



Bait & Switch. It's Against the Law

"How come you guys are so expensive? I'm looking at a coupon right now and this company's offering to do the same work for less than half of Fresh Air Corp's price!"

Dear Friends,

I've lost count of the number of times I've heard these words on the phone!

Well-meaning homeowners, about to be suckered by the oldest con in the world! An advertisement with a price that's too good to be true, offered by a predatory business owner looking for an easy mark!

Strong words? You bet they are, and for good reason. There's not a week that goes by that I don't receive a phone call from someone who has been taken by these kinds of promotions. Not for pocket change, but for hundreds and hundreds of dollars.

I've prepared this report, to inform you about how this shameful practice works and hope it will make you a more savvy consumer. Feel free to call me anytime with questions or comments.

A handwritten signature in black ink that reads "Barry J. McCoy". The signature is written in a cursive, flowing style.

Barry McCoy
President – Fresh Air Corp



Fresh Air Corp
614 - 322-3828

Bait & Switch - "Oh the Tangled Web,"

Bait advertising is an alluring but fraudulent offer to sell a service which the advertiser has no intention of providing. The primary aim of a bait advertisement is to obtain leads as to persons interested in the service offered. The "Bait" is a low price that they have no intention of honoring.

It's the oldest trick in sales, and a lot easier to recognize if you understand the forces at work when you see it.

To begin, we'll take a brief look at the three ethical steps every service owner might take to sell his/her services to a prospect and, over time, build a successful business.

The next section is a detailed look at the four carefully designed steps in the Bait & Switch as well as two specific examples of how the salesman (technician) works the plan.

Let's begin by looking at how a legitimate service company conducts their business.






The Ethical Way!

Every business needs prospects - people who are interested in a their service but still need more information before they make a decision to buy. While large companies like Coke, Ford and Frito-Lay can use television and radio to tell their story, most small service companies must try to master the three-step marketing skills of "Prospect, Demonstrate and Sell!"

It takes time and effort, but has proven to be the best way to grow!



They're a very old established company - they've been going out of business since 1926!"

<p>Step #1</p> <p>Prospect! Find who's interested in my product?</p>  <ul style="list-style-type: none">• Yellow pages• Direct mailings• Brochures• Lettered Trucks• Home Shows• Coupons	<p>Step #2</p> <p>Demonstrate! Tell my story!</p>  <ul style="list-style-type: none">• Brochures• Flip-charts• Samples• Media DVD's• Comparison tables• Check-lists	<p>Step #3</p> <p>Sell! Sell my product or service!</p>  <ul style="list-style-type: none">• Meet the need• Create urgency• Answer objections• Offer discounts• Offer incentives• Ask for the order
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Every Service Business Has A Need - Finding Someone to Talk To!

AAA Duct Cleaning has his **Sales Presentation** buffed-up and smooth. The brochures are done and the equipment's cleaned up and ready to go. The problem? There's knowone to talk to! AAA's owner wonders how he's going to make any money if he can't find anyone to sell his duct cleaning services.

Then he has an idea! "Why don't I just **lie about the price!** I'll convince people they can get **something for nothing**, get into their home then **up-sell them** with a whole list of extra's!

This is how Mr. AAA Duct Cleaning gets hooked on the "Bait & Switch." He skips over the harder steps of building a business with the allure of the quick-buck!" It's no longer about quality, reputation, professional service or satisfied customers... it's just about finding the suckers! How do things change? READ ON!

Step #1

Prospect!

Run Phony Ads to Entice People to Call!



- Low Low Price
- One Week Only!
- Fall Special
- Coupons - \$\$\$ Off!
- Need Clients in Area

Step #2

Demonstrate!

Stall tactics while equipment is brought in!



- Checklist of Extra's
- One Main Duct Free
- May be Trip Charge
- Blower Fan Extra
- Returns Additional

Step #3

Bump-Up!

Watch the price double.. or worse!



- Additional openings
- Contrived elements
- Inspection fee
- Maintenance program
- Returns not included

The Bait!

All of the ads on the right have one thing in common - they are "BAIT" Each one lists a price that has no connection with reality.

The only purpose of these ads is to get you to call and identify yourself as a prospect. The person who answers the phone will be very helpful and friendly, but they have just one goal -

TO GET A SALESMAN INTO YOUR HOUSE!

They will confirm the ad price, promise you there are no other charges .. just what you want to hear! But beware, you have now opened your home to a person trained in the art of taking your money!

And here's how it works!

The "Inspection!"

My name is Tom and I'll be doing your duct cleaning today! While we set up, I'll need to go through your home to inspect the system. Could you OK this authorization for me?"

Tom wanders through the house counting registers and then returns with the following story.

"Mrs. Johnson, we do have several areas of concern that you'll no-doubt want to have completed while we're here! Since I know you've taken time off of work to have this service done, it will be best for us to get everything completed today!

Let's have a look at the items I've marked here on the inspection form."

Now the real show begins!

The Switch!

The **Authorization** is, in fact, an "add-on" list with all the things that should have been included in the first place.

The friendly duct cleaner will now inform you that there are **Extra** vents needing to be cleaned, and **Additional Returns** will cost more.

The **Feeder** ducts need to be done, the **Access Panel** also has a charge and the **Blower Motor** isn't looking to good and will be an additional fee.

Now you're looking at a total price of \$500 - \$1,000 for the job. But grab your wallet - it gets worse!

Now it's time for the "Beat-Down!"



Step #4

The "Beat-Down"

Wear you down and play you for a sucker!



