

Letters to the Editor

Editor's note: *Our winter cover story made quite an impression, judging by the huge volume of email we received. Comments came from former employees, customers, and PDS owners in other areas. We can't publish them all, but here are a selected few.*

Deeply disturbed

As the owner of two Precision Door Service locations in North Carolina, I am deeply disturbed by your findings in the article "Precision Door of Phoenix Exposed."

Since I purchased my franchises in 2007, the PDS network has evolved so that the vast majority of franchisees strive every day to provide the best value to their customers in an honest, transparent, and ethical manner. Having served on Precision's Franchise Advisory Council board and the Franchise Owners Association board for many years, I can personally vouch for the character of the franchisees as well as the leadership at PDS corporate.

It saddens and disappoints me that Charan Gohlwar did not see the value in this evolution. I applaud the action that the franchisor is taking to sever ties with Mr. Gohlwar.

As a Christian business owner, I feel it is my duty to operate a business that never sacrifices its morals for the sake of a dollar. Our vision, printed on the back of all our business cards, states that we are a company in SERVICE to our customers, our employees, our community, and our values. I believe these values are shared across the PDS network.

The conclusion you drew at the end of your article—that not all Precision Door locations are like Precision Door of Phoenix—is 100% accurate.

As you step down as editor of Door + Access Systems, I would like to thank you for the contributions you have made to the industry over the years, and I wish you the very best in your future endeavors.

Michelle Moss
Precision Door Service
Greensboro and Raleigh, N.C.

Shocked in Tucson

I own a real estate team in Tucson, and in my 16 years of business I have never been so frustrated with a home service provider. It happened to be Precision Door of Tucson. I just read your online story about this company, and thought I'd share my experience with you.

In August 2018, Precision replaced the springs, cable, drums, center bearing, and end bearing/plate, with a 10-year warranty, for \$656 for a seller. In December, the sellers had problems again with the very same door. Precision came back out and replaced the track, cable (again), three brackets, and 10 rollers for \$1,244 [invoices were attached].

When I got the invoice I was shocked, as were the sellers, at the ridiculous charges. They refused to pay, since they had just paid for a complete overhaul and 10-year warranty. Precision then threatened to put a lien on the property the very same week.

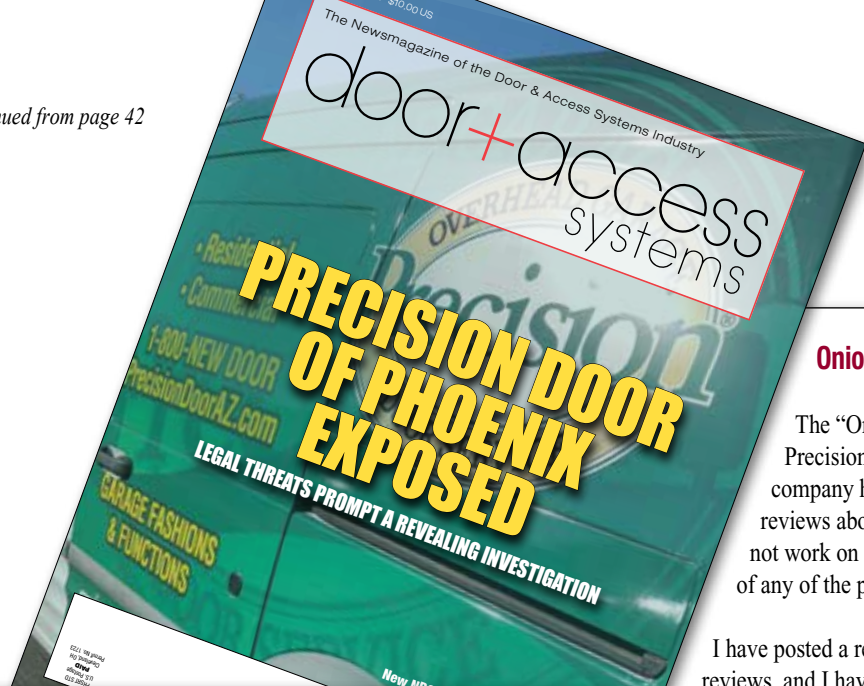
After several calls and email exchanges with the regional manager, he admitted that they shouldn't have charged us for the cables (\$175!), but they keep changing their story on why we needed all that hardware and why they aren't honoring their 10-year warranty.

As a large real estate team, we do a hundred-plus transactions a year with many different types of home service providers. If companies would take the time to give great service and honor their word and warranties, they would not have to price-gouge customers. If companies run their businesses in an honest and ethical way, they will never have to look for business; it will always come to them!

Thank you for writing this article. The public needs more information like this so that consumers don't get taken advantage of any longer!

Jennifer Philips
CEO/Realtor Gateway Partners
Tucson, Ariz.

