



## **Member Messaging Tips**

### **Understanding Garage Door Scams in the Current Marketplace**

- Scammers often imitate well-known companies by utilizing their ads or branding. Then show up and do a less than satisfactory job for consumers. This is why members should share tips to prevent getting scammed from false garage door retailers and share what to look for.
- Members should highlight the proper way consumers should research a garage door dealer. Noting that true dealers, like yourselves, have consistency in their branding and contact information. This includes using a specific brand name, address, and phone number that is consistent across all websites and platforms.
- Scammers often use multiple or generic names, rarely have a physical address referenced, and likely don't have a companywide phone number. For certainty, share how you are a qualified dealer and can be confirmed using IDA's [Find A Dealer Page](#)
- Share that customers should always check the quote provided noting that if it seems too good to be true – it probably is. Many scams grab customers by offering low fees for service calls and end up adding extra charges later. Combat this by providing messaging on your pricing in advance and instill trust in customers.
- Customers should know who to expect when coming to provide a quote or do a repair. Properly communicate with customers and share the process of what they should expect on your social media and web content.
- Common Scams Include, share these with your followers and separate yourself from these tactics in your communications:
  - The Rebuild Scam:
    - A non-reputable garage door repair company will evaluate your garage door and determine it all has to be replaced – even when you are not looking for a new garage door. Replacements often include new torsion springs, rollers, cables and bearing brackets.
    - Not only do they falsely determine everything needs to be replaced, but they may mark up the price significantly and call them “installation charges.”
  - The Lifetime Guarantee Scam
    - Technicians install cheap parts that are bound to break. Ensuring they will be called back for their lifetime guarantee. Though the part has a guarantee, the labor is not free and is often costly with multiple visits.
  - Unidentified Tech Scam
    - Some disreputable companies will advertise their services as if their in-house technicians or workers will be handling the duties. Then, they subcontract the job to an independent contractor with no license, training, or way to get in touch if something goes wrong.

### **Actions Dealers can Take:**

- **Establish and defend your brand.** One tactic used by scammers is to place phony bad reviews on competitor's ads; make sure you are keeping an eye on your online reputation.
- **Defend your turf.** Make sure to monitor who is placing ads or showing up in search results for garage door service in your area by looking at the online maps. Knowing who your legitimate competitors are will go a long way to help you spot the phonies.
- **Be part of the community.** Word of mouth and social media remain important pieces in marketing for home service companies. Be present in online groups for your area. Sponsor youth programs and donate to local causes.
- **Promote Garage Door Safety Month.** Hold open houses in your showroom or deploy sponsored social media ads; use that opportunity to provide customers with tips on how to perform a visual inspection of their door and operator system. Make some noise to get the word out and make your area safer.
- **Offer special safety promotions.** Selling service programs that include follow-up inspections at no additional cost after six months or a year will show your customers that you're in it for the long haul.
- **Don't be afraid to be a whistleblower.** If you come across homeowners who have been cheated, sometimes you need to take action and report scammers to the proper authorities like the [BBB](#) or [Google](#).
- **Share your resources.** Share how to find a qualified dealer like yourself using IDA. Additionally, let your customers know they can [report garage door scams](#) they have seen too.