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Company: A.S.A.P. Lock & Safe
Website: <http://www.asaplocksafes.com/locksmith-scammers-likely-targeting-woman.htm>
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Subject: "Locksmith Scammers Likely Targeting Women", Study Says.

Press Release
"Locksmith Scammers Likely Targeting Women", Study Says.

A.S.A.P. Lock & Safe (aka ASAP Locksmith) a locally owned company operating in South Florida for more than two decades, has released a study on the likelihood that women are a direct target of the widely reported "Locksmith Scam".

The Locksmith Scam which has been affecting the United States since the early 2000's and intensified at the turn of the decade, is a bait and switch pricing scheme that targets lockout victims in distress in order to overcharge them. A common tactic is to misleadingly inform the consumer that their lock can't be picked and that it has to be replaced completely for a much higher price than originally quoted, in many cases up to 300% more. After a long wait and feeling intimidated the consumer pays the fee wanting to get the situation over and done with.

The study, consisting of an assessment of Locksmith Scam reports to determine the tendency on victim gender, was published on ASAP Locksmith's website. It includes a sampling of 43 different news reports made public between 2005 and 2012 and stemming from different cities of the United States. The method was to tabulate the gender of the locksmith scam victim as reported by news outlets, determining that 74% of them were woman.

"Since the advent of the Locksmith Scam we have always been aware and concerned about the fact that most of the victims we see affected are woman, not only the ones reported on the news, but many phone calls from victims we have received in our offices as well", says Moises Szarf, the Online Marketing Manager for the company. "Despite of the numerous reports about the Locksmith Scam we have never seen a specific denunciation of this trend so we decided to do something ourselves, after all it's about women's safety and we are protecting people's daughters and wives", he added.

The sampling is available as PDF download on the page where the study was published. "I was not surprised to see that 74% of the victims were woman and the sampling is big enough to make a public outcry and call the attention of higher authorities and organizations with more resources than ourselves in hope that they get to the bottom of this problem", emphasized Moises. He also stated that "one important precaution for women is to save the phone number of a local and reputable locksmith in your phone before you need one, which is ultimately our aim by making the report public".

With more than 20 years in the business, ASAP Locksmith is one of the most important locksmith companies in the South Florida region serving residential and commercial customers alike.

You can read the whole study and download it at ASAP Lock & Safe's website, here:
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