

## **Consumer Warning!**

Re: **Damon Day & Associates (DD&A)**

Issued by: Consumer advocates, business owners, TASC members, and debt professionals.

This consumer warning is being issued to educate consumers on the **deceptive practices being utilized by Damon Day & Associates**. These practices may have a serious negative impact on consumers and their finances.

It is important that consumers know the facts and do their due diligence so they can make an informed decision before using the services provided by Damon Day & Associates. (DD&A)

In this web site we will offer the facts as we see them and then provide the explanation as to the importance and relevance of these facts.

### **Fact #1 DD&A is **not a member** of TASC, The Association of Settlement Companies.**

DD&A is a company run out of Damon Day's home instead of a legitimate commercial location. Their web site gives the impression of a legitimate company. This company does not qualify for membership in TASC. As such DD&A goes to extraordinary efforts on their web site to slander the good name of TASC and TASC members.

### **Fact #2 DD&A is a debt settlement company.**

Knowing that the **Better Business Bureau gives an F rating to all debt settlement companies**, DD&A goes to great lengths to hide the fact that they are a debt settlement company. If DD&A can trick the BBB into believing they are a consulting firm and not a settlement company, then they hope to avoid an F rating. DD&A does not want an F rating because this would put them on a level playing field with the rest of the debt settlement industry. Damon Day states in his web site that he is not a debt settlement company and that he does not do debt settlement. He mistakenly contradicts himself in his Debt Settlement Video where he makes statements such as "OUR clients pay back 50%" and "OUR clients complete in 2 years or less". Oops! You will also hear him say the words "MY clients" and other phrases that confirm the fact that DD&A is a debt settlement company and they do provide debt settlement services.

### **Fact #3 Damon Day is **not licensed**.**

Damon Day refers to himself as a financial analyst and a financial consultant yet he has not been licensed by either the Securities Exchange Commission, the Department of Insurance, the Department of Corporations, or the Department of Real Estate. Damon Day says he is qualified because he survived his own personal

financial troubles and went to the school of hard knocks.

We are pleased that Damon Day has survived his financial troubles, but that surely does not qualify him to be a financial consultant. A lot of additional training and testing would be required for Damon Day to become an officially licensed and qualified financial consultant.

**Fact #4 The onslaught of self praise is a red flag.**

Throughout the DD&A web site there is an onslaught of words such as honest, ethical, straightforward, knowledgeable, unbiased, integrity, advocate, blah, blah, blah, blah, blah.

We have learned from our experience that companies that feel they need to make numerous claims like these should probably be avoided. In most instances these companies are the exact opposite of what they claim and you will usually find a lot of smoke and mirrors.

**Fact #5 DD&A offer of a free contract review is a ploy.**

Damon Day's methods of making money and getting new business are very sly and cunning, yet rate a zero when it comes to integrity. One method he uses is to offer a free contract review. He urges people that are contemplating debt settlement to send in their contracts of the company they are considering. He says he will review the contract and give his honest assessment. Do you think he will ever give two thumbs up to that company? Not going to happen. What he will do is tell you that this company is a bad choice, but lucky for you, he has a recommendation for you. Of course Damon Day's recommendation means money for DD&A. Since their method of making money is by taking a client of one company and pointing them in the direction of DD&A, the chances of getting a true "unbiased" opinion are pretty slim.

**Fact #6 DD&A using bad business practices.**

Another method Damon Days uses to build his business is to berate and ridicule all of his competitors. We think that whenever anybody has to resort to making them selves look good by trying to make everybody else look bad, they are using bad judgment and bad business practices. For example Damon Day has written a review on one of the best debt settlement companies he could find, New Era Debt Solutions. New Era is a leader in the debt settlement industry with a great reputation for doing things right. But to DD&A they are considered competition and a prime target to try to steal customers from. You will notice that reputable and legitimate companies like New Era Debt Solutions don't resort to slandering the competition to build credibility, but instead stand on their own laurels.

**Fact #7 Damon Day's reviews fall short in honesty, integrity, and truthfulness.**

Damon Day's reviews are written with one goal in mind and that is to steal clients so DD&A can make money. Damon Day has written reviews on companies that have great reputations and are leaders in the debt

settlement industry with the sole intent of stealing their clients. His reviews are full of untruths and bad assumptions with the intent to mislead people.

