



Are you or your staff using letgo.com?

Remember: Advertising Rules Apply

The VSA is now monitoring vehicle ads on letgo.com, an online ad website. As with Craigslist and Kijiji, dealers and salespeople using letgo.com to advertise their inventory must follow all advertising rules:

- Advertising must be accurate and consistent, whether on an online platform, on a dealer website, in a print ad, or on the vehicle.
- The total price of the vehicle needs to be shown, preferably with all the fees itemized. This includes all dealer fees, including doc, admin and inspection fees, as well as transportation charges.
- Your dealership's lowest advertised price must be honoured. Selling at a price higher than the lowest currently advertised price is a violation of the federal Competition Act.
- Documentation and other dealer fees must be disclosed correctly. Statements such as "plus fees" do not meet this requirement.
- Pricing in salesperson ads should match dealer pricing, as your dealership will be held to the lowest advertised price.
- Salesperson ads must correctly describe the vehicle and include the dealer name and number.
- Only vehicles that are available for sale must be shown. If the vehicle has been sold, the advertisement needs to be removed. Simply stating "Sold" on the ad is not sufficient.

Resources: Advertising requirements can be reviewed using the [Continuing Education Module – Advertising for Salespeople](#).

Strategic Business Plan Highlights VSA Goals and Strategies

The [VSA Strategic Business Plan for the fiscal years 2017-18 to 2019-20](#) is now available. The three-year plan supports the VSA mission to build confidence in the vehicle sales marketplace. The plan tracks progress on five goals centered on education, engagement, and compliance activities.

Enhanced Communication Activities

One of the five strategic goals of the VSA is to have an informed and educated marketplace. This means that both the public and the industry know their rights and obligations during the purchase and sale of a motor vehicle. To reach this goal, plans for the coming year include:

- Continue to improve industry Bulletins and Alerts
- Add to the current public awareness campaigns
- Maintain quality certification courses and Continuing Education modules
- Update the VSA website based on user recommendations
- Expand the secondary school outreach program, with the aim to reach all 290 public schools in B.C. by 2020. The presentation includes the benefits of buying vehicles from a licensed dealer as well as showcasing career opportunities in the auto sector.