



Associated Locksmiths of America, Inc.

Headquarters Office • 3500 Easy Street • Dallas, Texas 75247 • 214/819-9733 x203 • FAX 214/819-9736
www.aloa.org tim@aloa.org

October 29, 2010

Charles Eastwood, CRL
Locksmith Charley
4024 N. 84th Lane
Phoenix AZ 85037

Dear Charles-

This letter is in response to your inquiry regarding the Associated Locksmiths of America, Inc. (ALOA) position on nationwide call centers used for connecting customers with locksmiths.

We have presented to the National Association of Attorneys General (NAAG) the argument that these type of companies flood phone book and internet listings with multiple local phone numbers and in many instances false addresses, making it appear like a local locksmith business. In actuality, consumers are calling out-of-state operations that are not locksmith companies.

Recently, the ALOA Board of Directors adopted a policy for our own members that are listed on FindALocksmith.com to make sure local means local:

“It shall be the policy regarding service area zip codes that members are limited to a 60 mile radius from the address listed on the Findalocksmith.com™ website.”

They have also adopted a policy regarding false addresses for the Code of Ethics:

“The listing of an address in any print or electronic medium, whether it be an advertisement, directory listing, business card or otherwise holding oneself out to the public as conducting business from that address, when in fact you are not conducting business from that address, is considered deceptive and therefore a violation of the ALOA Code of Ethics.”

If I can be of further assistance, please let me know.

Thank you,
ASSOCIATED LOCKSMITHS OF AMERICA, INC.

Tim McMullen, JD, CAE
Legislative Manager