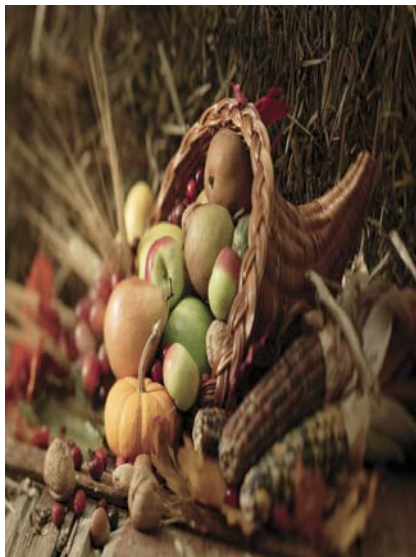




# DEALER BUZZ

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## DHSMV FORMS

As of August 15, 2008 Attorneys, DHSMV form the State of Florida will no longer be supplying the Tax Collector with forms that can be accessed through the DHSMV's Internet website. All forms that are printed on secure paper will still be supplied to the Tax Collector. How does this affect you? We will continue to give you all non-secure forms, while we have inventory. Once we run out, you will have to access them yourself through either the Tax Collector or DHSMV websites. You will continue to receive your Dealer Reassignments, DHSMV form 82994, and Secured Power of



82995, from us. To access non-secure forms from the Tax Collector website go to [www.mariontax.com](http://www.mariontax.com). In the upper right hand corner click on DOWNLOADS, then click on MOTOR VEHICLES.

To access non-secure forms from the DHSMV website go to [www.flhsmv.gov](http://www.flhsmv.gov). On the left hand side you will click on FORMS. The DHSMV forms page allows you to search by either form number or name.

You will also be able to access all IRP related forms through the DHSMV website.

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## NEW & IMPROVED DHSMV WEBSITE

As part of the "Making Changes that Matter to You!" campaign, DHSMV released an enhanced website in July.

The new website has simplified finding information of interest and facilitates transactions with the Department. Whether customers need to check their drivers license or vehicle registration, get live traffic and crash

reports, find a convenient office, or contact one of our divisions, it will all be readily accessible through the new portal.



The new site has a user friendly layout, popular links section, and FAQ's to name a few new features. Visit [www.flhsmv.gov](http://www.flhsmv.gov) today!

## DUMP TRUCK CONVERSION UPDATE

If you have a dump truck in your inventory, it's important to verify that the title is correct as an incorrectly registered vehicle could cause law enforcement to write your customer a ticket. Take a moment to examine your titles. If the title reflects the body type as TK you need to make an appointment with the DMV Regional Office to have the vehicle inspected.



rection, changing the body type from "TK" to "DP"—free of charge.

If it is determined that the vehicle was modified from a heavy truck or truck tractor to a dump truck, there will be a \$40 inspection fee and a title correction will be processed changing the body type from "TK" to "DP" and changing the make to "ASPT".

All inspections are performed on Wednesdays at the DMV Regional Office located at 318 SE 25th Ave, Ocala, FL. Please call (352) 732-1267 for an appointment.

Upon inspection, if it is verified that no modifications were made to the vehicle, the regional office will perform a title cor-

## PROOF OF IDENTITY REQUIREMENTS

Due to new legislative efforts complying with the federal Real ID Act, there have been some changes regarding acceptable proof of identification.

Effective **October 1, 2008** any one of the following is acceptable proof of identification to create a customer in our database.

1. A Florida driver license or identification card.
2. An out of state driver license or identification card with photo.
3. An **unexpired** US passport or **passport card**.

4. An **unexpired** Canadian driver license, identification card or passport.
5. A driver license or identification card from any U.S. Territory.
6. An **unexpired** out of country passport.

We will no longer be able to accept expired foreign documents. Please remember that if the customer is not presenting a Florida driver license or identification card, you must submit a copy of their proof of identification with your work!