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Sad and angry

When I read your article about Precision Door of Phoenix, I was sad that a fellow PDS franchisee would throw away a long and promising career in the industry I love by taking advantage of customers in such an unethical way. I was also angry knowing that his actions would reflect negatively on my efforts to set a standard of excellence as a garage door dealer.

I've been in the industry since 1981, having been national sales manager for Premium Door, Garaga, and Hörmann. In 2010, I became director of sales and marketing for Precision Holdings of Brevard, where I developed stern and steadfast rules of conduct and mandatory ethical sales training for all franchisees.

When I became a PDS franchisee in 2013, I sought to implement the highest standards of excellence for quality parts, quality service, and quality employee benefits. Such high standards do not come cheaply.

Yes, our price structure is higher, but I believe that it is fair and honorable. It allows me to offer my customers some of the highest levels of professionalism and customer service in our industry, and it allows me to provide a healthy and financially stable lifestyle for all of my employees and their families. I would hope that this would be the goal for all of us.

To my fellow professional door dealers, I personally offer my apologies for the negative mark cast upon our industry by my fellow PDS dealer in Phoenix. To those who would exploit this, I wish that you would reconsider.

I proudly pledge that I will continue to operate in the same professional, ethical manner as I have for the past five years.

James Migani, President
Precision Door Service of South Florida
Riviera Beach, Fla.

Onion routers and false reviews

The "Onion Router" section in your article on Precision Door of Phoenix got me thinking. Our company has received some strange negative Google reviews about our residential service. However, we do not work on residential garage doors, and I had not heard of any of the people listed in the reviews.

I have posted a reply that states my concerns about these reviews, and I have posted my direct phone number for customers to call with questions or concerns.

Is there any way to get rid of these false reviews?

Jack McMaster
Overhead Door Company of Seattle

Our response:

1. You were smart to post your comment. That will certainly help for the short term. If false reviews continue to pop up, you may need to post your comment monthly or weekly, so that it remains visible.
2. The problem may not be a competitor using an onion router. The false reviews may come from customers who have confused you with a "Bad Bob" who actually did provide bad service.
3. You can report false reviews to Google (see <https://bit.ly/2ezrrkf>). Since you don't do residential, you certainly have a good defense. If you need assistance, contact a Google My Business Top Contributor like Tom Waddington (tomgsa@gmail.com). See our interview with Tom in our spring 2018 issue. For other ideas, do a quick Google search for "how to get rid of false google reviews."

Greed and dishonesty

I grew up in the garage door business and now have worked in the industry for 42 years and counting. I feel compelled to commend you on your well-researched and well-written news story about Precision Door of Phoenix.

Greed and dishonesty are everywhere in business today, and the garage door industry is no exception. Keep up the good work.

David Alessio
Raynor Door Sales
Syracuse, N.Y.



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Very angry

My husband, Stan Prosser, and I have owned and operated Precision Door in Portland, Ore., since 2003. We cannot possibly explain how gut-wrenchingly sick and angry we feel over what has happened in the Phoenix market. It paints a negative image over our whole organization and tarnishes all Precision owners and the franchisors who are hard-working and honest business people.

Stan and I are very angry with Charan Gohlwar. We feel we gave him the benefit of the doubt on many occasions, but we feel that he has just stomped on us all.

We are angry because this article casts aspersions on our employees, and they do not deserve that. We abide by the IDA Code of Conduct, and our employees are proud of what we do. They operate with integrity in all that they do.

We went through something like this when we initially purchased our franchise. Because of some past Precision behavior, our entire local garage door community hated us and thought we were just like GDS. We just dug in, became active in IDA, and worked hard to build a reputation for professionalism as good business owners.

We have a philosophy of caring and giving back to our community. We donate a portion of our profits and our time to charitable causes that help low-income seniors, families, veterans, domestic violence shelters, and the homeless.

No business is perfect, and no garage door dealer is perfect. When mistakes happen, what counts is making it right. Even though we are very angry about how the Phoenix franchise operated, we are extremely happy that the Precision family has stepped up to make it right, and that is to remove Charan Gohlwar from our brand and our good name.

Kim Prosser
Precision Door Service
Tigard, Ore.

PRECISION DOOR OF PHOENIX EXPOSED

LEGAL THREATS PROMPT A REVEALING INVESTIGATION

Note: Precision Door of Phoenix is an independently owned and operated franchise. This story is not intended to reflect the practices of all Precision Door franchises. We give Charan Gohlwar an opportunity to respond to the general allegations in this story, and his comments are included.

Tom Wadsworth, Editor
Certified Door Dealer Consultant

Charan Gohlwar, owner of Precision Door of Phoenix, doesn't want you to read this story. Not only has he threatened legal action against me personally, but his lawyers have also sent ominous letters to the legal counsel of IASMA (Door & Access System Manufacturers Association), the International Door Association (IDA), and to IDA's president-elect Kevin Henke, who was also threatened with legal action. That's not all. In an email to me on Oct. 11, Gohlwar added a bizarre accusation: "I will not be picked upon by your because of my race and national origin."

