

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.

## Study: Smart GDOs are widely used

Source: "Nearly 50% of U.S. broadband households with a smart garage door opener use a smartphone, tablet, or computer to control their opener almost every day," [www.parksassociates.com](http://www.parksassociates.com), April 26, 2016.

This study by Parks Associates contains useful information for anyone selling smartphone-operable garage door openers. Here is a sampling of the results of this research.

- Nearly 50 percent of U.S. broadband households with a smart garage door opener use a smartphone, tablet, or computer to control their opener almost every day.
- Nine percent of U.S. broadband households own a smart garage door opener.
- Nearly 50 percent of households that own these smart GDOs are headed by consumers under 35 who own their homes.
- Fifteen percent of U.S. broadband households plan to buy this device in 2016.

"The value proposition for a smart garage door is strong and easily digestible," said Tom Kerber, director of research for home controls and energy at Parks Associates. He expects consumer demand will remain strong.

Parks Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services.

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*Editor's note: If you've been shying away from these products, now is the time to embrace them, learn about them, and start selling them. This study provides strong evidence that the popularity of smart GDOs will only increase.*

## Wall Street Journal touts indoor garage doors

Source: Aili McConnon, "Garage-door styles that work indoors," *Wall Street Journal*, March 29, 2016.

The Wall Street Journal, the largest newspaper in the United States by circulation, published this complimentary story about the rising

popularity of glass garage doors used in the non-garage interior areas of a home.

"The big, sturdy doors that once protected vehicles ... are moving beyond the garage. Designers and architects have brought the doors inside the home to serve as retractable room dividers (and) ... as exterior walls that allow a full-room, remote-control opening to fresh air," said the story.

## Demand for glass garage doors has increased by 75 percent in the past three years.

The article included attractive photos of aluminum and glass doors from Wayne Dalton, Entrematic, Overhead Door, and Clopay, noting that the doors' costs ranged from \$4,000 to \$24,000. Vickie Lents of Entrematic was quoted as saying that demand for glass garage doors has increased by 75 percent in the past three years.

*Editor's note: These doors were also notably popular at Expo 2016 as some manufacturers are now producing these doors with steel frames instead of aluminum. If you're not offering these glass doors as an option to your customers, you may be shortchanging yourself and your customers.*

## Garage door scammers target elderly woman for \$4K

Source: John Nickerson, "Pair accused of trying to scam elderly Stamford woman out of \$4K," *Stamford (Conn.) Advocate*, March 15, 2016.

This rip-off is different from the usual garage door repair scam. In this case, two men convinced an 83-year-old woman that she needed to fix her garage door for \$4,000. The two drove the woman to the bank to get the money, but the bank was closed.

The woman agreed to have the money the next day when the men were to start the work, but she got suspicious and called the police. Officers then nabbed the two scammers when they arrived the next day with no tools.

They were charged with criminal attempt at second-degree larceny. Police are investigating if they are part of a larger criminal organization that preys on the elderly.

*Editor's note: The only good news here is that these two scammers do not appear to be actively involved in the garage door industry.*