



DEALER BUZZ

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COLLECTION OF E-MAIL ADDRESSES

The Division of Motor Vehicles, in its continuing effort to enhance how we communicate with and serve our customers, is revising Motor Vehicle forms to collect e-mail addresses. The following are some benefits of customer communication/notification via e-mail:



- A faster way to contact the owner about title application issues/problems
- A source of electronic notification for renewal notices and other information
- A reduction in postage and paper usage
- An alternative source for customer contact

One of the first forms that have been revised is the DHSMV form 82040, Application for Certificate of Title With/Without Registration. As of January, we are now able to collect e-mail addresses and correspond with customers via e-mail when possible. As of March, the department's *Virtual Office* will allow a customer to add and/or correct an e-mail address.

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The department is seeking legislative authority to notify registrants of renewals by e-mail. Notifications will be sent out via the United States Postal Service to those individuals that do not have an e-mail address on their motor vehicle record.



E-mail addresses, that are part of the motor vehicle record, are covered under the Driver Privacy Protection Act (DPPA). Under the DPPA and Florida statute 119.0712(2), addresses are exempt as personal information that could identify the individual. Therefore, e-mail addresses may not be released unless the recipient meets one of the exemptions listed in Florida statutes 119.0712.

CREDIT CARD CHANGES

As of May 1st we will no longer be able to accept credit cards with the VISA logo on it. We will still accept credit cards with the MasterCard, Discover and American Express logos. Please remember that the 2.95% convenience fee will still apply to all credit card purchases.

We apologize for any inconvenience this may cause. We will continue to accept cash and checks at no charge to the customer.



SALES TAX MANUAL

We've all run into the situation where we have an out-of-state customer who would like to purchase a vehicle in Florida and register it in their home state.

We all know to ask for identification for proof of residency, proof of insurance from their home state and the to get a DR-123 completed and notarized prior to issuing the temp tag.



How much sales tax do we collect? We know to collect the amount of sales tax for that state, not to exceed 6% .

Currently there are 3 states which are not reciprocal with Florida. If your cus-

tommer is from Arkansas, Mississippi and West Virginia, their state will not credit them for the sales tax paid in Florida. This means that they will have to pay sales tax again when they title and register their vehicle in their home state.

The Department of Revenue updates Motor Vehicle Sales Tax Rates regularly on their website. Please get in the habit of checking their website to see if you have the most current list of sales tax rates.

<http://dor.myflorida.com/dor/forms/2009/gt400400.pdf>

If you have any questions and would like to contact the Department of Revenue directly, please call 386-418-4444.

DEALER DROP BOX

For your convenience, Mr. Albright had a red mail box placed on the SW corner of the 25th Ave building. This drop box is designated for dealers to use when they do not wish to come in and drop off their work or are dropping work off after hours. You can request a waterproof bag from the dealer office to place your work in. We check the box at least twice daily. Thank you to those who are already using it!



"One person can make a difference, and everyone should try."

- John F. Kennedy

ONLINE DL, TITLE & VIN CHECK

Have you ever run into that customer that “forgets” that their drivers license is suspended and you don’t find out until you are sitting at the tag office doing their tag work?

You can now check the status of your customers drivers license for FREE. If their license is suspended, you will be able to view all of their tickets (ticket numbers, county of the ticket) and where they need to pay their tickets.

<https://www6.hsmv.state.fl.us/DLCheck/main.jsp>

If you are taking a vehicle in on trade or buying a vehicle from a customer and you would like to check the status of the title. DHSMV will allow you to access the database for FREE to check the status of a title. You will be able to view the year, make, VIN number, issue date, mileage, how many owners are on the title, whether the names are connected by “and” or “or” and whether the title is active or cancelled.

<https://www6.hsmv.state.fl.us/rrdmvcheck/mvchecking>



ELT LIST

The Electronic Lienholder list is updated frequently by Tallahassee. Please make sure you are checking the website and printing yourself a copy.



You and your F&I department should have a copy to use when filling out the Application for Title, DHSMV

82040.

