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TASC NEWS: TASC: Some Debt Relief Ads are Deceptive, Mislead Consumers

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Deceptive Marketing

Mar 05, 2010

Letter from TASC Executive Director, David Leuthold

March 5, 2010

Dear TASC member,

I want to bring to your attention a recent increase in companies practicing deceptive marketing; specifically, they are using letters that resemble government documents to solicit customers. It is companies like these that hurt the very consumers we are all trying to help and that give our industry a black eye.

TASC was able to get a hold of some of these marketing pieces. The return address is from Washington, D.C., with a logo of a judicial-type building. The letters use terms to confuse consumers such as "U.S. National Debt Relief Plan" and "Consumer Debt Initiative."

Rest assured, we will do everything in our power to call attention to these deceptive practices and put these companies out of business. If you encounter any of these marketing pieces or know of any companies that use them, please let us know immediately.

TASC prides itself on holding its member companies to strict guidelines of operation. This is why we are, and will continue to be, the leading debt settlement trade association.

Sincerely,

David Leuthold

The Association of Settlement Companies

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Executive Director
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