



and



There's a battle taking place between two ANTI - referral organizations: CrapCustomers.Com and AngiesList.Com.

"Crap" (for short) is where trades spout off about bad customers.

"Angie's" (for short) is for customers spouting off about bad contractors.

I start with the premise that both organizations have value in the information world. Both serve a purpose. The question is, "Do you want either organization in the booth next to YOURS?"

"CrapCustomers.Com" is somewhat self-explanatory. Specifically, however, they offer:

We at CrapCustomers.com feel it's time for you to have the chance to fight back and have your voice heard! Why does the customer have the right to threaten you and or your business without recourse? How many complaints were filed with the BBB that were falsified by the customer just to screw you the contractors, public servers, & business owners over? How many times must you bend over backwards for someone that never shows appreciation and does nothing but complain? Fight back!

Tell the customer how you feel and have their name listed on a complaint service that won't be removed for 4 years for the whole world to see! Write us about your Crap Customers, have their name listed, have us send them a letter that they've been Crapped! If anything at all, write your complaint and get it out of your system and who knows you might be able to save someone from having the same misfortune you did by making this person public before it's too late! Fight back!

Angie's is described as a "Consumer Based Contractor Rating Service." They may offer accolades for 'good' contractors, but they also present some fairly damning statements regarding so-called 'bad' contractors.

Their home page begins with ...

Tired of lousy service?

When you need help with repairs around the house, Angie's List members will help you decide which service companies to trust and which to avoid.

I suspect, you're getting my drift. What an eye-opening header for a brochure !

"Crap Customers" and "Tired of lousy service?"

Crap and Angie's-- Different sides of the same coin.

As exhibitors? Well, that's just NUTZ!

Question: "Do you want any business with a rather unpleasant presentation in the booth next to YOU?" Both PUBLICLY promoting fault in the industry at the show? How's that impact attendees? – YOUR leads? How does that impact YOU? – being rated or berated?

Showcase had *Crap* in their show. Kennedy's has *Angie's* in their show.

Imagine this scenario as an attendees walk through the *Other Guys'* shows . . .

Kennedy slogan: "We invite you to create the home of your dreams."

Angie's slogan: "Tired of lousy service?"

Showcase slogan: "Make your home a dream home..."

Crap Customers:



Either way, neither is suitable for a producer promoting the construction industry. Referral Networks or ANTI-Referral orgs, neither is permitted in The Home ShowS.

Angie's acts as a 'referral network' and barred from our shows.

Our Exhibitor Agreement states:

"Referral networks are not permitted to exhibit in the Show."

(For more info, see: *Referral Networks Barred* and *Referral Networks Barred, Part 2 - Pulling Weeds.*)

Crap also falls under The Home ShowS' Exhibitor Agreement. which says:

"The Producer reserves the right to reject ... any exhibit ... from the Show if, in the opinion of the Producer, the exhibit or the activities of the Exhibitor ... is detrimental to the goals and purposes of the Show ..."

I have no grief with the existence of either *Angie's List* or *CrapCustomers.Com*.

WE ... all serve a purpose (even *Lil' Johnny*). But at our shows? No. – No *Angie*. – No *Crap*.

Obviously, our job is to develop businesses for contractors and tradesmen exhibitors through the logic of collective action and the cooperative advertising benefit of The Home ShowS.

As a 'producer' we abide by those goals exhibitors. 'Promoters', however, only have one goal: revenue.

Upon Who's Authority?

The issue of *who did what to whom* in this age of derogation is insignificant, since no 'formal authority' ever seems to make a decision as to what is a 'good' or what is a 'bad' contractor or customer. It's people letting other people know their experiences. There's no judge nor jury to hear arguments and decide the outcome ... but there's certainly a need. Were a trier of fact to do so, he/she/it certainly wouldn't give fame, or defame the reputation of either winner or loser.

That's too bad.

If they did, maybe there'd be fewer hacks promoting home shows.

"Owie yowie, Lil' J ... ain't that all YOU?!"

I sit reading this to myself ... and wonder how the reader of the *Lil' Johnny Papers* will respond.

Will you cast off what I say about the *Other Guys* for a lack of judicial purview?

I offer my thoughts tucked into commentary and based upon historical facts. It's what I think.

Unwind that and you'll find a batch of truth – enough to help you question things / make better choices.

It's your decision.

Use 'em, or loose 'em.



From the desk of
Lil' Johnny

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. . . method through madness.