

The Collector Chronicle

NORTH AMERICAN RECOVERY

JULY 2016

Utah, Colorado, Idaho, & Ohio's
Collection Authority

LAST MONTH'S LUCKY WINNER

The lucky winner of our client prize for June is the Logan Eye Institute. They have been using our agency since 2015!

We will be sending Marilyn two tickets to an upcoming Salt Lake Bees game. Enjoy!



THIS MONTH'S PRIZE

This month we will be giving away a gift card to Flemings Steakhouse!

Each client who sends new accounts during the month of July will have their name entered into a drawing. At the end of the month, we will draw a name. If it's yours, you'll win the prize.

Don't miss out on your chance to win.
Send new accounts in July!
Good Luck!!



THE REASONS BEHIND OUR COLLECTION SUCCESS

By DAVID J. SAXTON

President, NORTH AMERICAN RECOVERY

We do things a little differently. But we aren't different just for the sake of saying so. We're different because we've found better ways to collect. A better mousetrap. This month I wanted to share with you some of our philosophies, beliefs, and the reasons we do things the way we do.

First off, we start with the belief that every debt is owed, and every consumer should pay their bill. This may sound strange, but collectors must be 100% confident that every bill they are asked to collect is valid and legitimate. Consumers are constantly telling our collectors their bill isn't owed for this reason or that. Collectors need to remain firm in their belief that the bill is truly owed, and not let a consumer convince them otherwise.

Next, when speaking with a consumer, we teach our collectors to be creative about providing solutions. In addition, we help a consumer understand what he or she should be doing and what action *they* should be taking to pay or resolve the account. This is an important difference as well.

Collectors at other agencies end up wasting a lot of time because instead of helping the consumer understand their part in the equation, the collector will take it upon himself to do things like call a consumer's insurance company or, even worse, call you, the client. Educating the consumer on what *they* need to do is an important part of resolving many an account.

On the other hand, if a consumer truly does have an issue they can't resolve, and they send us documented proof, we will do whatever it takes to help. That includes asking you to review the information before we continue—if necessary. This approach helps resolve even more accounts.

Next, we allow consumers to make whatever reasonable payment plans they can afford. Even though the consumer had the opportunity to make payments to

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you, the fact that their account is now with a collection agency may be just what it takes for them to take the matter seriously. When they realize this, the chances are much better they will stick to a payment plan. We agree to whatever they offer—as long as it's reasonable.

All of these techniques work splendidly when a consumer communicates with us. However, in spite of our many efforts to contact every consumer, some people refuse to answer our calls or respond to our letters. When this happens, our next step is to identify which consumers *can* pay. We believe that if a consumer has the ability to pay, they should. When the consumers with the ability to pay choose to ignore us, or outright refuse to pay, the only way we will collect is through the courts. An unfortunate but true fact in the debt collection industry.

We don't take the decision to use legal action lightly. Just the opposite. Our collectors must have done everything possible to collect an account, or their request for legal action will be rejected. In fact, we have a list of 25 things the collector must do before a request for legal action is approved. This ensures that we never sue someone who is willing to pay or someone who doesn't have the ability to pay.

Once legal action has started, if at any time during the process, a consumer reaches out to us and expresses an interest to pay, we stop all legal action and set them up on payments. However, surprising as it may be, some consumers never respond. Not to our letters, our calls, to the summons, or to the notice of judgment. Their non-responsiveness leaves us with no other choice than to proceed with the next step: a wage garnishment. Since their employer is required to take money out of every paycheck, we know the account will eventually be paid in full.

Our willingness to invest our own money, and the degree to which we are able to identify and proceed with legal action, is another important difference that results in much higher returns for our clients.

Another major difference with our collection model is that we don't "settle" accounts. Some collection

agencies believe if a consumer has been a "skip" for several years, when they finally call and want to pay, the agency should settle for less than what is owed. That doesn't make sense to us. Just because a consumer has finally decided to clear up his credit, he shouldn't be allowed to pay less than what he owes. Not paying a bill for several years isn't a good reason to reduce a balance and settle an account. So we don't.

It's frustrating for consumers because they always tell us, "You're the only collection agency that won't settle!" We take this as a compliment and stick to our guns because we know they're motivated. When they realize we aren't going to settle, they eventually end up paying what's owed.

Finally, every person in our organization is committed to doing an exceptional job and always strives to do everything right the first time. No matter how small or large the task, we never do anything halfway, and we never try to sneak something by that isn't up to par.

It isn't easy, and it takes a dedicated team of professionals working hard every day to pull it off. The staff at NORTH AMERICAN RECOVERY is just that.

We set *very* high goals for ourselves, and even though we don't always achieve them, we don't compromise our beliefs. When we do make a mistake, we fix it, learn from it, and use the experience to improve our services. This makes us better in the long run.

So when it comes time to send your accounts to us, you can rest assured we take the responsibility of recovering your money very seriously. The trust you have in us is well placed because we pride ourselves in striving for excellence, and the result is success for both of us.



The Collector Chronicle is published by NORTH AMERICAN RECOVERY for prospective and current clients. The owner, David Saxton, welcomes questions or comments.

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