

Gold Seal Program Application



A Gold Seal Certified Automotive Recycler
An Official Program of ARA

“Best in Class”



ARA Gold Seal Program

Mission Statement

The Gold Seal program will lead the automotive recycling industry by creating an environment dedicated to outstanding customer service. Gold Seal customer service goals are based on the highest professional and ethical business practices established and adhered to by “Best in Class” recyclers.

Feed back received through customer service inquiries, business analysis, and adherence to Gold Seal standards will demonstrate that a Gold Seal member’s performance will continue to meet or exceed the expectations of their customers.



The Submitted Gold Seal Application Must Include the Following Documents, Completed and Signed:

- Professional Business Practices
- Customer Complaint Process
- Gold Seal Member Appeal of Committee Action
- Member Rules and Requirements
- Gold Seal Program Agreement

(Please read through all of the application materials carefully.)

Gold Seal Certified Automotive Recycler Program Professional Business Practices



To Provide High Quality Replacement Parts, at Fair Prices, With No Surprises!

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Customer Service

1. Gold Seal Certified Automotive Recyclers recognize the professional automotive and collision repair industries are our primary customers. Collision repair facilities and their customers, the owners of the vehicles being repaired, are to be the life blood of our business.
2. Gold Seal Certified Automotive Recyclers will uphold the highest standards of professional conduct in the Automotive Recycling Industry.
3. Gold Seal Certified Automotive Recyclers will employ knowledgeable sales people to insure the highest level of customer satisfaction.
4. Gold Seal Certified Automotive Recyclers will maintain a professional program to monitor customer satisfaction through an independent research firm.
5. Gold Seal Certified Automotive Recyclers will participate in a bi-annual audit process for compliance verification, as set forth by the Automotive Recyclers Association.

Descriptions

6. Gold Seal automotive recyclers will inventory and grade all parts using the ARA damage codes and grading system.
7. All parts will be described to customers with the year, make and model of the vehicle from which they were removed.
8. Descriptions, including options, damage, whether parts are original or after market, and paint condition will be as accurate as possible to avoid surprises for the customer.
9. Gold Seal Certified Automotive Recyclers will not repair damage without the knowledge of the customer.
10. Any adjustments agreed upon between Gold Seal Certified Automotive Recyclers and repairers will be made upon inspection and request for credit by the customer.
11. Items returned for credit will be accepted for a period of at least 30 days after delivery.

Scheduling and Delivery

12. Because scheduling is so important to modern collision repair facilities, every effort will be made to achieve promised delivery times. Any delays will be reported to customers immediately.
13. Estimators and customers will be advised at the time of quote or order, if parts must be made available through another Recycler.

Gold Seal Certified Automotive Recycler Program Professional Business Practices cont.



To Provide High Quality Replacement Parts, at Fair Prices, With No Surprises!

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14. Price Quotes will include delivery.

Warranties

15. All warranties, including those for mechanical and electrical parts, will be in writing.

16. At a minimum, sheet metal parts will have a limited warranty against rust and corrosion for a year from the date of purchase.

17. At a minimum, mechanical parts will have a limited warranty for 90 days.

Business Practices

18. Open accounts are offered to all customers who meet credit standards. We will strive to make credit decisions as soon as possible after submission of a credit application.

19. Gold Seal Certified Automotive Recyclers will cooperate with repairers to obtain insurance supplements due to part availability and cost restraints.

20. Gold Seal Certified Automotive Recyclers will work with repairers in every way to minimize the number of vehicles that become total losses.

21. Accurate vehicle identification numbers will be provided for all major component parts as defined by Federal law.

22. Continued designation as a Gold Seal Certified Automotive Recycler is dependent on adhering to principles set out in this code of professionalism.

Business Owner Signature: _____ **Date:** _____

Gold Seal Certified Automotive Recycler Program Customer Complaint Process



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In order to provide the consumer with an avenue to address concerns regarding the quality of service and / or the quality of the parts provided by an **ARA Gold Seal** member, the ARA has established a formal **Customer Complaint Process**. This process provides the customer a formal mechanism under which he or she can ask for an independent review of the issue or complaint by the Gold Seal Committee, and request their assistance in determining the appropriate resolution.