*"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."*

*- Douglas Adams*



## IDENTITY THEFT

Identity theft—scary words. In 2006 15 million Americans were victimized by identity theft. 8% of those 15 million were people who obtained auto loans under false stolen identities. As of November 1st, 2008, the Federal Trade Commission (FTC) will require dealers to have an active 'Red Flags' plan in place. The Red Flags rule is to prevent, detect and mitigate identity theft.

There are ways to begin safeguarding your business today, such as install electronic security (ie. cameras, lighting, etc.), have protected software. Ensure that all desks and filing cabinets are locked at all times. Shredding documents on a regular basis not only reduces storage needs but keeps personal information protected. Conducting regular background checks on employees and training your employees to look and identify fraudulent people and activities protects your consumer. With over 12,000 dealers in Florida, this is a rule that must be adhered to.



To locate tools to help protect your business, go to the web and enter "identity theft". Other sources would be found in the Dealer Business Journal. Always document

that your employees have successfully completed or read the rules and promise to faithfully uphold them. Make sure you include your service techs, cleaning crews, technical support and those who have access to your dealership when you are not there.

Remember, you own the business NOT the customer! Don't let your customer twist your arm to sell them a car if they can not produce the required proper identification—preferably requiring two forms of photo ID. Critique your customers credit application with the info that the lender has, compare notes! Know without a doubt WHO is sitting in front of you. Always compare information and ask lots of questions.



For those of you who could not attend our Red Flags Meeting, please feel free to come by the dealer office and pick up the packet that was passed out during the meeting. If you are not able to come by, call us at (352) 368-8272 so that we can make arrangements for to e-mail or fax you copies.

Don't be caught liable because of careless mistakes! Get started today!

## POWERS OF ATTORNEY

A notary public may NOT notarize a signature on a document if the notary public has a financial interest in or is a party to



the underlying transaction; however, a notary public who is an "employee" may notarize a signature for his or her employer, and this employment does NOT constitute a financial interest in the transaction nor make the notary a part to the transaction under this subsection as long as he or

she does not receive a benefit other than his or her salary and the fee for services as a notary public authorized by law.

In short, no matter the position you hold with your company; if you receive a commission, a recipient of your company's profit sharing or gain financially from the sale of your product, you may NOT notarize the HSMV 82053 form. Only salaried employees are allowed to notarize DHSMV form 82053 .

## THE JENKINS GROUP

What began in 1997 as a partnership, left one partner with five amazing franchise dealerships and the other a very aspiring Congressman. Don Jenkins and Vern Buchanan arrived in Ocala in 1997 to form the Honda/Acura Dealerships. Together, they ignited “Car Row” known as Hwy 200 AKA College Road. Don split from Vern in 2004 and acquired the Acura and Hyundai Franchise Dealerships. With his achievable aura he acquired Bradenton Hyundai, Leesburg Hyundai and Mazda of Ocala. In turn, Vern Buchanan in his bid for Congress and a “hair raising” recount was on his way to Washington!



Cory Pool, Vice President and partner for 10 years, describes the challenges that they faced; one learning to grow responsibly. Pool said “It’s easy to buy dealerships but harder to manage them.” Pool and his team have taken a slow growth approach. Let the economy and your sales dictate your next move. Be cognizant of what the consumer wants and can afford. Keep an inventory that’s affordable and obtainable. Keeping prudent business practices in mind, the manufacturers also rallied to make vehicles that are fuel-efficient and offer warranties that are second to none. The consumer is keeping their car for longer periods of time, thus capitalizing off these warranties.

The dealership has changed its business practices over the years; they have gone “High Tech”. The Jenkins group has their own inhouse IT department and that in and of itself has proven to be like money in the bank! Another common practice is keeping in touch with their customers via e-mail, thus freeing up their staff to efficiently handle walk-in customers. Other changes that have emerged are a shuttle system that will take you to your destination or a loaner car should you need detailed work performed.

Amazingly enough, the Jenkins Group does not offer “New” trucks in their line-up. They concentrate on selling fuel-efficient cars. Their manufacturer keeps a skeptical eye on what America wants, needs and can afford. Unfortunately the Isuzu line will be leaving the U.S. in January 2009. However, Pool and his fine team will continue to service them.

