

**GURSEL SELCUK  
DOING BUSINESS AS  
ACRO CONSTRUCTION  
AND TO  
ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF  
GURSEL SELCUK**

This Director's Order was issued under s. 157.1 of the *Fair Trading Act* in response to, in the opinion of the Director, contraventions of the Act. As mandated by s. 157.1 of the *Fair Trading Act*, this Director's Order is part of the public record.

For more information on the Fair Trading Act, business licensing in Alberta or to search for a licensed business, please click here:

[Search for a Licensed Business, Charity or Fundraiser](#)

To view a tipsheet on this business licence category, please click here:

[Tipsheets](#)

**DIRECTOR'S ORDER UNDER SECTION 157 OF THE FAIR TRADING ACT**

**TO**

**Gursel SELCUK**

**DOING BUSINESS AS ACRO CONSTRUCTION**

**AND**

**ANY EMPLOYEE, REPRESENTATIVE, OR AGENT**

**OF Gursel SELCUK**

**Issues**

Gursel SELCUK, operating as "Acro Construction" operates a home renovation business where contracts or portions thereof are often solicited, negotiated, or concluded at a consumer's home and a consumer is required to pay deposit or progress payments prior to the completion of the work.

In November 2009, Gursel SELCUK entered into a prepaid contract with a consumer. The contract, worth in excess of \$51,000, was negotiated and concluded at the consumer's residence. On November 2<sup>nd</sup>, an initial deposit of \$4,063.50 was paid, followed by several more deposits/progress payments totaling \$47,000 plus over 4 months.

In March 2011, Gursel SELCUK was informed in writing of the prepaid contracting license requirement. In his formal response letter and telephone conversation with the investigator, Gursel SELCUK acknowledged the license requirement and subsequently submitted a completed "General Surety Bond" form. He was directed to re-submit the form with the proper information and signatures of the bonding company and contact licensing staff regarding the license application process.

.../2

Gursel SELCUK failed to send in the required \$25,000 bond and subsequently did not submit a license application. He also claimed to be suffering from health ailments that have impacted his ability to conduct business.

As of August 25, 2011 no formal license application has been submitted to Service Alberta.

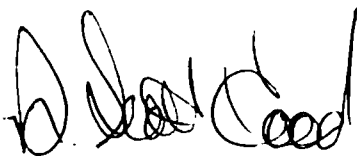
It is highly likely that Gursel SELCUK, operating as "Acro Construction" continues to operate a large scale home renovation business. The potential strongly remains that this supplier will at some future time enter into prepaid contracts as defined in the Fair Trading Act without the benefit of a license and in direct violation of the Act.

**Order**

- Gursel SELCUK, operating as "Acro Construction" must immediately cease entering into prepaid contracts (taking deposits or progress payments before ALL work is fully completed) until the licensing requirements have been met in full.
- Individuals who are employed by, representing, acting as agent for or otherwise associated with Gursel SELCUK, operating as "Acro Construction" must immediately cease entering into prepaid contracts (taking deposits or progress payments before ALL the work is fully completed) until licensing requirements have been met in full.

**NON COMPLIANCE WITH ORDER**

**ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 157 OF THE *FAIR TRADING ACT* CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE *FAIR TRADING ACT*.**



Scott Hood  
Director of Fair Trading (as delegated)  
August 26, 2011