

Message for Burlington Area Neighbourhood Watch

re: Misleading door-to-door sales tactics

In the past two weeks, we've received numerous reports from customers telling us about their experiences with misleading door-to-door sales agents and their practices in the Burlington area.

This includes reported deception on who the agent represented, their terms and conditions, and customers' obligation to let them remove their current water heater.

We are seeking your assistance in getting the word out to Burlington neighbourhoods through Neighbourhood Watch about these misleading practices.

Some things to watch out for:

Sales people claiming to be Reliance™ agents or service representatives

Real Reliance agents or service representatives will not ask to enter a customer's home or inspect your water heater without a scheduled appointment.

Invalid claims that your water heater should be replaced

Every Reliance water heater is installed to code and could have a useful expected lifespan of 15 years or more.

Pressure to sign up for long-term contracts with significant punitive exit fees

Reliance has no long-term contracts or punitive exit fees.

To help keep consumers informed, we've launched burnedatthedoor.com

the first educational website on misleading sales tactics at the door.

The website is a resource for Ontarians to learn more about door-to-door selling and report questionable activity in their area.

Reliance has also developed a code of conduct for agents working on our behalf.

We encourage you to share this information with others and we would be happy to respond to any questions you might have about this consumer awareness campaign to prevent misleading door-knocking practices.

Jennifer Garland
Director, Corporate Communications,
Reliance Comfort Limited Partnership

Beware of misleading door-to-door sales tactics from other rental water heater providers. Tale or truth? Get the facts - call us at 1-866-RELIANCE (735-4262). The Right Call. Guaranteed.