

# JCA - BIZ

## PURCHASING FROM THE WEB - BEWARE

Rev 08/06/2008

We have found that almost 95% of businesses, products, services, properties, etc. advertised on the www/net are really NOT by the Owner, but by no value added types such as Agents, Brokers, Representatives, and other hustlers trying to hook you into over priced products! Try to find **BY OWNER ONLY!**

If you are tired of websites which outright lie to you, scam you, and/or are so bloody complicated and loaded with bells, whistles, flashing lights, scroll downs, repetition, and techie nerd words (submit, navigate, launch, etc.), then begin dealing only with web sites which gives you the following right up front, and preferably buy from owners only:

- The Legal Name of the business entity, whether it be a corporation, LLC, Sole Proprietorship, Partnership, D/B/A, or Company
- The name of the Owner(s) or Manager(s)
- The Physical address of their facility
- The Direct Dial Telephone number (If there is to be subsequent support or service provided, then a toll free number should be listed as well), with a live body available during regular business hours
- A complete description of each product or service they are selling including size, weight, capacity, PRICE, S&H (if excessive, beware!), etc.
- The Guarantee, for whatever a “guarantee” is worth, including all the terms & conditions (“must be in original box, must be shipped pre-paid by you, must be accompanied by the sales slip and the packing slip, must be via UPS, must be within 30 business days, must, must, must!”)
- All data, documents, publications and other information should be DATED! The WEB is loaded with ancient history data which is worthless
- And most of this should be on the FIRST PAGE! NO clicking, scrolling, searching, guessing, wondering...just plain, simple, good sense, easy to see and know communication!
- Does NOT ask you for information that is NONE OF THEIR BUSINESS and has NOTHING TO DO with your buying their product or service.
- Check with [www.scam.com](http://www.scam.com)
- Google the site for comments

### Remember,

1. Do not read any article which is NOT DATED...most of the articles on the net are extremely outdated, and are totally useless except to show where the writer was way off the mark when he predicted that oil would drop to \$10 a barrel, or that the U.S. Economy was strong and healthy, or that the housing boom would continue till 2012.
2. Do not deal with anyone on the net who does not list their name, their physical address, and their hours of operation, their telephone number (where you get a LIVE BODY, not a machine!), and preferably a toll free number.
3. Do not provide info which is none of their business. I was just filling out an app for a foreign bank account and they wanted to know if I was married, what my occupation was, and like that....NONE of their business....those questions have nothing to do with banking!
4. Do not waste your time trying to find out how to get what you want from the site because it's full of boxes and circles and flashing lights and colors and “click here” and “click there” and words like “submit” and “navigate” and “launch”. If it is not EZ to read, and uses words non-geeks understand, and gets to the point of what you want, get out!

5. If you cannot see most of what you need to know or want to know without scrolling down because there is so much nonsense at the top of the page or because there is too much yak yak yak, get out!

**This Information Article is provided as a public service by Bottom Line Team and no data and/or information presented herein is to be construed as having any guarantee of performance or results, and is intended as recommendation(s) or suggestion(s) for consideration purposes only.**

## RULES FOR WEB/NET VENDORS

11/11/11

**I established rules for success a long time ago, and it was MY violating my own rules which ultimately caused me to lose.**

My rule re vendors is:

1. They have business entity (C-corp with or without an S election), LLC, Partnership, PC, SP, whatever,;
2. They display a physical address right up front;
3. They display a telephone number right up front;
4. They have a person answering that number or, if not, then they have a professional answering device which clearly states the name of the entity, when/how to leave a message, and when the caller might expect a return call;
5. If a license of any type from any cognizant agency is required, it is made available on the site.

The above BIG 5 does not GUARANTEE positive results for the buyer, but it usually does (90% of the time) indicate a bunch of **amateurs** or **scam artists** or even a **temporarily successful company** who doesn't give a flying flip about its buyers and only continue to exist because the CLT (Crap Level Tolerance) of their average, current buyer is sufficiently high to sustain sales.