- Pressure to begin
- We're all set up!
- Call to the office
- Phony discounts
- Charge for estimate

The Beat-Down"

While the salesman was performing an "Inspection" the helper was getting the equipment set-up, making it very difficult for you to ask them to stop.

The estimate below was given to me by one of our customers. This is a carpet cleaner offering a "Whole House Duct Clean" for **\$89.00**. Look at the total - **\$1,009.75!**

When the customer said no, the tech called the "Boss" at his office. He said what a **nice lady** she was and asked if they couldn't, "Find some way to give her a discount?"

The "Boss" and salesman argued for a few minutes and, unbelievably, offered to do the entire job for just \$450. When she insisted they get out of her house, the now very **un-friendly** man demanded a **\$60.00 estimating fee** before he would leave.

This is exactly how the system works. Every step is planned and rehearsed, and then the customer is expected to feel like they received a great deal with the "Discount" offered by the salesman.

Maintenance cleaning average system (including 10 vents, 1 Return & 1 Main)	89.00
Removal and cleaning additional vents	—
Removal and cleaning additional returns	15.00
Additional mains/Feeder ducts	299.85
Access panel	50.00
Blower motor, cleaning and inspection	119.95
A/C Coil cleaning	99.95
Humidifier or dehumidifier cleaning and inspection	—
Dryer vent	—
TOTAL 673.75	
<p>YOU'VE BEEN APPROVED TO HAVE THIS WORK DISCOUNTED TO 450.00. THIS WILL INCLUDE ALL DUCT WORK AND FURNACE CLEANING. ALSO TO MAKE A GOOD IMPRESSION ON YOU AND YOUR FAMILY SANITIZER HAS BEEN INCLUDED FOR FREE. CALL NOW TO MAKE YOUR APPOINTMENT</p>	
THE FOLLOWING ITEM	ING
Furnish and install on Electrostatic Filter	
Furnish and install air freshener blocks	
Treat all air passage interiors with sanitizing to eliminate and control: 14 openings Germs/Bacteria/Dust Mites	176.00
Treat all air passage interiors with moldicide to eliminate and control: Mold/Mildew/Fungus	
Maintenance program 14 openings w/warranty Doubtly 40-90% collection due to accessibility	210.00
TOTAL 1009.75	

1100% Increase
over the
Coupon Price!

So, What can you do about it!

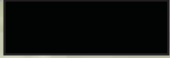


Is there a company working the Bait & Switch in your area? Call the Attorney General's office and Better Business Bureau. Is a department store running these ads? Call customer service and complain. It's OK to get mad and protest about being lied to!

Fraudulent advertising hurts everyone, but especially the honest contractor who's providing excellent service at a fair price. Review the four steps, and keep a watchful eye. The "Bait & Switch" is being used every day by carpet cleaners and air duct cleaners! Here's another example and a final word.

Another Example!

WORK ORDER CONTRACT

Owner


Enviro-Kleen
AIR DUCT CLEANING
 INTERIOR ENVIRONMENTAL SERVICES
 Phone: (614) 387-2459 • Toll Free: 1-800-883-3015

Credit Card No: _____ Exp. Date: _____ Auth No: _____

Customer Name: _____

Address: _____

City & State: *Columbus, OH* Zip Code: *43206*

Home Phone #: _____ Work Phone #: _____

Room	Vent Count	Returns
Living	//	/
Family		
Den		
Kitchen	//	/
Bed 1	//	/
Bed 2	/	/
Bed 3		
Bed 4		
Bed 5		
Bath 1	/	
Bath 2		
Bath 3		
Other	/	/
Other		

Maintenance cleaning average systems (including 10 vents, 1 Return & 1 Main)	99.95	Coupon Price
Removal and cleaning additional vents	N/A	
Removing and cleaning additional returns	4 60.00	Extra Returns
Additional main/feeder ducts	1 72.95	Feeder Ducts
Access Panels required with system cleaning	N/A	
Blower Fan/Housing, cleaning and inspection	1 119.95	A 2-Minute Clean
A/C Coil cleaning	1 49.95	Job for a licensed HVAC contractor only!
Humidifier or Dehumidifier and inspection	N/A	
Dryer Vent	N/A	

Analysis & General Conditions

Nothing clean system	✓
Disinfect	✓
Dust	✓
Carpet Filters	✓
Pet Hair	✓
Fungus	✓
Mold	✓
Insects	✓
Dust Mites/Feces	✓
Insect Droppings	✓
Construction Debris	✓
Residue At The Building	✓
General Building	✓
Roof	✓
Maintain	✓

THE FOLLOWING ITEMS ARE IN ADDITION TO CORRECTIVE CLEANING -HIGHLY RECOMMENDED-

Furnish and install an Electrostatic Filter	N/A
Furnish and install air freshener blocks	N/A
Treat all air passage interiors with Sanitizing to eliminate and control: Germs/Bacteria/Dust Mites/Feces	N/A
Treat all air passage interiors with Moldicide to eliminate and control Mold/Mildew/Fungus	12-20 14 224.00
Treat all air passage interiors with Resinous Polyester Sulfone to prevent mold/moisture	N/A
TOTAL	515.00

Sanitizing \$69.00 for most companies

500% Increase over the Coupon Price!



These are not isolated occurrences! Companies all over America, including well known **department stores** are cheating their own customers with this cheap tactic. Even more disheartening is the fact that many people never complain because they're too embarrassed about being taken.

If you'd like to know more about how to combat the "Bait & Switch" artists, download our free booklet - "15 Things to Demand From An Air Duct Cleaning Company!"

This convenient check-list gives you questions to ask the companies your considering before you let them into your home. See our "Resource Center" to download!