When asked what are your goals, Pool prides himself on having long-term employees, provide in-house training for Quality Customer Service and expand and build a quality customer base.

Their mission statement is “To do what we say we’re going to do when we were going to do it and in the manner in which we said it would be done.”

In closing, I would be amiss if I did not mention the integrity of Cory Pool. He is a lifelong Ocala resident and has a burning desire to give back to the community. Cory is currently President of the Domestic Violence Center and Treasurer of the Humane Society. Cory was recently appointed by Governor Crist to the Board of Trustees at Central Florida Community College.



From the Marion County Tax Collectors office and his staff we say “Thank You” for allowing “us” to serve you! Keep up the excellent work!

## GOEBEL'S USED CARS

What began as a sales manager position for Ford in Akron, Ohio, turned out to be the beginning of a lifetime career for Paul Goebel of Goebel's Used Cars. Paul moved to Dunnellon in March of 1971, opened a Phillips 66 station and a used car lot. After some time, he sold them and opened his current location on College Road in 1974.



Paul, his wife JoAnn and son David, have been very successful as the result of one thing—honesty. Success also comes through providing the public with the right car for the right price. David graduated from Troy State University in 1990 and joined Goebel's as an officer of the corporation. David has the challenging task of keeping the inventory in tune with the buying habits of the public. JoAnn's core beliefs of "impeccable" titling and bookkeeping contributes greatly to the success of their dealership.



The staff at Goebel's has bought into Paul's theory that honesty and respect yields quality buyers that return year after year. Goebel's employs 12 people with two veteran salesmen, Lynn Bowden and Ken Tate, both of whom have nearly three decades of service. Recently Joey Curcio joined the team as a salesman. His staff is notorious with "follow ups" on their customers and always assuring them should they have any problems. Every car on the lot has been thoroughly inspected and serviced and has had a car history report run through Carfax. Customers drive off the lot in confidence.



Paul has responded to the market by using his website as a marketing tool. Not only has the website helped to bring customers in but it has helped Paul discover who his customers are. On-line shopping allows the consumer to focus intensely on your inventory, options, pricing, etc. Marketing is the key to getting the customers through the door. Goebel's finds financing for his prime customers by assessing national lenders, credit unions and local institutions. He does have options for those with less than perfect credit histories, but the majority of his buyers are in the good credit range. Inevitably, the market is tough right now. Goebel's plan to weather any economic turn is stay truthful, offer quality cars and thank the good Lord when you sell one.



To Paul, JoAnn, David and staff—the Marion County Tax Collector and his staff want to express our heartfelt appreciation for your time, money and efforts that you have invested to the citizens of Marion County.

# EFS UPDATES



Our next EFS meeting will be held October 8th in Destin, FL. I will notify everyone of any updates and changes.

You may **not** operate two certified service provider systems at the same time. You must clear your system of any initial or pending transactions prior to switching over to the new system.

If you are currently still printing to red and white 82041's, contact your EFS provider for them to switch you to the laser printer. This needs to be done as soon as possible. Your EFS provider will be getting with you regarding the new process to print decals. Our office has already converted to the new printers, therefore we have a very limited supply of decals and ribbon. Please call us if you are running low so that we can try to get you some supplies before you run out completely! Once again, thank you for the tremendous job you guys are doing! Keep up the good work!

## **WORK ACCURACY**

As always, please make sure you are double checking your work prior to finalizing and submitting your deals to us. By double checking for mistakes you will cut down on your number of errors and also the time that it takes us to retype your voids.

Once you finalize the deal, the work must be submitted to the tax collectors office by the close of business the following day. We can not stress enough the importance of having your work turned in to us in a timely manner. Getting your work to us earlier, may allow us to fix a mistake immediately rather than suspending or voiding. If we have to wait on you, that means our audit department has to wait on us!



*Pamala Randle*



## **SUSPENDED TRANSACTIONS**

As we are all aware, we can not have any deals in suspension for more than 30 days. DMV and Tallahassee are auditing all suspended transactions. Please make sure you correct all errors as soon as possible.

Please remember that the you only have 30 days to do a title transfer. EFS transactions fall under the same criteria as non-EFS transactions.