"Gohlwar is prepared to take legal action against you in a court of law to stop your unfair and defamatory activities. Also, he will sue you for any damages that you have caused."

Former employee speaks

I'm a former employee of Precision Doors in Dallas (under Charan Gohlwar). I was a technician for them for about two years.

Your article was full of truths that also applied to our market in Dallas. I was blind and ignored a lot of the bad talk I would hear about the company, because I felt I provided 100% customer satisfaction. My reviews were always amazing minus a few.

I'm just glad that your article is finally bringing these practices to light.

Jonatan Jaldin
Dallas, Texas

Excellent reporting

Excellent article on Precision Door of Phoenix! There are many new "Bad Bobs" in our industry who use similar strategies.

We have received job applications from former employees of Bad Bobs in our area. They often want to change jobs because their conscience is bothering them. They feel their company is not treating customers ethically and that they are being pushed to take advantage of people.

We also frequently get complaints from customers who have been significantly overcharged by Bad Bobs. Unfortunately, they do not realize it until the job is done.

I think that older people are particularly vulnerable to Bad Bob's advertising, repair, and pricing strategies. It's only a matter of time before local news organizations start investigating them for taking advantage of senior citizens.

Thank you for your excellent reporting on this industry-wide problem!

Bill Earnest
The Total Garage Store
Knoxville, Tenn.

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Hats off

Wow! I just read your article about Precision Door of Phoenix. Thanks for standing up to that guy!

Hats off to you for many years of gathering facts and knowing our industry so well. Knowledge is power, and the knowledge you've shared has supplied fuel to the garage door industry and our future.

I personally thank you for all you have done exposing the Bad Bobs. I hear you are retiring, but I hope you will still be involved.

Mark Northfield
All Seasons Garage Door
Ramsey, Minn.

Gohlwar's practices: "revolting"

I was greatly distressed to read the exposé of Precision Door Service of Phoenix and the business practices of Charan Gohlwar. I found the practices described to be revolting. Charan Gohlwar was clearly in violation of the Precision Door Service policies, guidelines, and actual practices.

In my direct experience with over 20 of the Precision Door Service franchises, what you described in no way reflects what I know to be our franchise approach. Our franchise owners focus on delivering outstanding customer service and value, delivering repair and installation service seven days a week, 24 hours a day.

As an owner of seven Precision Door franchises in four states, I can guarantee that we strictly adhere to the IDA Code of Business Conduct. We understand the need to earn a consumer's trust and the value of our reputation. We deliver good value, and when we make mistakes, we correct them in the customers' favor.

Our reputation is priceless. The Precision Door Phoenix exposé seeks to punish the business practices of one owner, Charan Gohlwar, but unfortunately, the story simultaneously damages the reputation of all Precision Door Service franchises.

In your zeal to publish this sensational piece, I don't believe that you dealt fairly with the honest owners who represent the vast majority of the Precision Door community.

Steve Freitas
President and CEO
Foris Solutions
Redford, Mich.

Stop the abuse

Thanks for the great article about Precision Door of Phoenix.

We have Precision Door in the Madison, Wis., area. I know of two elderly customers who each paid Precision over \$700 for a single spring change, and I had a customer two weeks ago who paid \$1,200 to Precision for two torsion springs and 20 rollers.

This abuse of customers just makes your blood boil.

Dan Jacobson
Dan's Jenko Door Service
Madison, Wis.

The "Good, Bad, and the Ugly"

Your winter issue was excellent. The "Good, Bad, and the Ugly" were all over it, ranging from the charitable efforts of the Good Bob (Mark Fisher and Bob Hammersley) to the sad exploits of Precision Door of Phoenix.

Your diligent investigative research and reporting uncovered an ugly problem that angers all the honest and hard-working professionals in our business. A wide gap still exists in America, preventing us from being "Great Again." Politics aside, we all need more virtue and leadership in order to conquer the problems before us in 2019.

Randy Gollay
Entrematic Group
Mundelein, Ill.

Sears: Still at it

I just went to a service call where the customer said that the springs were broken, and the opener wasn't working. It turns out that the springs were fine, but the end bearings were bad.

The customer explained that Sears had come out a week ago for the same problem. Sears said they replaced the gear and sprocket assembly on the opener, but they just left the part for the customer (photo was attached). They wouldn't do any more work until she replaced the springs for \$889 [invoice was attached]. She refused and later called me.

Thanks for exposing Sears' practices in your summer 2018 issue. It appears that they're still at it.

[Verified door dealer - name withheld]
Milwaukee, Wis.