

# DASMA and IDA launch SCAMMER Reporting Service

On Oct. 24, the Task Force on Industry Reputation, a joint DASMA-IDA project, launched a new service that helps warn consumers when garage door repair scammers are known to be active in a given area.

The Scammer Reporting Service urges door dealers, industry members, and consumers to notify the Task Force when scammers are known to be operating in their areas. After a scam has been reported and verified, the Task Force will send a press release to media in the affected area, warning consumers to avoid the scam.

## Collecting evidence

To verify the scam, the Task Force seeks evidence that will usually be found in any of three forms:

1. An invoice that reveals inappropriate services or fees
2. An advertisement (e.g., online or print) that contains false, deceptive, or misleading information
3. (A link to) a news story that has recently exposed scammer practices in a given market

Such evidence should be emailed to [GarageDoorScam@gmail.com](mailto:GarageDoorScam@gmail.com). After verifying the scam, the Task Force will issue an official press release from IDA and DASMA. The press release will not identify any specific companies, but it will warn consumers to beware of certain predatory practices.

Bearge Miller, who chairs the Task Force, urges all dealers and manufacturers to watch for disreputable practices and help warn the public. "By working together," he said, "we can help to protect unsuspecting customers from having a bad experience with our industry."

## Consumer Alert videos

The Scammer Reporting Service is the latest effort by the Task Force to help preserve the industry's good reputation. In 2017, the group launched four free "Consumer Alert" videos that dealers and manufacturers can use on their websites and in social media.

The videos are available at the IDEA website at [www.doorededucation.com/videos](http://www.doorededucation.com/videos) and on YouTube. Each video is about three minutes long, and they all identify telltale signs of scammer operations.

Miller recommends that dealers post one video every week to their social media sites. "These videos give you quality programming to add to your site and sets you apart as a caring company that protects its customers," he said.

If you have an idea for the Task Force to consider, send an email to [GarageDoorScam@gmail.com](mailto:GarageDoorScam@gmail.com). ■



## FRAUD DETECTION



**WARNING THE PUBLIC:** To notify the Task Force of a scam in your area, send evidence to [GarageDoorScam@gmail.com](mailto:GarageDoorScam@gmail.com).

**POST THIS VIDEO:** Four Consumer Alert videos are freely available at [www.doorededucation.com/videos](http://www.doorededucation.com/videos).