

**From:** [Mark Hicks](#)  
**To:** [FamiliesCommunities Committee](#)  
**Subject:** Bill 203 Submission review  
**Date:** Thursday, October 6, 2016 3:57:37 PM

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Standing Committee on Families and Communities  
C/O Committee Clerk

Dear Sir/Madame:

I have recently reviewed the information I have seen regarding the BILL 203 proposal.

I not sure I understand the purpose of the bill in today's modern automotive environment. The intention of the bill seems perplexing to me, the things it talks about are things we as franchised auto dealers do all the time.

- We do estimates,
- we provide information
- we do provide warranties

There is no room for misinformation so to speak in the process of today's franchised auto dealer. Today, to be successful in the automotive business you need to demonstrate transparency and fair trade practices, and if you don't you would experience significant negative repercussions on social media and your overall business model.

On top of that, my manufacturer employs a substantial number of employees, departments full of them, both regionally and nationally, to make sure that my dealership and all the other ford stores in Canada are operating with integrity and high customer satisfaction. I can only assume it is the same with most other manufacturers as they are all chasing the same goals and objectives. A dealer's ability to operate within the norms of customer satisfaction, professionalism and good business ethics, also impacts his ability to maintain a franchise in today's world too, so I can assure you that improper business practices are not an acceptable long term business strategy for a dealer today.

From a personal perspective, we have full time customer service employees in my store, including a full time social media manager, we review surveys daily, we contact customers, we deal with any and all issues we may have with our customers, daily. We fully understand that a customer focus is the key to our long term success. The quality of our staff also reflects this understanding, I note that the most common degree amongst our non technician employees is a Bachelor of Commerce or BBA. The auto industry today is a modern customer focused business that uses technology to ensure a long term mutually satisfactory relationship with their customer base. It requires outstanding customer focus, competitive pricing and quality service.

What the heck is the purpose of this legislation of this nature in a mature industry like this?

I think sometimes politicians get involved in things to be politicians not to help the consumers.

Sherwood Ford

per:

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President

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