



National Quality Dealer Award Candidate Guidelines & Criteria

Guidelines as recommended by National Independent Automobile Dealers Association (NIADA) to assist our national judges committee in making their selection of NIADA's Quality Dealer of the Year.

The basic qualifications for a Quality Dealer Candidate should be:

SERVICE TO INDUSTRY - Dealer should show their commitment to the industry through dedicated service, by attending and participating in industry events and a willingness to serve and help others in the independent automotive dealer industry.

Candidates should meet the following criteria:

1. Be a member of NIADA in good standing and of the age 18 or older.
2. Support their respective state association through their dedicated service.
3. Support NIADA through their dedicated service.
4. Demonstrate a willingness to be helpful in performing Association duties when asked by the various state and national association leaders.
5. Display a willingness to serve the Used Motor Vehicle Industry through helpful service to fellow dealers by sharing their knowledge, talent and experience.
6. Willingness to make a commitment to attend their respective annual state and national Conventions.
7. Have the necessary credentials to compete at the national level, since they will be representing their state association in a national competition.

OUTSTANDING BUSINESS OPERATOR - Dealer should be committed to offering exceptional service to customers, both during and after a sale. Dealer should always maintain 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.

Candidates should meet the following criteria:

1. Have a minimum of five (5) years of 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 state DMV and/or state licensing agency - have no outstanding or unanswered complaints with either the Better Business Bureau or the Consumer Affairs division of the 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 NIADA Code of Ethics.
6. Candidate's 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 – Dealer should be involved in community affairs. It is beneficial for successful business owners to give something back to the community in which they develop their businesses and earn a living. From sponsoring little league teams to fostering animals. From their time on the city's planning and zoning commission to the parks board. Or maybe it is volunteering at their local community recreation center or church. No matter what it is, sharing that story could make the difference.

Candidates should meet the following criteria:

1. Candidates should share any past volunteer experiences/outreach in their local community.
2. Include specific stories of community involvement and outcomes.

EXCLUSIONS:

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