



CIADA Quality Dealer Award Guidelines

These basic qualifications, as recommended by the National Independent Automobile Dealers Association should be:

SERVICE TO INDUSTRY

1. Candidates should meet the following criteria:
2. Support the CIADA and NIADA associations through their service.
3. Demonstrate a willingness to be helpful in performing Association duties when asked.
4. Willingness to make a commitment to attend the annual National Convention.
5. Have the necessary credentials to compete at the National level since the winner represents CIADA for the National award.

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 reputations within their local community.

Candidates should meet the following criteria:

1. Have a minimum of five years experience as a successful licensed Independent Dealer and member of CIADA and NIADA for a period of no less than three years. The candidate must be the “Dealer Principal” or listed as the President of the dealership corporation.
2. Have a sanction fee record with the Colorado Dealer Licensing Board – have no outstanding or unanswered complaints with the Better Business Bureau or Consumer Affairs division of the Colorado State Attorney General’s office.
3. Candidate’s dealership operation should reflect pride of ownership and offer an attractive appearance of facility, grounds and inventory.
4. Candidates should have an outstanding reputation of good customer relations and the handling of customer complaints in an expedient manner.
5. Operate their business in accordance with the CIADA Code of Ethics.
6. Their dealership operation should be a credit to the Independent Dealer community 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.

1. Candidates should be involved in the affairs of their local community.