



CREDCO *Newsline*

July 2009 Newsletter

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THE RED FLAGS RULE "REALITY CHECK"

Don't let delayed enforcement dates distract you from the reality of the Red Flags Rule – namely the consequences for non-compliance. Mandatory compliance takes effect August 1, 2009, which means you and your dealership will soon be at immediate risk of heavy fines, legal penalties and possible lawsuits if you're not in compliance.

Why did the FTC delay enforcement of the Red Flags Rule? The Federal Trade Commission delayed enforcement until August 1, 2009 to give dealers and other affected businesses sufficient time to develop and implement a written Identity Theft Prevention Program.

As long as the Rule isn't being enforced, I'm off the hook...right? Wrong. Since January 1, 2008, when the law went into effect, you should have been preparing your dealership for the August 1st mandatory compliance deadline. For dealerships without a Red Flag Program, non-compliance could mean risk of several penalties: Civil Liability, Class-action Lawsuits, Federal and State Fines.

What happens if I don't comply? If investigated and found liable, the FTC can fine you as much as \$2,500 for selling a vehicle to a buyer with a stolen identity. Subsequent violations can carry a fine of up to \$11,000.

Why should I comply? Dutiful compliance not only protects the public, but it's become a critical necessity for dealerships that want to survive in today's economy.

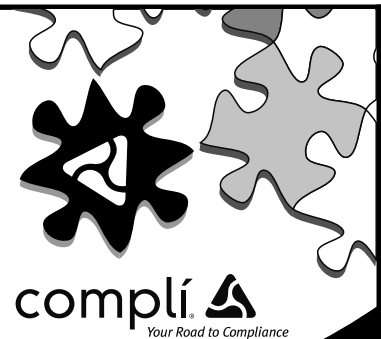
Isn't creating an Identity Theft Prevention Program complicated? Complying with the new rules and combating identity theft doesn't have to be complex or costly. First Advantage CREDCO offers a turn-key Red Flags Rule compliance solution that can automate your Red Flag Program, quickly and easily - and we offer FREE Training too.

To learn more about our Red Flag Solution, visit www.CREDCOservices.com/RedFlag or call (888) 298-4456 to speak with a CREDCO specialist!

The Missing Piece!

CREDCO's Red Flag Solution now includes an easy-to-use online compliance application that AUTOMATES your Red Flag Program!

Call (888) 298-4456 www.CREDCOservices.com/RedFlag



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If you have received this fax in error or would like to be removed from our fax list, please call (866) 322-3158 ext 45770. Please note that by removing your company from our fax list, you may not receive important customer notifications.



CREDCO's Red Flag Solution



YES, Please contact me to discuss my dealership's Red Flag Program.

Fax Back to (619) 938-7007

Dealership: _____

Franchise Independent

Contact Name: _____

Contact Title: Owner F&I Manager Compliance Manager

Office Manager Sales Manager

Other: _____

Contact Email: _____

Contact Telephone: (_____) _____ - _____

Contact Fax: (_____) _____ - _____

of Employees: _____