

# Our door got hit and ...

## Most everything I knew about the industry went out the window

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You know it's time for a new door when the rear spoiler and bottom panels cannot occupy the same space at the same time.

**W**hen you spend your career in the B2B marketing business, you learn a little about a whole lot of things. Just enough to be dangerous.

While working as the agency for Linear and 2GIG Technologies (now Nortek Security & Control) for nearly two decades, I received a great education on garage door operators, radio controls, gate operators, access controls, and even smart home controls.

Later, I learned about the range of modern door offerings from clients, including General Doors and Artisan Custom Doorworks. I also gained more knowledge from reading many well-researched and well-written articles by Tom Wadsworth over the years.

But nothing quite prepared me for what to expect when our home's original garage doors required professional service and then needed to be replaced. It gave me new respect for what installing dealers do day in and day out.

You can probably tell that I am not the typical customer an installer might encounter. That made for some interesting conversations and many educational opportunities throughout my garage door replacement journey.

### Initial problem: My garage door won't close

My story started last November when our two primary builder-grade garage doors began to stop mid-travel. Initially, I assumed the UL 325 photo-eye was misaligned. I quickly learned that this was only partly true.

Unfortunately, my amateur fussing with the two sides didn't solve the problem. A generous shot of WD-40 to all the hardware and moving door parts and tracks also failed to correct the issue. So I pulled the operator's red cord to switch to manual operation and called Jaydor, a veteran installer located two minutes away from our housing development.

Their service guy arrived the following morning and asked all the right questions, quickly focusing on the round bearings that had worn to pancake flatness. He replaced them and had the door working like new in no time.



## It's happening again ...

Later that same day, unexpectedly, the original door problem reoccurred. At that point it was very late, and our service man was unable to make a return trip that day. He did, however, suggest something really smart—he asked me to FaceTime him to see if we could jointly diagnose the problem over the phone.

It was a really good idea in theory, but it failed because of dim lighting and my poor cameraman skills. So I switched the door back to manual mode, and we were able to address the problem together the next morning.

Apparently, the other set of bearings was also worn thin and flat. The technician was able to quickly get our old doors working like new, and all was good through the rest of November, December, and the start of the New Year.

## New year, new even bigger problem

2019 started off with a bang. The first school day of the year, my daughter hurriedly backed our Honda Pilot out of the garage a little faster than the door was traveling upward. That day, she got a physics lesson on how two things cannot occupy the same space at the same time.

The result was a broken rear spoiler and a garage door seriously bent and popped out of the track. A quick visual inspection of the damages convinced me that a fix for the problems far exceeded my working knowledge of garage door operation and maintenance.

“Hello, Jaydor,” I said. “Remember us?” They quickly sent out two maintenance guys who surprised me by being able to bend the seemingly unbendable, crumpled lower section of the door back within the track and get the door and automatic operator working again. Their advice, however, was to get a new door as soon as possible since the likelihood of imminent failure was high. Not to mention that the appearance of a beat-up door didn't exactly add future resale value to our home (or appeal to our neighbors).

## Color complications

Next, Jaydor sent out their estimator to offer options for my replacement door. Make

The new custom green Newport doors from General Doors add much-needed function and curb appeal.

that plural! I discovered that when you damage a 20-year-old door, you should also replace its side-by-side twin. The problem is, the odds of finding a match for the undamaged door are slim to none.

That was the case for us despite Jaydor's efforts to match the design and color of our original doors. I further complicated things by ordering one of the doors from a client instead of selecting one of the Jaydor model options. Color-matching again became an issue. We wanted the same shade of dark green. Since that wasn't an option, we had to order white Newport doors and then purchase a gallon of matching paint from Lowe's—and, finally, Jaydor had to paint the doors upon their arrival.

## Sweet dreams

Once the doors were installed, I was pleasantly surprised that new doors come with much more insulation than builder-grade model doors. What a difference a few inches of foam can make, especially when your bedroom is over the garage (like mine) and when you live in a colder region (like we do).

## New respect for installers

The day our doors were ready for installation was not as cold as the January morning of the accident, but it was not warm and sunny either. I developed new respect for all the installing dealers who work in all conditions, in all regions, every day of the year.

Jaydor sent over a single workman. He set up an entire portable workshop inside our garage and asked us to make sure everything was set back at least 10 feet from the door openings. He immediately began assembling one section at a time of our new, well-insulated, perfectly matching green doors.

By the end of the morning, two old doors were removed and ready to be hauled away and two new doors were fully assembled, installed, and operating smoothly. The tech showed me how to manually operate the doors in a power outage (and still lock them from within) and highlighted



the hardware points to hit with a shot of WD-40 every six months or less.

## The final wrinkle

We had two aging operators, each installed at different times with various wireless remotes, interior-wired wall switches, and exterior-wired keypads. Some worked, some didn't.

Jaydor sent their master technician over to assess the situation. He diagnosed the main problem as old (compromised) wiring from the UL 325 system. It was running to wall controls with temperamental remotes and questionable batteries.

He provided us within a pair of new universal remotes and reprogrammed our existing remotes so they were working again. What a relief to have fully functional remotes and keypads again! What a pleasure to have two new aesthetically pleasing and functioning garage doors adding curb appeal to our home.

## The lesson learned

When you live in a house long enough, you learn to live with many minor nuisances, workarounds, and faded appearances. But you shouldn't wait for an incident like your daughter backing into your garage door to make changes or upgrades to your house. Especially when it comes to equipment like automatic garage doors and operators that get heavy usage 365 days a year.

In my case, I had over 20 years of marketing background in the industry and should have recognized an upgrade was long overdue. If your equipment needs to be repaired or replaced, contact your local professionals and take advantage of the latest industry models and technologies. ■

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Leaving your contact info via a service sticker is a great marketing tool to remind customers who to call the next time they need garage door service.