The Gold Seal Committee understands that any decisions and or recommendations made regarding potential actions needed to be taken by the recycler in question are recommendations only. The recycler is an independent business concern and is ultimately responsible for their actions and the final resolution of the complaint. The complainant will be advised that the ARA Gold Seal Committee maintains no authority over the recycler involved but is merely acting as a third party mediator.

Gold Seal members should understand that although the ARA Gold Seal Committee will not mandate a specific action be taken by a recycler regarding a complaint, the number of complaints received and the ultimate resolution of the complaint by the recycler could affect their continued standing as a member of the ARA Gold Seal Program.

Customer Complaint Process:

- 1. The ARA will maintain a toll free number ((888) 385-1005) as a complaint hotline. A formal complaint questionnaire will be completed on each call. This same questionnaire will be maintained in an electronic format on the ARA website to be completed and forwarded either electronically or in writing if the customer wishes to supplement the complaint with specific documentation. Upon the receipt of a complaint, a written / electronic acknowledgement of receipt shall be provided to the complainant specifying a 30 day calendar for response.**
- 2. The complaint along with any documentation received will be provided to the Chair of the Gold Seal committee. The Gold Seal Committee Chair will request a response in writing within 5 business days from the Gold Seal member to the allegations contained in the complaint. It shall be the responsibility of the Gold Seal Chair to conduct additional investigation as needed and report his/her findings back to the Gold Seal Committee.**
- 3. The Gold Seal Committee Chair shall advise the Gold Seal Committee regarding any potential actions to be taken on the part of the ARA member to proactively resolve the complaint.**
- 4. If the Gold Seal member indicates the issue is at an impasse all documentation including original complaint and written response from the member will be provided to the Gold Seal Committee for review. In**

Gold Seal Certified Automotive Recycler Program Customer Complaint Process cont.



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- addition the Gold Seal Committee will provide their analysis of the merits of the complaint and proposed recommendation.
5. Subsequent to their review the Gold Seal Committee will provide a written opinion and suggested resolution to the Gold Seal Chair for dissemination to the ARA Gold Seal member.
 6. The Gold Seal Chair will provide a copy of the recommended resolution to the Gold Seal member. The Gold Seal member will be asked to respond in writing within 5 business days. This response will state if they agree with and will abide by the recommendation set forth by the Gold Seal Committee.
 7. The response from the Gold Seal Committee to the Complainant will be forwarded subsequent to the review and final response from the Gold Seal member. This response will be drafted by the Gold Seal Chair and approved by the Gold Seal Committee prior to distribution to the complainant
 8. The type, resolution, and the number of complaints against an ARA Gold Seal member will be monitored. Complaint activity on the part of an ARA Gold Seal member may lead to disciplinary action and / or suspension of their Gold Seal Membership.

_____ agrees to the Customer Complaint Process as outlined by the Gold Seal Program and understands that should the Gold Seal committee find the Gold Seal Member to be in violation of operating with ethical customer service business practices, providing quality service to the consumer, they reserve the right to revoke the member’s Gold Seal certification.

Business Owner Signature: _____ Date: _____

Gold Seal Certified Automotive Recycler Program

Gold Seal Member Appeal of Committee Action



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A Gold Seal Member who has been removed from the Gold Seal program for cause may petition the Gold Seal Committee Chair Person for a hearing before the ARA Executive Committee to determine whether the current suspension or removal should be reconsidered and or reversed. The Gold Seal Member shall provide written notice to the Gold Seal Committee Chair requesting said review. This notice must be submitted no later than 30 days subsequent to the letter of removal provided by the Gold Seal Committee. Failure to comply with the 30 day notice requirement shall constitute a waiver of the Gold Seal Member’s right to a hearing.

The Committee Chair shall forward the written notice of review of the Gold Seal Member to the Executive Committee. Gold Seal Committee will provide the Executive Committee with pertinent documentation or information regarding basis for the original decision. A hearing will be schedule by conference call during the monthly schedule Executive Committee conference call or in person at the quarterly Executive Committee meeting. The Gold Seal Member shall have the opportunity to provide oral or written testimony to the Executive Committee at the time of the hearing.

The Executive Committee, at the conclusion of the hearing, will weigh the evidence presented and make a final determination regarding the Gold Seal Member’s continued status under the Gold Seal Program. The Gold Seal Member will be notified in writing of the Executive Committee decision within thirty days of the hearing. Decisions made by the Executive Committee are final.

