

Clippings are brief summaries of recent news articles in the consumer media. These stories offer a peek at how garage door companies and products are being reported to the public.

## U.S. News & World Report: A new garage door pays off

Source: Tom Sightings, “5 home renovations that pay off (and 2 that don’t): Here’s how to tell if a home improvement is worth the cost,” *U.S. News & World Report*, Jan. 24, 2017.

This article is noteworthy because it comes from a well-known American magazine. Noting that the home remodeling market is recovering, the author cites statistics from the annual Cost vs. Value Report (see page 44) to recommend projects that “pay off.”

Of the five projects that he recommends, a new garage door ranks as number two, returning almost 90 percent of the cost. “A bright new garage door, for a relatively modest cost, gives your house a brand new face to the world,” says the story.

*Editor’s note: You should cite these statistics constantly. For decades, our industry didn’t have the advantage of such support from credible sources like U.S. News & World Report. Use them now before they go away.*

“A bright new garage door, for a relatively modest cost, gives your house a brand new face to the world.”

## British Bad Bob exposed on BBC in the UK

Source: Matt Allright, “Roman garage doors,” *BBC TV*, Nov. 30, 2016.

“Watchdog,” the BBC’s consumer show that exposes “rogue traders,” focused on a company called Essati, which manufactures and installs aluminum-slat rollup garage doors.

Having collected many complaints about Essati, the BBC talked to a homeowner who said that her Essati door failed only a couple of weeks after installation, falling onto the head of a resident. Essati fixed the door, but less than a year later, the door “came apart” and fell to the floor, unusable. The door was still under warranty, but the company was no longer in business.

Essati had changed its name to Vecelli. But then Vecelli also closed down in less than a year and started another company, Roman Garage Doors. That prompted BBC to set up a hidden camera investigation, calling Roman Garage Doors to install a door.

While the cameras were rolling, the installers had problems and called the company for advice, saying, “Yeah. It’s crap. I’m just going to put it in.” Soon after they completed the job, the door failed. Essati was also described as selling worthless extended warranties.

*Editor’s note: This British Bad Bob is different from the American Bad Bob in several ways. The key similarity is not acting in the best interests of the customer.*

## GDO remote theft/break-ins increase

Thieves are increasingly stealing GDO remotes from parked cars and using the remotes to get into garages and then into homes. Here are some recent notable examples from around North America.

**British Columbia.** “In a three-month span in Surrey, B.C., 148 residential B&Es (Breaking and Entering) were committed with use of a garage opener,” said this CBC report. RCMP reported a rash of more than 30 similar incidents in November in Chilliwack. A crime-prevention expert described how it happens. A thief breaks into a vehicle, steals the GDO remote, finds insurance documents with the home address, goes to the house, and cleans it out.

Source: Belle Puri, “Home break-in spike linked to theft from vehicles,” *CBC*, Nov. 18, 2016.

**Iowa.** Police said two Sioux City men stole a Chevy pickup from a casino parking lot, drove to the truck owner’s residence, and used the GDO remote to get inside, where they stole a Honda Accord. They were later apprehended.

Source: Alex Boisjolie, “Police: 2 men steal pickup, use garage door opener inside to steal another car,” *Sioux City Journal*, Jan. 19, 2017.

**Las Vegas.** This January report said that the problem is “happening a lot” in Las Vegas, with “organized” thieves who “can get in and out pretty fast.” Video surveillance showed a thief committing the crime at 3 a.m. on a Saturday.

Source: Gina Lazara, “Caught on camera: Thieves taking garage door openers,” *KTNV Las Vegas*, Jan. 9, 2017.

**San Diego.** In this case, the suspect obtained the GDO remote from a locked Jeep in the driveway. After opening the garage door, the thief stole two road bikes, two triathlon bicycles, and camera equipment,

all worth about \$20,000. Then, finding the car keys hanging in the garage, they also stole the Jeep. The theft occurred in the early morning hours while the husband and wife slept close by.

A thief breaks into a vehicle, steals the GDO remote, finds insurance documents with the home address, goes to the house, and cleans it out.

Source: Dave Summers, “Thief uses garage door opener to steal thousands of dollars in equipment from Normal Heights home,” *NBC San Diego*, Nov. 23, 2016.

*Editor’s note: You can be a hero by (1) selling customers mini remotes and (2) warning them about the dangers of leaving remotes in plain sight in unlocked vehicles.*