

# Letters to the Editor

## Articles are good for the future

Tom:

Thanks for sharing those Sears invoices in your summer issue ("The man who used to trust Sears," pp. 56-60). This problem with Sears is very disturbing.

As a dealer, your article helps me to learn more about negative trends in our industry. It also helps me educate our future customers. When our company takes the high road and refrains from gouging customers, I hope that we can become "the brand that customers trust" in our own market. Then, our customers will use us again in the future.

These Bad Bobs remind me of "Creeping Charlie," a horrible weed I have in my backyard here in Minnesota. This weed keeps taking over the good grass and breeding more little irritating growths. I can spray the weed, but it keeps coming back.

Please keep the articles coming. I think I can speak for all ethical dealers: We all need to read and share these for the good of our future.

Mark Northfield  
All Seasons Garage Door  
Ramsey, Minn.



## Don't throw us under the bus

Hey Tom:

I used to do a lot of installs for Sears. In my non-Sears work, we would sell a 16x7 for about half of what Sears would charge. Sears would also sell operators for almost double the typical market price.

Similarly, it is ridiculous for Sears to charge \$1,299 for a hardware overhaul. But it's also ridiculous to say that a consumer shouldn't pay more than \$550, as that California dealer said in your article. Does he offer a lifetime warranty?

An overhaul is a package deal. Yes, some parts in that package won't be necessary. But the quality of the parts and the scope of the warranty should be considered when assessing value.

I'm concerned that consumers will read your article and think that anyone charging more than \$XXX is a crook even when they charge only half of Bad Bob's price. I appreciate what you do, and these articles need to be written, but I ask that you be careful about statements that could throw some companies under the bus.

Frank Arrigoni  
Elite Garage Door Service  
Charlotte, N.C.

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