



Fairway Collection Notes

FAIRWAY COLLECTIONS

Recovery, Reputation, Relationships

SERVING WASHINGTON & OREGON

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How should you balance receivables and empathy?

Recently we have heard clients state their concern about their customer's financial situation, causing them to hesitate listing the account with Fairway. How can you balance showing your customer mercy, while generating the cash you need to keep your doors open? Here are some thoughts:

- Start by staying in close contact with your customer. What are their circumstances? What is the reason for non-payment? The answer to this question will determine your next step.
- What assistance can you give your customer? Are they eligible for insurance discounts, government grants, or other programs? You probably know these opportunities better than the consumer...help them find resources.
- If you are certain that the problem is ability to pay rather than willingness, con-

sider coming up with a payment arrangement. It's important that the consumer be involved with this negotiation, and that they be in agreement with the final outcome.

- You might also consider a settlement offer. If resources are scarce a consumer may welcome the chance to have your account settled for 50 or 60 cents on the dollar.
- Some customers are right on the fence: should they go to collection or not? You can help this group by sending a courtesy letter that gives a final warning that the account will be placed for collection unless suitable arrangements are made by a certain date.

Fairway can help with this effort. Where circumstances are appropriate we can turn off credit reporting for an individual account.

Not all consumers are appropriate for this kind of treatment. Some consumers do not pay due to a lack of willingness, and this state of be-

Consumers are the funniest people!

We continue to be amazed at the number of consumers that tell us they are unable to find employment due to drug-free workplaces. It's interesting how this one policy seems to exclude many consumers from gainful employment!

Have your own story to relate? E-mail it to

editor@fairwaycollects.com.

ing exists regardless of the economy. If you determine your customer fits this description make them subject to your standard credit policy, and for placement for collections.

No "one size fits all" strategy is appropriate for all accounts. Fairway is just the right size agency to analyze single accounts, and then develop the correct strategy for the account's unique circumstances. If you have an account you'd like us to examine just give Karla, Tom, or Vern a call at 1-800-404-5887.

Are you pleased with our professional debt collection services? We appreciate you sharing the Fairway experience with other businesses. Referrals that mention your name will earn you a \$25 gift certificate from a restaurant near you! Limitations apply; ask for details.

Fairway Collections

1126 S. Gold Street
Suite 101
Centralia, WA 98531

(800) 404-5887 toll-free
(360) 330-5887 Centralia
(360) 425-1611 Longview
(360) 330-5787 or (800) 493-1852 fax

Why Fairway Collections?

We recognize you have many choices in debt collection agencies and we appreciate the faith you place in us. Fairway is committed to always treating your customer firmly but with the respect that you expect and that they deserve. We promise to always behave ethically and legally with our clients, our staff, and your customers. The ***Fairway Difference*** is our constant search for industry best practices, coupled with our desire to put those practices to work on your behalf. Put us to the test; if you are not satisfied, call Leila at 1-800-404-5887.

Important E-mail addresses

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The February edition of *News You Can Use*

- Welcome to a new month! We continue to look forward to spring, or at least until we remember the chores that need doing in the yard. There are a few plants that need pruning, the moss on the roof needs spraying...on the other hand, someone wake me up when October comes around!
- The Editor took a trip last weekend. Make friends for yourself in the security line: prepare ahead of

time to be ready for emptying your pockets, removing your shoes and belt, getting your laptop out, et cetera. You might have those toiletries in a zip-lock bag before you leave home! Your line mates will love you for making things move along.

- CES has come and gone, and there sure were a lot of tablets being shown. Are you using an I-pad, are you considering an Android tablet, or you waiting for the third generation to come out? Please give me advice...the Editor is ready for a new gadget and would like to know if he should wait or buy.
- Did the groundhog see his shadow? Hoping that winter ends; see you in March!

Bonus Collection Ideas

Just a reminder for our Cowlitz County customers: we closed our long-time office on Vandercook Way effective January 21. Pam joined us here in the Centralia office. We are partnering with Copies Today/Speedy Litho to establish a pay station for consumers, as well as a place for our clients to drop off accounts. Vern and Tom are also available to help as needed! You can find Fairway at 1305 California Way starting January 21. Call us toll-free with any questions or concerns you might have, 1-800-404-5887.

They said it

I'm tired of all this nonsense about beauty being only skin-deep. That's deep enough. What do you want, an adorable pancreas? **Jean Kerr**

The mystery of government is not how Washington works but how to make it stop. **P J O'Rourke**

One may have good eyes and yet see nothing. **Italian proverb**

The future is much like the present, only longer. **Dan Quisenberry**