It is very important to capture the correct address and correct FEID number on the application so that we do not enter the incorrect lienholder.

http://www.flhsmv.gov/Intranet/DMV/Bulletins/ELT_List.htm



**DMV HELPDESK
IN TALLAHASSEE**

850-617-2000



HELPFUL WEBLINKS

**Florida Department of
Highway Safety & Motor Vehicles**

www.flhsmv.gov

Florida Independent Automobile Association

www.fiada.org

**National Independent Automobile
Dealers Association**

www.niada.com

Florida Corporations Online

www.sunbiz.org

“We are what we repeatedly do. Excellence, therefore, is not an act but a habit.”

OCALA LINCOLN MERCURY

Longtime franchise car dealer Bill Stalnaker is viewed as an icon in the industry and by all definitions is considered to be very successful. He has been in the car business close to 45 years and has survived many economic trends.



It all began with Bill's love for anything with a motor in it. Growing up in Wildwood, Bill would slip off to Roy Boyd's Plymouth Chrysler dealership, then located on Main St. in Wildwood. He would ask a lot of questions and he began to concentrate on what it would take to run a quality dealership. Bill had an innate ability to figure the "value" of a car. Roy quickly realized his natural talent and began leaning on him tremendously. Bill remembers how much he loved going to the auctions with Roy and then getting to drive the cars home that he purchased.

In 1965 Roy asked Bill to go into business with him where the Holiday Inn Express is located on Pine St. today. Bill bought the property from Ralph Crowe and opened the lot under the name of Boyd Motors. Together, they did very well until 1968, when Bruce Deines approached Bill about purchasing Bruce Motors. Bruce Motors was located where the Ocala Lincoln Mercury is today. He not only specialized in Lincoln's but also he carried the Jeep, MG and Austin Healey franchises. Without the support of local banks, Mr. Stalnaker reached out to Ford Motor Credit, who helped him purchase Bruce Motors in May of 1968. When Bill took the helm, there were approximately 13 employees and they were selling around 65 cars a year.

This was an enormous advancement for Bill. He eventually sold the Jeep franchise to Joe Priest Marion Motors and the MG and Austin Healey franchises to Pat Patterson, who owned the Datsun dealership on Magnolia Ave. By doing so, this freed Bill up to purchase the land around his dealership and gave him some much needed breathing room!

In 1984, Bill was being pressured to move the dealership to "Car Row", but Bill had different ideas. He dug his heels in and decided to stay in his location. Bill's thoughts were that we live in a truly remarkable place, which is like no other. We are lucky enough to be in a region, which has a tremendous variety of cars to choose from. We don't need to travel out of town to purchase vehicles, if we buy locally—everyone will benefit!



Ford Motor Company has certainly kept Ocala Lincoln Mercury in the ball-game! Not only is the Lincoln comparably

priced to any other high end vehicle, but the diversity that Ford has to offer is second to none. Bill's "bread and butter" has been the Grand Marquis. He claims that the Grand Marquis is one of the safest and well built vehicles on the road today. In this government induced economy, Ford will definitely survive. Ford says they don't need any part of the bailout; in fact they are showing a \$27 billion surplus. However, Bill warns that you've got to stay on top of your game. There are a lot of cars out there and the imports are knocking at the door!

A key component to any dealership is your General Manager. Bill found a good person who wanted to grow with the business and who was willing to embrace his business philosophies. Richard Jernigan has been with Bill for 36 years and that certainly speaks volumes. Another vital part of the company is your service manager. Mike Brawley has been with Bill for 25 years. Bill currently has about 40 employees and together they sold 1200 vehicles in 2008!

Lastly, Bill's thoughts on retirement are simple — "Hiers can pick me up just as well from the dealership as they can from the nursing home!" Bill has never opened the dealership on Sundays. Sundays are the Lord's day—spend it with him. However, Bill loves going to work everyday making sure things are clean and tidy. After Bill is checking on things at the dealership, he is off to see his 2nd family—his beautiful breathtaking Angus Ranch where he can tell you every cows name!

