

# Mobile repair, referral services, and online advertising regulations

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# Mobile and referral regulations overview

- The new regulations that took effect on 10/1/25 include the following requirements:
  - An applicant for registration as a mobile automotive repair dealer (ARD) must provide a physical address where records will be maintained.
  - Creates a 50-mile limit for 'brick and mortar' exemption from mobile ARD requirements.
  - Requires a mobile ARD to record on the final invoice where the repairs were performed.
  - Relocations online advertising requirements to apply to all ARDs.

# Mobile ARD application requirements

- Requires mobile ARD license applications to provide a physical address where records will be maintained and available for BAR inspection.
- For an existing ARD performing mobile repairs more than 50 miles from their currently registered place of business, a separate ARD registration is required.

# Mobile automotive repair records requirements

- Requires mobile ARDs to record on the final invoice either:
  - The physical address (i.e., street address, city, and zip code) where the mobile repairs were performed; or
  - If there is no physical address, a description of the location where the repairs were performed such as the street and nearest cross-street, a landmark or mile-marker, or freeway on-ramp or off-ramp, etc.

# Referral services (1 of 2)

- Registration as an ARD of any person or entity engaging in the business of collecting compensation for automotive repair services that are referred or sublet to another person or entity to perform the repairs. This includes:
  - A referral, broker, or concierge service that collects payment for repairs performed by another entity; and
  - An online retailer of automotive parts that, in addition to selling parts, arranges for installation of the parts and the installation is part of the purchase transaction.

# Referral services (2 of 2)

- Engaging in the business of collecting compensation is defined as: “any payment or other benefit provided to the person or entity that confers value, including discounts, rebates, or gift cards, unless such offer is made to members of the public.”

# Internet advertising requirements for automotive repair

- Internet-based advertising requirements for mobile automotive repair now apply to all ARDs.
- Requires ARDs to clearly display in any online advertising:
  - The firm (business) name as registered with BAR;
  - The ARD registration number; and
  - The phone number as registered with BAR.

# ARD phone number expectations

- The number on file with BAR must be an active number that will be answered should BAR staff need to contact the ARD owner or RME.
  - The ability to call ARDs is an essential function of BAR's regulatory responsibilities (e.g., consumer complaint investigations).
- Call tracking numbers used by ARDs in Internet-based advertising to measure the effectiveness of different marketing campaigns to consumers are acceptable.
- ARDs can change their phone number and other business information on file with BAR at: [bar.ca.gov/licensing-ard/update](https://bar.ca.gov/licensing-ard/update).

# Contact information

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