

Letters to the Editor

Tweaking the Top Tips

Tom:

First, I would like to thank you as being the only person I know of in the industry to keep a track on the "Bad Bob" issue since it became a major issue in this industry.

Thank you for writing your "Seven Tips" article to keep the issue highlighted and to offer some concrete ideas.

The part of your story that I do not agree with is getting bids on repairs. I am not willing to send a guy out to do a bid on a \$150 repair job. If we made two trips out to every repair job (one to bid and one to do the work), I would have to raise my prices a lot or close my doors.

Also, in my market over the last five years, "when" has become the prime selling point. Customers expect it done now or whenever it is convenient for them. I do most of my service same day, but when I set up a customer for service on the following day, I lose 50 percent of them by the next morning.

Thanks for your hard work for the industry.

Steve Donohue
Great Garage Door
Blaine, Minn.

Tom:

I have to disagree with the first item of your seven tips for selecting a garage door repair company.

In a rural area, you cannot expect two or three companies to spend the dollars to come give you a free estimate for a \$150 job. One of our competitors here charges up to \$200 just for an estimate because of the distances we have to cover.

Instead, we give people a price range over the phone. If we need to incur more costs than that, we tell them that we'll notify them.

Dave Plowman
PDQ Door
Hampden, Maine

Editor's Note: Thanks to Steve and Dave for this input. We have corrected the story that has been posted online. Feel free to download and print the corrected version: www.dasma.com/articles/feature/HowToChooseRepairCo_Spr2013.pdf.

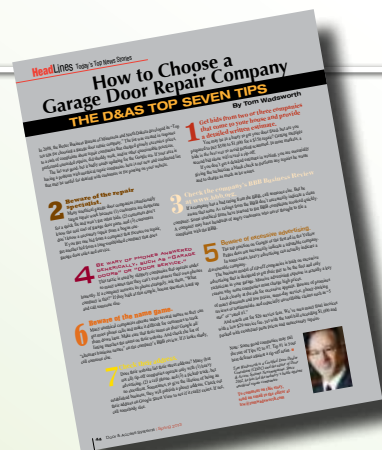
To the editor:

Your article in the spring issue, "How to Choose a Garage Door Repair Company," was outstanding. I thought it was extremely helpful, and we believe it will help not only us but our customers as well.

Do we have permission to put that article on our website? Please let me know if this is possible.

Eric Merson
D & D Overhead Door
Reno, Nev.

Editor's Note: Yes, we allow dealers to post this article. It was created for that purpose. Before posting, please contact us first for permission at trw@tomwadsworth.com.



New
One-Piece
800-746-8273

DOORS



HYDRAULIC

"One-Piece" DOOR

- AG DOORS
- SHOP DOORS
- BARN DOORS
- AVIATION



BIFOLD

STRAP LIFT and auto latch

037
The Door Leader


SCHWEISSDOORS.com

...Lift Straps