CONSUMER ALERT

FOR IMMEDIATE RELEASE
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Door-to-Door Sales Alarm BBB

A door-to-door magazine sales operation is making its way through western Virginia. To date, the business, Palmetto Marketing, Inc., does not have a license to solicit in Virginia localities. The company also does business as PMI and is located in Coral Springs, Florida. Consumers have reported that the sales representatives have misrepresented the full cost of magazines being sold.

"Consumers should be aware that many door-to-door magazine sales often involve hidden costs," said Julie Wheeler, president and CEO of the BBB Serving Western Virginia. "Unscrupulous salespeople sometimes trick consumers into purchasing multi-year magazine subscriptions worth hundreds of dollars. When a salesperson offers a package of magazines for a few dollars a week, it may sound like a real bargain, but it may include inflated prices and subscriptions stretching over several years."

Based on BBB of Southeast Florida files, Palmetto Marketing, Inc., has an unsatisfactory record with the bureau. Specifically, the records show a pattern of failure to deliver the promised products or services as represented, a pattern of failure to eliminate the basic cause of customer complaints and a pattern of complaints alleging misrepresentation in the company's sales practices. Also, the files show a record of no response to a customer complaint brought to the company's attention by the bureau.

Consumers report that this company's salespeople claim to be from a local high school or college and are selling magazines to help raise money for their school or to help them earn points that will enable them to win a trip. Regardless of the sales pitch, consumers should use caution before agreeing to these type of offers. If you are interested, get the company's name, address and telephone number and contact the BBB for a reliability report on the company.

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