



**CREDCO**

*Newsline*

November 2009 Newsletter

Volume 7: Issue 11

## THE RED FLAGS RULE “REALITY CHECK”

Don't let delayed enforcement dates distract you from the reality of the Red Flags Rule. While it's intended to protect the public and your dealership from ID thieves, not complying carries an even bigger price. Not having an identity theft prevention program means putting your dealership at unnecessary financial risk – and at a distinct competitive *disadvantage*.

### **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 compliance by having a Red Flag Program in place.

**Remember: though enforcement has been delayed, it's still the law.**

### **Are my lender relationships impacted?**

Absolutely. Compliance falls under the FTC, which impacts some financial institutions. That means that your lender partners may require you to comply if you want to do business with them.

### **How could this affect my bottom line?**

Just ask yourself this question: “Do I really want to buy back a vehicle I just sold?” By having a Red Flag Program in place, you can avoid the potential liability for buy-backs from defrauded lenders.

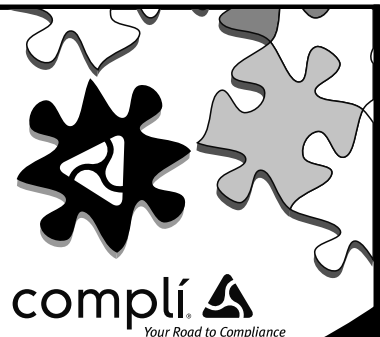
### **Isn't creating an Identity Theft Prevention Program complicated?**

Complying with the Red Flags Rule doesn't have to be complex or costly. CREDCO offers a turn-key compliance solution that can automate your Red Flag Program, quickly and easily – and we offer free training too.

## *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](http://www.CREDCOservices.com/RedFlag)*



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