

Consumer alert videos now available to dealers

Industry warns public of garage door repair scam

DASMA and IDA have jointly issued a national consumer alert to warn the public about a nationwide garage door repair scam. The industry's warning includes four short videos that are freely available to the industry's dealers to post on websites and social media.

"We believe that hundreds of garage door and opener customers are victimized by these scammers every single day in America," said Berge Miller, DASMA president. He said that consumers who have a broken garage door spring are particularly vulnerable. The scam artists typically perform unnecessary repairs and charge extremely high fees, racking up bills for hundreds of dollars more than necessary.

Scammers target metro areas

"These scammers primarily operate in metropolitan areas," added Randy Oliver, past president of IDA. "When they scam 100 people in a population of a million, hundreds

of thousands of people are still unaware of their tactics."

Oliver runs a garage door dealership in San Antonio, an area that has had its share of scammers. He said the scam is now operating in dozens of metro areas from coast to coast.

Four online videos

To warn the public, the garage door industry has produced a series of four short videos that provide advice for consumers, including how to detect a scammer and how to fix minor problems to avoid an unnecessary service call.

The first video, an overview of the scam, has been viewed more than 2,000 times. The videos have been posted at the websites of DASMA, IDA, IDEA, and GarageWowNow.

The consumer alert and the videos were produced by the DASMA/IDA Task Force on Industry Reputation. They were reviewed and approved by the DASMA and IDA boards of directors.

Post the videos!

Dealers can feel free to post the videos at their websites and on social media. For example, if you post a different video every week on your Facebook page, you can repeat the cycle every month. This gives you quality programming to add to your site and sets you apart as a caring company that protects its customers.

On your website, it is recommended that you add a "Consumer Alert" link on your home page that leads to a new page with these four videos.

The Task Force on Industry Reputation was established in early 2016 to address the growing problem throughout the United States and Canada of garage door repair scammers who use deceptive practices to perform unnecessary repairs and overcharge for their work. The task force includes leading members of IDA and DASMA. ■

