



Take a Pass on a Door-to-Door Pitch

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MADISON – As warmer weather returns to our state, it also tends to bring door-to-door sales teams to our communities. Alarm systems, windows, magazines, you name it – no product or service is off-limits for their pitches. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) warns homeowners to be on the lookout for these transient crews and to avoid allowing them into your home.

“Be skeptical of any offer you receive at your front door,” said Frank Frassetto, Division Administrator of Trade and Consumer Protection. “Regardless of the pitch, don’t let yourself get pressured into making a quick decision that you may regret later.”

While the salespeople may represent legitimate companies and products, their high-pressure or deceptive sales pitches are problematic. In recent years, sales agents hired by home security companies have traversed Wisconsin communities during the spring and summer months. In some cases, these agents falsely claimed that a homeowner’s current alarm company was going out of business in order to convince them to sign up for expensive systems run by another provider.

To protect yourself from being conned by a door-to-door salesperson, remember the following tips:

- It’s easier and safer to just say “no” to someone standing on your doorstep than it is to try getting them to leave once they’re inside.
- Most municipalities require door-to-door sales agents to have permits. Ask to see the permit and a photo ID.
- Look out for high pressure pitches and scare tactics, particularly if they mention “limited time offers” and claim that you need to act right away.
- Wisconsin law requires door-to-door sales agents to state their name, the company they represent and the goods or services that they are looking to sell before they start their sales pitch.
- If you decide to purchase something from a door-to-door salesperson, get a copy of your three-day right to cancel at the time of purchase.
- To help protect yourself and your neighbors, report any suspicious activity to the police. Provide a vehicle make, model and license plate number if you can.

For additional information or to file a complaint, visit the Consumer Protection Bureau at <http://datcp.wisconsin.gov>, send an e-mail to datcphotline@wisconsin.gov or call the Consumer Information Hotline toll-free at 1-800-422-7128.

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