Business Owner Signature: _____ **Date:** _____

Gold Seal Certified Automotive Recycler Program Member Rules and Requirements



A Gold Seal Certified Automotive Recycler agrees to the following rules and requirements:

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1. _____ agrees and understands the Gold Seal Certified Automotive Recyclers program is governed by the Automotive Recyclers Association’s (ARA) Gold Seal committee.
_____ agrees to abide by all requirements set forth by the Gold Seal committee.
2. A Gold Seal Certified Automotive Recycler must be a fully certified participant in good standing of the CAR program. If for any reason _____ fails to be certified by the CAR committee _____ will not be eligible to participate in the Gold Seal Certified Automotive Recycler program.
3. _____ agrees to use all copyrighted materials in a professional manner. If for any reason _____ does not qualify for CAR membership or decides to withdraw from the CAR program or withdraw from or is removed from the Gold Seal Certified Automotive Recycler program, _____ agrees to immediately stop using any copyrighted materials and return same to ARA.
4. _____ will abide by the Gold Seal Certified Automotive Recycler code of ethics as amended, changed or modified. Failure to do so will result in removal of _____ from the Gold Seal Certified Automotive Recycler Program.
5. _____ agrees to participate in any customer satisfaction monitoring program that is approved by the Gold Seal committee. Participation and cost will be the responsibility of _____.
6. _____ agrees to maintain a quarterly minimum composite score of 8.0 or higher on each question of the CSI survey.
7. _____ agrees to participate in any audit program that is approved by the Gold Seal committee.
8. _____ agrees to attach a Gold Seal Certified Automotive Recycler approved tag to all parts that are sold. _____. The parts tag must include the Gold Seal logo. All tags must be approved by ARA before use by _____.
9. _____ agree to include the Gold Seal Program Complaint Hotline number (888) 385-1005 on their printed invoice, for the customer to call if he/she feels that the Gold Seal Certified Automotive Recycler has not met the requirements of the Gold Seal Certified Automotive Recycler code of ethics.

Gold Seal Certified Automotive Recycler Program Member Rules and Requirements



A Gold Seal Certified Automotive Recycler agrees to the following rules and requirements:

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10. _____ understands that they are required to provide the CSI firm, with their customer information list each quarter. Failure to do this may result in censure or removal from the Gold Seal program.

11. _____ understands that in the event of a customer satisfaction dispute, that the Gold Seal vender may be censured or removed from the program at the decision of the Gold Seal committee.

An Official Program of the Automotive Recyclers Association
GOLD SEAL PROGRAM AGREEMENT

(NOTE: You must be a Certified Automotive Recycler to be eligible for this program.)

(Please Print)

Owner(s) Name(s): _____

Business Name: _____

D.B.A. (if applicable): _____

Mailing Address: _____ City: _____

Street Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: () _____ Fax: () _____

What data management system are you currently utilizing? _____

Please check:

Yes **No**

I agree that if accepted for the Gold Seal Program, I will abide by the rules, requirements, and professional business practices as outlined.

Yes **No**

I understand that as the automotive recycling industry changes, the requirements to be a CAR Gold Seal Program member may also change. I agree to incorporate any such changes in my business. If I fail to do so, my Gold Seal Certification will be subject to termination.

Yes **No**

I am a member in good standing of the Automotive Recyclers Association.

I, _____ agree to abide by all rules and requirements set forth in this application. I understand if for any reason _____ is not a participant in the Gold Seal program, I will immediately stop the use of any copyrighted materials and return them to Automotive Recyclers Association.

Business Owners Signature: _____ Date: _____

Return this entire document with the signed agreement form to:

(DO NOT SEPARATE ANY PART OF THIS DOCUMENT)

Automotive Recyclers Association / Attn: Jennifer Johnson

9113 Church St., Manassas, VA 20110-5456 USA / Fax: (571) 208-0430 / Jennifer@a-r-a.org

STAFF USE ONLY:

Date Received: _____ Date Forwarded to Committee: _____

Once Application is accepted and you become an official member of the Gold Seal Certified Recyclers Program you will be furnished copies of the Rules and Regulations and Professional Business Practices.