

# DASMA and IDA join forces to address repair scam

In June 2016, the Door and Access Systems Manufacturers Association (DASMA) and the International Door Association (IDA) announced the formation of the Task Force on Industry Reputation to address the growing problem throughout the United States and Canada of garage door repair scammers that use deceptive practices to perform unnecessary repairs and overcharge for their work.

This joint committee of dealers and manufacturers is exploring ways to protect consumers from disreputable practices, help reputable dealers to combat the problem, and to enhance the industry's reputation.

### Blue-ribbon panel

The task force includes a blue-ribbon panel of industry leaders, including Bearge Miller (DASMA president), Randy Oliver (IDA president), John Addington (DASMA executive director), Todd Thomas (IDA managing director), Jeff Mick (Entrematic president), Kevin Pettiette (owner of Smokey's Garage Doors in Phoenix), Bill Wahler (Sommer USA key accounts manager), Colleen Mooney (vice president of Canadian Doormaster Electric in Vancouver, British Columbia), and Tom Wadsworth (editor of Door + Access Systems magazine).

"A growing number of dealers and manufacturers want to see something done, but they don't know what to do," said Bearge Miller, chair of the task force. "The issue is complex, but we believe there are several effective strategies that can help curb the problem."

### Resources coming

The new task force has already met several times and is now developing a variety of tools and resources for consumers and garage door dealers. Miller said the group will release new resources for the industry by the end of 2016.

The first resources to be available will include several short videos and other educational tools that help consumers learn how to avoid the garage door scam. The plan also includes a public relations campaign to spread the word through consumer publications and websites.

Any dealer or manufacturer will be able to post the videos on their websites or on social media. This allows legitimate dealers to differentiate themselves in their markets as one of the "good guys" who is helping to educate the public and spread exposure to the videos.

### Widespread problem

For 15 years, Tom Wadsworth has been closely tracking the scam as the editor of Door + Access Systems magazine. He estimates that every day, several hundred consumers from coast to coast are affected by the scam, primarily in metropolitan markets.

"The problem has become massive, and it's affecting our industry's reputation," said Wadsworth. "Technicians who leave scammer companies often go out and start their own scammer companies. Our industry now has hundreds of technicians who don't know any other way of doing business."

The availability of the scam-protection resources will be announced by IDA and DASMA and will be publicized in the industry's magazines. ■

