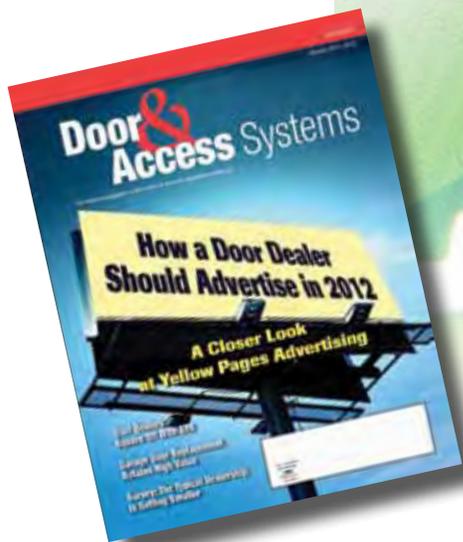


# Letters to the Editor



## Desperate Yellow Pages Reps

To the editor:

I thought your cover story about advertising (Winter 2011) was very compelling. I have to agree with virtually everything said in it, especially the comment about desperate Yellow Pages reps.

I have seen this for about two years now. They are working hard to convince me that yellowpages.com is the way to go, even more so than Google! It didn't and doesn't make sense. Please send me a copy of your survey results.

Steven Bennett  
Fence Factory  
Ventura, Calif.

## Cutting YP Expense by 75 Percent

To the editor:

Your article on advertising (Winter 2011) makes us realize how much money our company is wasting in Yellow Pages advertising. In this bad economy, it seems that the phone book companies are determined to screw us even worse than before.

Just to pay for our phone book ads, we need to add \$300 to every job. With the help of your articles, we've decided to cut our ads by 50 percent.

We're dropping out of some books altogether, and we hope to cut our Yellow Page expense by 75 percent this year. Thank you for the great articles!

Jeff Westfall  
Can't Be Beat Fence and Construction  
Bay St. Louis, Miss.

## Another Yellow Pages Scam

To the editor:

I enjoyed your latest article about the Yellow Pages. Ironically, I just received a fax from a scam artist who is taking advantage of all the confusion surrounding Yellow Pages advertising.

The contract says it's from "Your Yellow Pages" and looks legitimate. Yet, they do not provide a phone number or email address. They just provide a fax number and an address to send them \$98 for "Business Listing in Category of Doors."

I received the first scam about six months ago. I forwarded it to my Yellow Pages rep and their corporate office but evidently they didn't do anything about it.

I wonder how many \$98 payments these scam artists receive?

Dan Crews  
Crews Door  
Manassas, Va.

## 99 Percent Don't Use Yellow

To the editor:

Your article, "How a Door Dealer Should Advertise in 2012" is spot on.

In the last year we did a lot of informal polling about how customers would find a door dealer to repair or install a door. We found that 99 percent of those polled would not use Yellow Pages; they all hit the Internet. Several said that they actually just toss the Yellow Pages when it arrives.

On another issue, some dealers use their advertising to mislead the consumer. Our local Precision Door advertises several locations on several different websites, but their advertised physical addresses are not Precision Door offices. One is a UPS Store, and another is our local telephone company's maintenance facility.

Our state Attorney General's Consumer Affairs Division plans to investigate this potential case of false advertising. We think that only accurate information should be displayed to consumers.

Jeff Menter  
Door Services  
Hayden, Idaho

## Homeowner Furious About \$1100 Repairs

To the editor:

Our next-door neighbors here in Phoenix recently called Precision Door to repair their garage door. Precision's repairman said that it was going to cost \$1,100, and he didn't want to leave without someone signing the repair order. After we questioned the amount, he made a "call" to his boss who authorized him to do the repairs for a "very deep discount" and charge only \$599.

We then phoned another company to come out and give an estimate. That company assured us over the phone that the repair wouldn't cost more than \$250. The next day, that company came out and did the necessary repairs for \$230.

I have since looked online for information about Precision, and I found your Dateline story about this same Phoenix operation. I then warned others in our neighborhood association about this unscrupulous company that, it seems, has not changed their operating practices since they were caught by Dateline.

I can only imagine the thousands of unknowing victims who have paid thousands for unnecessary repairs. It's simply shameful. I thought you might be interested to know that their practices continue. I have no idea how a company like this can be stopped.

Christi Hoehn  
Phoenix, Ariz.



To the editor:

I am the neighbor who almost got scammed by Precision Garage Door in Phoenix.

In early December, while we were away in Cincinnati, Precision's repairman (named Louis) called me and told us that he had very "bad news." He said that my garage door system was the worst system ever and needed to be replaced for approximately \$1,100.

I was shocked. I asked him to please just shut the door until I talked with my husband. He said that he would stay in my driveway until I have a decision. I told him that my husband was in a meeting, and I asked him again to please close the door. He said that he must ask his boss first.

He then called me back and said that he had good news and bad news. His boss told him that he could do the repair for only \$599, but that he cannot shut my garage door. Frustrated, I almost said, "Okay, just do the repair." But he then stated that he also needed to install a new opener system with a lifetime warranty for \$367 and would only charge me \$99 to install it and only \$29 in "shop fees."

After quickly adding all of this together, I realized that he was still charging \$1,100 for this repair! I quickly sent him on his way and told him I would reschedule, praying he did not steal anything in my garage.

We pay a yearly fee to Angie's List for what we had hoped was reliable, reputable repair companies. It certainly didn't help this time. We feel very violated and disappointed. If it weren't for my wonderful neighbor Christi, we would've been scammed for \$1,100.

[February Update]

We sent two separate emails to the Precision's CEO, but we heard nothing. Frank, the manager at Precision Door of Phoenix, only got on the phone after I threatened to tell the world. After a very disturbing conversation, I found him to be a very dishonest businessman.

Angie's List recently gave us a full refund of our subscription, but they are still recommending Precision Door. We are completely mortified that this company is still operating and being recommended to others.

Karen Scherpenberg  
Phoenix, Ariz.

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