



# Unfair Trade Practices, What Are They, How Do They Affect Business?

Presentation by the  
Fair Trade Committee

07/25/2007



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# Mission Statement

To examine issues that relate to acceptable or legally mandated fair trade practice among businesses within the collision industry



# The Issues

The committee felt it was important to understand “unfair trade practice” better, and to look at how it might apply to issues the committee has been given to address:

- Steering
- Price fixing
- Removing the customer from the choice of repair facility



# Isn't that something you do to turn the wheels?

The term “steering” though commonly used throughout the collision industry often leads to misunderstanding or confusion in the minds of those outside of the industry.



# Clarifying the Unclear

Deceptive Referral (steering) occurs when the consumer's choice of service provider is swayed, changed, or limited to the choice of another service provider by misleading statements, partial disclosure, deception, promises, coercion, or other inducements.



## Clarifying the Unclear

Deceptive Referral (steering) within the collision industry is an action taken *with or without intent* which limits the consumer's right to free choice, and may result in a consumer being misled into thinking that a particular repairer, vendor or supplier must be used for repairs.



# Topic & Speaker

- Unfair Trade Practices,  
What Are They, How Do They Affect  
Business?
- A presentation by Erica Eversman