**Fact #8 Damon Day's reviews lack credibility.**

Imagine a guy who wrote a scathing review about the Ford Mustang in Car & Driver magazine. Then imagine that you discovered that not only had this critic never even taken the time to actually drive a Ford Mustang, but that he also worked for Chevrolet, a major competitor. This is Damon Day. Damon Day's reviews are not honest and they lack credibility because he is writing about his own competition, and he wants their customers. Damon Day has been invited to visit the competition, and to drive the car so to speak, and to no surprise Damon Day has declined the offers. He couldn't possibly write an honest review about his competition.

**Fact #9 Damon Day finds it more cost effective to steal clients.**

Damon Day says he can provide his debt settlement services for lower fees than others because he doesn't carry the expenses of legitimate companies, expenses like advertising and promotion. We don't know where he received his business education, but everybody knows that advertising and promotion are critical components of a business plan and are necessary for the success of any business. That is of course unless your business plan is to steal clients from reputable companies that have already paid for advertising and promotion.

**Fact #10 The REAL Damon Day**

A simple search of public records will show that Damon Day is in trouble with the IRS, has tax liens against him, and has a history of law suits against him. We have absolutely no issues with the fact that Damon Day has had money problems. Many people do and times are tough. We do take issue with the fact the Damon Day throws stones at other people and writes negative and untrue reviews to make him and his company look good in an attempt to steal their customers. On top of that it doesn't make a lot of sense for most people to take financial advice from someone who can't seem to get their own financial house in order.

**Fact #11 Damon Day is great at building web sites.**

We've got to give credit where credit is due. Damon Day can create an impressive web site. The little Wii Mii character is very cool. Perhaps he should drop the ideas of doing financial consulting and debt settlement, and pursue an honest career in building web sites. In today's internet world consumers need to be very aware of the fact that a company can look very impressive based on the look of their web site, but what is hiding behind that web site is what really counts.

**Fact #12 Damon Day's stance about up front fees is right on the mark.**

There is a huge divide between debt settlement companies. There are those that charge their fees up front before any settlements are made, and there are those that have a performance based fee structure where the bulk of fees aren't charged until the settlements are done. There are only a handful of companies with a performance based fee structure with New Era Debt Solutions being one of them. Both Damon Day and New Era believe that it is wrong to charge most of the fees up front before the work is done. Here again we are giving credit where credit is due.

**In summary** it is important that people know the truth behind Damon Day and Associates so that they don't get burned. What Damon Day is doing from his home is no different than the illegal construction worker driving up to the construction sight in his rented truck and stolen tools, and telling the owner of the house that he can save them money. This construction worker has no licenses, no insurance, no workers compensation, and no qualms about trying to undercut the legitimate, honest, and hardworking companies out there that are trying to do things the right way. Proceed with extreme caution when dealing with these types of individuals. You may end up in worse shape than when you started with no recourse.

Damon Day's response to this Consumer Warning will be that this somehow proves his point that the entire debt settlement industry is evil and that DD&A stands alone as the knight in shining armor fighting this evil dragon. He will conclude that DD&A has struck a major nerve and that he stands proud to be the one to shine the light on the darkness and deception going on in the debt settlement industry. He will conclude that this Consumer Warning was written as an attempt to silence this consumer advocate who has taken on the evils of the debt settlement industry. This conclusion of Damon Day's will be wrong, another bad assumption on his part. Not all companies are evil and deceptive as Damon Day would lead you to believe. Damon Day has earned this review because of his bad business practices - plain and simple.

In many respects Damon Day is correct because, the truth be told there is a lot of darkness and deception in the debt settlement industry. In reading Damon Day's web site one would get the impression that he was taking the high road. It's sad that at some point he decided to take the low road instead and participate in the deception that is prevalent in the industry. Damon Day became the heckler in the crowd. He became the guy that throws stones at everybody while he lives and works in the living room of his glass house. In a parable in the Bible Jesus says "Let anyone among you who is without sin be the first to throw the stone." Damon Day would be the guy to throw the stone. Damon Day is not the white knight he thinks he is. Again, Damon Day has earned this review because of his bad business practices - plain and simple.

To be fair to all parties there will be a blog section of this site coming in the near future. This will be an open forum where comments from the readers will be welcome. If Damon Day and/or any of the Associates disagree with any of our conclusions, then they should be grateful because this blog will give them the opportunity and the forum to dispute the facts as we see them.

Many offers and attempts have been made to have an open and honest discussion with Damon Day regarding

his business practices. Damon Day has declined to speak to us in person. It appears as though he hides behind his web site and his blogs where he can manipulate the data and add his own twists that support his bad assumptions to the real facts. Damon Day may appear to be an advocate for the consumer but don't be fooled. Damon Day is looking out for one consumer, Damon Day.