



TIPS FOR CONSUMERS

We know that within most markets there are companies and individuals who prey on consumers, especially ones who are not fully aware of how to locate a professional. Unfortunately, this is true within our very own industry and profession. One tool you can use in your area is communicating these tips on how to locate a professional door business. You should share these tips with your local media and also any local consumer advisor organizations, and highlight them in your showroom. Here are 10, and you can probably think of even more:

- ◆ Does the business have a brick and mortar office in the community?
- ◆ Has the business provided you with names of satisfied customers?
- ◆ Have you checked with the Better Business Bureau, Angie's List or Chamber of Commerce?
- ◆ How long has the company been in business?
- ◆ Does the company carry required insurance; very important.
- ◆ Many companies are members of the International Door Association, these firms adhere to a strict Code of Business Practices.
- ◆ Many companies are also accredited by the Institute of Door Dealer Education and use IDEA certified door technicians.
- ◆ Does the company install products or repair them in compliance with local, state and federal codes?
- ◆ If you are requiring only repair or service work, make sure you obtain a firm estimate prior to authorizing the work. If the cost of repair or service seems extremely unreasonable, it probably is.
- ◆ Although it may seem unimportant, are the company vehicles clean and professionally signed? If required, do they include a contractor license number?