Bill, your one amazing person. You certainly have been a mentor to us during the years we've worked with you and your team of super people. Let me say from the Tax Collector and his staff, thank you for your impeccable paperwork and continued support of Marion County!



LORITO AUTO SALES

If we begin to trace the historic Lorito heritage, it would take us back to 1956. The Lorito's came to Ocala in the 1950's and opened up restaurants and car lots from South Pine to Silver Springs Blvd. They have been in perpetual motion ever since serving up some of the finest pizza's this side of Heaven and meeting the needs of others with a quality used car.



In 1974, Johnny Lorito opened his current lot on South Pine. At that time he was probably the only dealer on South Pine between Don Scott's and Belleview city limits. When he began, he was selling cars in the \$1500-\$3500 price range. Today dealers are having to concentrate heavily on integrating a "quality" vehicle with a reachable price tag. Johnny has always catered to those who simply need a car to get back and forth to work—nothing extravagant, but reliable.

Johnny remembers back in the 1970's that your major resource for financing came from banks and finance companies. At that time credit unions were unheard of. Even though banks and credit unions are the major contributors today, a low beacon score or being overextended leaves some customers with little hope. Combine those factors with today's economy and one would think that a Buy-Here, Pay-Here dealer would flourish, however Johnny has never been interested in taking that venture on.

Advertising and marketing plays a huge part in the success of a company. In the 1970's to get your message out to people, you either put it in print, radio or television. At that time, Ocala had three AM radio stations—WKIS, WTMC and WMOP. Johnny would run an ad in the morning along side Jack Dingman, owner of Dingman Pontiac Cadillac. Today he advertises from time to time via newspaper and the Internet. However, the best kind of advertisement is free—word of mouth!

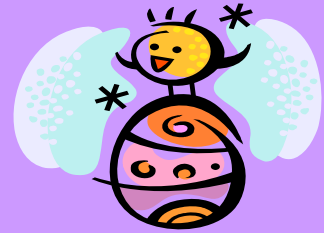
To sum it up, Lorito Auto Sales can be characterized by a love for people. They sell their cars with the notion—"I'm going to treat you the way I want to be treated". You have to be prepared to engage people from all walks of life. Dealing with people is a journey and you can't afford to lose a customer. It's essential that you play by the rules and live by the "Good Book" to stay in this type of industry for over half a century! Johnny's proud of



what he's accomplished. It has allowed him to support his family and yet give back to the community.

To Johnny, his wife Jackie and George, longtime friend and lot attendant—the Tax Collector and his staff appreciate your passion for the auto industry and all that you have given back to Marion County.

EFS UPDATES



I would like to take this time to thank everyone for their hard work and their patience with the decal change.

In the recent months the number of voids have increased tremendously. Please keep in mind it is very important that you check all your work prior to finalizing. This will minimize voids and corrections, thus allowing your customer to receive their correct registration faster.

Your CVR/Title Tec bins need to be checked daily for any retypes, voids, suspensions or updates that have been placed in there. The retypes need to be sent to your customer immediately to avoid them getting pulled over. We appreciate all your hard work and understanding.

Pamala Randle

CREATING CUSTOMERS

When you are selling a vehicle to an out-of-state resident, you must fax over the copy of the drivers license to the dealer office so that we can create them for you. The state is very strict about what you use to create a customer and how you create them. The customer will have to show one of the following items in order to be created.

