



From the Desk of Don Cockayne

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Dear Colleague,

Choosing a computer support company isn't easy. There is no shortage of horror stories about incompetent computer repair "gurus" bungling jobs and causing MORE problems as a result of their loose morals or gross incompetence. I'm sure if you talk to your own friends and colleagues you will get an earful of the unfortunate experiences they have encountered in this area.

Along with a lot of other industries, the computer service industry has its own share of incompetent or unethical businesses that will try to take advantage of trusting business owners who simply do not have the ability to determine whether or not the technician knows what they are doing. Why is this? Sometimes it's out of greed for your money, but more often it's simply because they don't have the skills and competency to do the job right, but won't tell you that up front. From misleading information and unqualified technicians, to poor management and terrible customer service, we've seen it all...and we know they exist in abundance because we have had a number of customers come to us to clean up the disasters those businesses have caused.

Buyer Beware: The Computer Repair and Consulting Industry Is NOT Regulated

Here's an embarrassing (and little-known) fact about my industry: it is not regulated like many other professional service industries. This means ANYONE can claim they are a "computer repair expert." **In fact, a lot of the businesses in this industry started because the owner was FIRED or laid off from their job and couldn't find work anywhere else. That means many of the so-called experts are useless, making sleazy auto repair shops look like the pinnacle of virtue and competence.**

In order to prevent consumers from getting ripped off, automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc., are all heavily regulated. Unfortunately, the same cannot be said for the computer industry, and there aren't any laws in existence to protect the - **which is why it's so important for you to arm yourself with the information contained in this report.** Anyone who can hang out a shingle can promote themselves as a computer expert. Even if they are honestly trying to do a good job for you, their inexperience can cost you dearly in your network's speed and performance or in lost or corrupt data files. That is why we decided to offer this report. The information in this guide is provided to help raise standards within the computer repair and support industry, and to give YOU useful information that can help you guard against the incompetence of some companies and technicians.

Dedicated to serving you,

