

Letters to the Editor

Bad Bob: It's Getting Worse

Tom:

More hidden cameras? Good! The more the better! Tom, thank you again for being the only industry voice addressing the "Bad Bobs."

The problem is not decreasing; it is proliferating. As more technicians figure out that making \$1,000 for an hour-long service call is a pretty sweet deal, they spin off and start their own companies. They only need a modicum of skill and no ethics to get started.

Charging 4-5 times what I charge, the larger "Bad Bob" companies have lots of cash to buy premium placement on Google and double-truck Yellow Page ads. That makes it hard for the rest of us to keep up. When Bob decides that his bad reputation is starting to precede him, he just changes his name.

While the rest of us are unwilling to adopt this new "business model" (i.e., screw thy neighbor), this problem continues to proliferate as we struggle to compete and keep the good name of the industry from being trashed.

Steve Donohue
Great Garage Door
Blaine, Minn.

Tom:

I have interviewed several techs who had worked for companies like the ones targeted in the TV hidden-camera investigations. I even hired two of these techs, but in both cases I terminated them after a few days.

In all of my new-hire interviews I heard the same story about why these gouger companies do what they do. The techs have been trained to upsell or gouge. The more they can sell, the more money they make.

It seems that many of their customers are older people who trust the tech, and they end up buying whatever is offered but up to 10 times the normal rate. I lay most of the blame on the owner of that type of company. Dishonesty is present at many levels.

Scott Jensen, CEO and founder
Garage Doors, Inc.
San Jose, Calif.



Vargues: On Target

Tom,

Your interview with Juan Vargues of Assa Abloy was truly one of the most interesting articles I have ever seen in the magazine. Mr. Vargues is a very interesting person, and in my opinion, his business perspective is right on target.

Assa Abloy is a force to be recognized in the door industry now and for years to come. It looks like its leadership is poised to continue its growth and success.

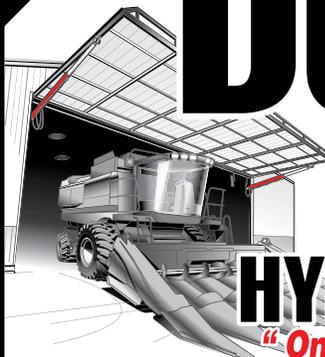
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