

Letters to the Editor

To the editor:

Thanks for your Dateline story about Precision Door. A few years ago, I saw a \$700 quote from Precision for new opener, new rollers, and a new torsion system. When I was called to quote the same job, the torsion system was fine. In 30 minutes, I replaced one roller, made several adjustments to the opener, and charged them \$150. The customer was ecstatic.

I've also had a couple of ex-Precision employees work for me. At Precision, they said if you don't generate big tickets, you don't get big paychecks. That was about five years ago, so I don't know if they've changed their practices.

I don't necessarily object to Precision's higher prices. The profit margins in our industry need to be better.

Eric Wozny
Crystal Overhead Door
Chicago, Ill.

To the editor:

Our company competes with two different Precision Door franchises in southern California. We know their method of operation. In light of their statements about cleaning up their operations, my only comment is that a leopard doesn't change his spots, and neither has Precision Door.

I interviewed a former Precision employee yesterday to fill an open position. During the interview he told me that they absolutely have a \$400+ average per call requirement. If they didn't meet that average, their pay was severely affected.

We enjoy reading Door & Access Systems magazine, and I appreciate your willingness to tackle hard issues head on.

Stephen A. Qualls
Garage Door Specialists
Murrieta, Calif.

To the editor:

I read your article about Precision Door and I just had to chuckle. As someone who was trained by these guys many years ago, I know that these techs were taught to overcharge. They're on straight commission, and the more they charge, the more they make.

When I was trained, their top techs would bring home \$4500 on a good day. They would change every changeable part, even if they didn't need changing, and \$500 spring jobs were common. It was amazing how smoothly they talked the customers out of their money.

I don't know if they still do this, but they taught techs to break the drums with a flathead screwdriver at the cable connection catch. It's easy to do, and you get another \$40. No one will know. Cut a cable, and you get another \$36. And on and on it goes.

[Name withheld to avoid retribution]
Atlanta, Ga.

Editor's Note: Precision Door says they no longer engage in these practices.

To the editor:

I am the former owner of Carolina Doors Unlimited in Greenville, S.C. I was thrilled to see your Dateline article in the summer issue. At CDU, I fielded countless calls from disgruntled and scared homeowners who had bad experiences with the local Precision Door franchise in my area. It bothered me that elderly people and single mothers were being ripped off in the same fashion as your article described.

I never knew what to do about this problem or how to raise public awareness. So I was greatly pleased to see such predatory behavior exposed on Dateline and in your magazine.

I hope that you will continue to expose this type of abhorrent behavior in our industry. It may be our own loved ones that we protect.

Matt Hardin
Southeastern Dock & Door
Easley, S.C.

To the editor:

I wanted to thank you for your Dateline article. I thought it was clean, informative, and fair.

Andy Pomroy
Windsor Door Sales
Albuquerque, N. Mex.

Editor's Note: Pomroy was the expert used by Dateline to inspect the setup used in the episode.

To the editor:

In our area, consumers call us about Precision Overhead Door's outrageous repairs and charges such as the example presented on Dateline. Consumers are confounded and confused by the attempt to replace parts they don't need or even (to replace) entire doors just because a spring broke.

I have been with Overhead Door for 25 years. Every door company that I have talked to has agreed that Precision gives the honest, competitive companies a bad name.

This is especially true for Overhead Door because consumers often get confused when Precision goes by "Precision Overhead Door." Many Overhead Door franchises have protested the use of "Overhead Door" in a company name as an infringement.

Mark Nunn
Overhead Door Co. of Charleston
North Charleston, S.C.

To the editor:

I enjoyed your EPA Inspection article in the summer issue. It was a real eye-opener to read the first-hand experiences of dealers who have been audited.

I really appreciated your questions regarding what they would have done differently if given the chance to give advice to everyone in the industry. Thanks for that insight.

Ken Ray
Clipay Building Products
Central States Door Dealer Association
St. Louis Chapter President

