

Letters to the Editor

Tom:

I loved your article, "How Honest Are Garage Door Repairs?" You are still the only person in the industry who keeps up with this problem. It's not getting better; it's getting worse.

Do you have any problem with me linking to this article from my website? I think everyone in the industry should promote these articles.

When companies spend hundreds of thousands of dollars on advertising and charge \$1,200 for spring changes, it is hard to compete. But if we help to distribute your articles, we can warn consumers about this problem.

Steve Donohue
Great Garage Door
Blaine, Minn.

Editor's Note: If you'd like permission to share one of our articles, simply contact us for permission at trw@tomwadsworth.com.

To the editor:

Your "Today" show story was a real eye-opener.

I was appalled at how some technicians are gouging the public and tarnishing our industry. Since customers don't know what garage door parts cost, they are at the mercy of technicians. When they abuse the customer, it directly affects our industry's reputation.

We need to treat customers with integrity and respect so that they learn to trust dealers. Professional companies will eventually put themselves ahead of the pack.

Additional training enhanced with refreshed education for dealers will help produce a more refined professionalism and honest ethics. In the end, everyone can win: customers, dealers, and the entire industry.

Randy Gollay
Entrematic/Dynaco
Mundelein, Ill.



To the editor:

I enjoyed your article about the "Today" show investigation, but I have one thing to say about companies listing false addresses.

It is not always true that a company's incorrect address has been listed that way on purpose. I have been running a small, dependable garage door business from my home for over 20 years. I have a couple of different phone numbers for different area codes in my area.

Sometimes the phone company (and not me) lists an odd address for one of the numbers. As soon as the wrong address gets on the Internet, it gets picked up by the many search engines, and it spreads uncontrollably from there. I have tried to fix it many times, but it seems to be an impossible task.

John Wiedow
Beverly Garage Doors
Chicago, Ill.

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To the editor:

I liked your "Today" show story, but one thing that disturbed me is the idea that we should spend so much time on the phone helping customers troubleshoot their door problems. We don't mind suggesting ideas, but some customers want us to hold the phone while they try fixing it. Or they keep calling us back every time they try.

You don't call your accountant or doctor to troubleshoot your problems over the phone. If I spent all day on the phone troubleshooting, we would be out of business.

I've spent 31 years fixing garage doors, and now I'm supposed to tell others how to fix it themselves? That's what YouTube is for. Watch a video; then if you can't fix it, call a licensed garage door installer.

Frank Brookes
Frank Brookes Garage Doors
Haddon Township, N.J.

Tom:

I loved your latest article about garage door ROI. I have been telling people this for years! Your article gives more credibility to our sales efforts.

When the garage door impacts 30 to 50 percent of a home's curb appeal, it only makes sense to improve the garage door. I also think it's time that a new garage door be considered an energy-efficient upgrade. Cold air from the garage can draft into the home and require the furnace to work longer and harder.

If you don't mind, I'd like to post a link to your ROI article on our company Facebook page. Let me know.

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