- **A Florida drivers license or ID card**
- **An out-of-state drivers license or ID card with photo**
- **A US passport**
- **A Canadian drivers license, ID card or passport (date of birth must be written out)**
- **A drivers license or ID card from any US Territory**
- **An out of country passport**

CVR HELPDESK
800-333-6995
TITLE TEC HELPDESK
866-405-1029



www.efsfloida.org



RETURNING LICENSE PLATES TO EFS

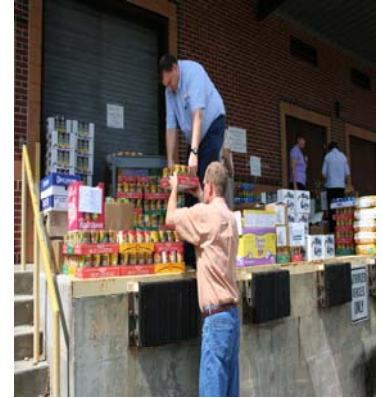
Please make sure you are changing the license plate status code to “RT” prior to returning it to our office with the **Certificate of Destruction Letter** signed by the dealer. You must make sure it is in the “RT” status before the system will allow us to change it to received status for it to be taken out of your inventory.



FOOD 4 KIDS



The results are in! We collected over **11,800** items for our fruit drive! Thank you to all who donated money, canned fruit, macaroni and cheese and all other supplies that were collected! All of this would not have been possible without all of your support!



This was Interfaith Emergency Services' single largest pick up ever! The dealer office alone collected over 1400 items. During trying economic times like these, we need to remember that the true winners are the children and families of Marion county.

Please remember Food 4 Kids if you are shopping and you spot a great deal that this is an on-going project. The need is becoming greater and greater in Marion County.



"It's not how much we give but how much love we put into giving."

- Mother Teresa

THANK YOU!

ANNUAL YARD SALE

The Tax Collector's office has begun to collect items for our much anticipated spring yard sale. If you have items to donate, please keep us in mind. Big or small, we will come get it. **We are also holding book sales in our offices. If you have any extra books to donate, please bring them to the dealer office—all proceeds go to charity!** Our yard sale will be **April 17th from 10 AM to 4 PM** and **April 18th from 7 AM to 1 PM**. All proceeds from the yard sale will go towards local charities such as United Way, Interfaith Emergency Services and March of Dimes (just to name a few). Please remember that your donations will help OUR community through the tough times that we are all experiencing.



MARCH 2009 NEWSLETTER RECIPE OF THE QUARTER

BETTY CROCKER'S EASTER BUNNY CAKE

1 (18 OUNCE) PACKAGE BETTY CROCKER CARROT CAKE MIX

2 CUPS FLAKED COCONUT

JELLY BEANS OR SMALL GUMDROPS

GREEN FOOD COLOR

CONSTRUCTION PAPER

1/2 CUP VEGETABLE OIL

1 CUP WATER

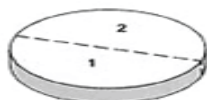
3 EGGS

1 (12 OUNCE) CAN BETTY CROCKER WHIPPED FLUFFY READY-TO-SPREAD FROSTING



Preheat oven to 350°. Grease (or lightly spray with cooking spray) bottoms only of two 8-inch or 9-inch round pans. Beat cake mix, water, oil and eggs in large bowl on low speed for 30 seconds. Beat on medium speed 2 minutes. Pour into pans. Bake 8-inch pans 25-30 minutes, 9-inch pans 22-27 minutes. Cool 10 minutes; remove from pans. Cool completely, about 1 hour. Reserve one layer for another use or to make a second bunny. Cut 1 layer in half as shown in diagram. Put halves together with frosting to form body. Place cake upright on cut edge on tray. Cut out a notch about one-third of the way up one end of body to form head (small end) as shown in diagram. Attach half of cutout piece for tail with toothpicks. Frost with remaining frosting, rounding body on sides. Sprinkle 1 cup coconut. Cut ears from construction paper; press into top. Use jelly beans for eyes and nose. Shake 1 cup coconut and 3 drops food color in tightly covered jar until evenly tinted. Surround bunny with tinted coconut. Add additional jelly beans if desired. Store loosely covered.

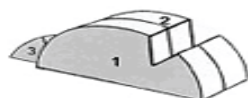
Cutting and Assembling Easter Bunny Cake



Cut cake in half.



Cut out notch about 1/3 of the way up one end of body.



Attach half of cutout piece for tail with toothpick.



Cut 4 x 1 3/4-inch ears from pink construction paper. Fold as shown.