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Three days and counting

by *Gil Van Over*

You now have three days left in the month. Three days to hit your sales goals. Three days until May Day. Three days to have your Red Flags Rule program in place.

Last week I wrote about getting your program set up. If you don't have one set up yet, go back to last week's column before continuing with this week's column.

If you do have your program risk assessment completed, your policy written, your policy approved and your employees trained, you are ready to start phase two. A phase you will be living with for the rest of your automotive career.

Vetting your deals

Starting with May Day (or even today), you must begin your transactional duties under the Red Flag Rule. This means you will have to review every financed deal against the list of red flags you identified and documented during the program set up.

You must now proceed to detect, prevent and mitigate identity theft.

Down and dirty

As easy as I can make it, here goes...

Salespeople must spend five quality seconds with each piece of identification they are given before taking a test drive.

They should be trained to look at the picture and review the physical characteristics on the consumer's identification. Then they should look at the consumer to ensure he matches the picture and physical characteristics on the identification. If the salesperson cannot make the match, she should get her manager involved.

Sales Managers must review the credit bureau report for alerts, discrepancies, suspicious patterns or credit freezes. The Sales Manager must be able to resolve the detected red flag before moving forward with the vehicle sale.

F&I Managers are the back stops. They are the ones to review any stips provided with the deal to ensure the validity of the stips. They must feel comfortable that the person signing the contract is the person applying for the financing. F&I Managers must have the authority to stop the deal.

That's the breakdown on how everybody involved in the process must play a part to detect and prevent identity theft. It must become part of your everyday process every day.

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