



Georgia IADA Quality Dealer of the Year Award Program

SERVICE TO INDUSTRY -

It is my belief: "Every man owes a portion of his time and money to that industry or business from which he derives his livelihood."

- Theodore Roosevelt

Guidelines as recommended by the National Independent Automobile Dealers Association to assist our state selection committee in making their selection of the **GIADA Quality Dealer of the Year**.

Deadline for submitting GIADA Quality Dealer of the Year applications to GIADA Executive Director is May 01. The winning recipient will be notified by June 15. The winner agrees to attend the GIADA annual Convention & Trade Expo Banquet Dinner on Saturday night to receive his or her award.

The basic qualifications for a Quality Dealer Nominee should be:

OUTSTANDING BUSINESS OPERATOR - Dealer should be committed to offering exceptional services to customers, both during and after a sale. Always maintains the highest standards as they relate to employee and business associate relations. Dealer should be highly respected and enjoy a good personal and business reputation within their local community.

The dealer candidate should have the necessary credentials to compete at the national level since he or she will be representing GIADA in the national NIADA competition.

Candidates should meet the following criteria:

1. Have a minimum of five (5) years experience as a successful licensed independent dealer and member of their respective state association and NIADA for a period of no less than three (3) years. The candidate must be the 'Dealer Principle' or listed as the President of the dealership corporation.
2. Have a sanction free record with the S.O.S. Professional Licensing Division Used Car Board - have no outstanding or unanswered complaints with the Better Business Bureau or Consumer Affairs division of the Georgia Governors Office of Consumer Affairs.
3. Candidate's dealership operation should reflect pride of ownership and offer an attractive appearance of facility, grounds and inventory. (must send pictures)
4. Candidates should have an outstanding reputation of good customer relations and the handling of customer complaints in an expedient manner.

5. Operate his/her business in accordance with the GIADA & NIADA Code of Ethics.
6. His/Her dealership operation should be a credit to the independent dealer community of their respective state and the Used Motor Vehicle Industry as a whole.
7. Candidates should furnish several customer and employee testimonial letters, as well as business and personal letters of recommendation.
8. Extra thought should be given to those candidates who are NIADA "Certified Master Dealers".

COMMUNITY SERVICE - Affiliations and involvement in community affairs.

Candidates should be involved in the affairs of his/her local community. It is beneficial to all concerned for successful business owners to give something back to the community in which they develop their businesses and earn a living.

Additionally, experience has shown there is a great deal of satisfaction and personal reward in the giving of time, talent and money to worthwhile causes within our communities.

EXCLUSIONS:

If a dealer/dealership has previously been awarded GIADA Quality Dealer of the Year, that dealer/dealership shall be ineligible to receive the award a second time.

Dealer may nominate himself or herself.