

House Resolution 1236

By: Representatives Gullett of the 19th, Douglas of the 78th, New of the 40th, Mathis of the 133rd, Momtahan of the 17th, and others

A RESOLUTION

1 Recognizing and commending the Georgia E-Commerce Auto Dealers Association; and for
2 other purposes.

3 WHEREAS, the Georgia E-Commerce Auto Dealers Association (GeCADA) represents over
4 4,000 licensed used motor vehicle dealers that use the e-commerce business model to
5 operate; and

6 WHEREAS, e-Commerce Dealers represent an enormous industry in the State of Georgia,
7 represent a majority of all licensed used auto dealers in the State, and are the most rapidly
8 growing sector of used motor vehicle industry; and

9 WHEREAS, these dealerships are headed up by hardworking Georgia small business owners,
10 many of whom operate their business while working other full-time jobs; and

11 WHEREAS, the E-Commerce Sector of the Used Auto Dealers is comprised of over 4,000
12 small businesses, most with multiple employees; and

13 WHEREAS, this sector serves not only as an achievable entry point for aspiring small
14 business owners, it functions as a business incubator, and many of the e-commerce dealers
15 go on to grow into full used auto dealerships with commercial display lots; and

16 WHEREAS, in light of increasingly restrictive zoning precluding used automobile sales lots
17 in cities and municipalities throughout the State of Georgia, and most particularly in Metro
18 Atlanta, the E-Commerce dealer model has become a critical success factor for the Used
19 Auto market in the State; and

20 WHEREAS, the GeCADA's mission is to support hardworking Georgians-many of whom
21 operate their dealer businesses while working full-time jobs to provide for their families-by
22 advocating for fair, reasonable, and achievable regulations; promote entrepreneurship by
23 ensuring online auto dealers have a viable pathway to start and grow a legitimate small
24 business that can lead to long-term financial independence; advance common-sense policies
25 that strengthen consumer protection while avoiding unnecessary regulatory burdens that
26 make small-business ownership impossible; educate policymakers and the public on the
27 positive impact e-commerce dealers have on Georgia's economy, consumer choice, and
28 vehicle affordability; and provide training, compliance tools, and support to help dealers
29 operate responsibly and thrive in a changing industry; and

30 WHEREAS, GeCADA is committed to working collaboratively with lawmakers, regulatory
31 partners, and community leaders to create practical, data-driven solutions that protect
32 consumers while helping thousands of Georgians achieve the American dream of owning and
33 sustaining a small business; and

34 WHEREAS, GeCADA was preceded by the Georgia Auto Broker Association (GABA),
35 established in 2016, and was updated in 2025 to more accurately reflect the e-commerce
36 business model of the Georgia small businesses it serves; and

37 WHEREAS, GeCADA is heavily focused on dealer compliance with Georgia Law; since
38 inception in of GABA 2016, and now GeCADA, and has proactive in identifying potential
39 dealer compliance issues and proposing solutions to the Used Motor Vehicle Dealers Board.

40 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
41 the members of this body recognize the Georgia E-Commerce Auto Dealers Association as
42 the representative trade association for Georgia's e-commerce used motor vehicle dealers and
43 commend the Association for its commitment to entrepreneurship, regulatory compliance,
44 consumer protection, and economic growth within the State of Georgia.

45 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
46 and directed to make an appropriate copy of this resolution available for distribution to the
47 Georgia E-Commerce Auto Dealers Association.