR BUTTER

6 CUPS CRISP RICE CEREAL

BLACK LICORICE CANDY

CHOCOLATE SPRINKLES

MINIATURE SEMISWEET CHOCOLATE PIECES

12 OZ. VANILLA-FLAVORED CANDY COATING, MELTED

In a large pot, combine marshmallows and margarine. Cook and stir over medium-low heat until mixture is melted. Gradually stir in cereal until well combined. Use 1/2 to 1 cup of the cereal mixture per ghost to form into ghost shapes. Set aside to cool completely. Dip each ghost shape into melted candy coating. Use pieces of licorice, chocolate sprinkles and/or chocolate pieces for the eyes, nose, eyebrows and mouth. Makes 9 to 12 ghosts. Enjoy!

