

From: Mike's Locksmith <mike@mikes-locksmith.com>

Subject: What says Punxsutawney Phil?

Preheader: Because small things make a world of difference

Reply: mike@mikes-locksmith.com



It's always the little things that make a difference.



Picks and Tips from Mike the Locksmith

From the World of Mike-the-Locksmith

Hello and Happy Groundhog Day!

Since 1887, Punxsutawney Phil our favorite groundhog (also known as a woodchuck, or whistlepig) will emerge, well before sunrise tomorrow, from his temporary home on Gobbler's Knob with his wife Phyllis and daughter Phelicia. If he sees his shadow and returns to his hole, he has predicted 6 more weeks of winter-like weather. If Phil doesn't see his shadow, he has predicted an "early spring". Either way, Mike's Locksmith is here to help with projects big and small.



Just remember that tiny things can make a very big difference - - in our businesses, our communities, and the world. Did you know that each

time someone deals with us, whenever someone uses our service or buys our products, something great happens somewhere in our world.

B1G1 - Business for Good. [Visit the website here.](#) With every purchase from Mike's Locksmith, you are making a difference in the lives of those less advantaged.

In this issue I'll discuss fake online locksmiths and how to protect yourself from them when emergencies arise. I'll also talk about self-locking doorknobs and how to avoid lockouts at home or in your business.

Be sure to read below about the charity that I've designated for the month of February. And, once again, many thanks for your business and your referrals.

Mike-the-Locksmith



Fake Locksmith Companies. Don't be a victim of scam.

I addressed Locksmith Scams last year, but I thought that it was worth revisiting, in light of the New York Times recent article. [Read here](#)

From the NYT article: Odds are good that when you search Google for someone to help you get into your home, business or car, results will include poorly trained subcontractors who will squeeze you for cash. With thousands of fake companies out there, chances are good that your search results include locksmiths that are not locksmiths at all.

I'm not going to go into how the scam works or the workings of lead generation companies right here, the article speaks to this. I am going to talk about how to protect yourself from fake locksmith companies.

It's best to identify a reputable locksmith company before you encounter any emergencies. When you're locked out in the dark, in the cold, in the middle of the night, is NOT the time to look for a good locksmith. These situations leave you most vulnerable to scams. So, ahead of any

emergencies, save a GOOD locksmith's phone number in your phone, should a situation arise.

Here are some tips:

- Toll-free numbers are a tell-tale sign of a fake locksmith company - never call a toll-free number
- Fake locksmiths often use 247 or 24/7 in their name - -avoid these companies
- Do a little digging online. Look for reviews. Look at the companies' websites. Are they a member of the local chamber? Are they involved in their communities? Have they received awards?
- Make sure that the company is licensed. In Maryland, the Department of Labor and Licensing maintains a list of licensed locksmiths.
- All companies on Angie's List are required to be licensed and insured, in order to advertise. So, you can be assured that these companies are above board.
- In the Washington, DC area, Best Pick Reports is another good source for identifying reputable companies.

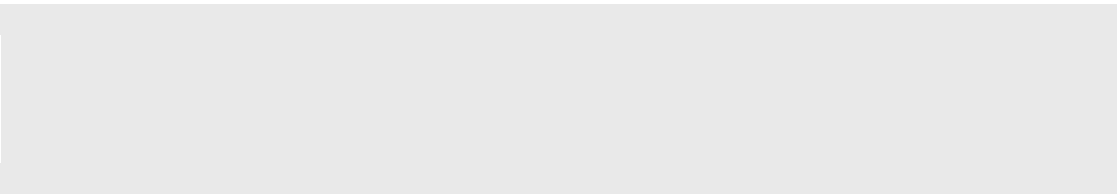
Remove Self-Locking Doorknobs to Prevent Lockouts

What I mean by a "Self-Locking" Doorknob is any door knob or latch that automatically locks when a door is shut. Getting locked out in this manner is so frustrating and can be avoided.

"Self-Locking" Doorknobs or keyed entry doorknobs are the biggest source of our emergency lock-out service.

The solution: Configure the door hardware so a lock-out is impossible. Recommendation: Replace all locking exterior doorknobs with passage doorknobs or levers (non-locking doorknobs or levers), using the deadbolt as the locking mechanism. (By the way, this is a far better way to secure your door). You might want to also consider purchasing a key-free entry lock, for better key control and to further reduce the chances of lock-out.





February charity: Provide Safe Drinking Water to a Family

Access to safe drinking water is the foundation for the issues of health, education, food, and livelihood. This water is provided via the means of a Bio-Sand Water Filter that lasts up to two decades or more and is able to provide

for an entire family. A Bio-Sand Filter (BSF) is a point-of-use water treatment system adapted from traditional slow sand filters.

Mike's Locksmith | Mike@mikes-locksmith.com | 240-506-7500
www.mikes-locksmith.com

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Mike's Locksmith, 12410 Washington Ave,
Suite 3, Rockville, MD 20852