

Battling Ripoff Report: They Won't Publish Complaints Against Their Own Site

In February, we noticed a link to our home page from a website called Ripoff Report. It's a place people can go to lodge complaints against businesses or individuals, say whatever they want, and it gets published online. These links actually generate quite a few clicks to the websites listed. Unfortunately, one of these reports links to the [AmeriFirst Home Mortgage](#) website.

Now, these reports may very well be valid. However, the person/business listed is completely unrelated to AmeriFirst Home Mortgage. It seems the person filing the report simply linked to our website inadvertently. So as the communications person here, I attempted to contact Ripoff Report to fix the mistake. I asked that they remove the link. That's the only request we had. We were not disputing anything else (there's nothing for us to dispute, because the person in question is not affiliated with AmeriFirst in any way – he simply used a form of the name). You can see that first conversation in an online [PDF asking whether Ripoff Report is a scam here](#).

After that conversation fell short of any reasonable solution, I decided to file my own Ripoff Report. It was seemingly never published. Unfortunately I did not record my attempt. So I can't prove that Ripoff Report hides the truth. However, I decided to make another attempt. This time I have screenshots to show the progress of my report. You can see them below. So as of April 4, 2011, another Ripoff Report has been filed against Ripoff Report. Let's see if this one gets published.

The screenshot shows the Ripoff Report website interface. The browser address bar displays www.ripoffreport.com/FileReport.aspx. The page header includes the Ripoff Report logo and navigation links such as 'Home', 'Help', 'File a Report', 'Update Report', 'Let's get reports', 'Consumer Resources', 'Comments Say Thank You', and 'Legal Directory'. A secondary navigation bar features 'Corporate Advocacy' and a search box. The main content area is titled 'File a Report' and contains a progress indicator with five steps: 1. Company or Individual, 2. Report Title and Category, 3. Write your Report, 4. Add Photos, and 5. Submit your Report. Step 1 is currently active. Below the progress indicator, the form asks for 'Company or Individual you are reporting' and provides instructions: 'All the information in Step 1 is on the Company or Individual you are reporting. YOU ARE NOT reporting your personal information here.' The form includes three main sections: 1. 'Name of Company or Individual you are reporting:' with a text box for the name and a separate box for 'Additional names (AGA's)'. 2. 'Address of Company or Individual you are reporting:' with fields for 'Street Address' and 'Web Address'. 3. 'City, State, Zip Code, and Country of Company or Individual you are reporting:' with a text box for the location information.

ripoffreport.com/FileReport.aspx

File a Report

1 **Company or Individual** 2 Report Title and Category 3 Write your Report 4 Add Photos 5 Submit your Report

Company or Individual you are reporting

All the information in Step 1 is on the Company or Individual you are reporting. **YOU ARE NOT reporting your personal information here.**

Name of Company or Individual you are reporting:

- If you have more than one Company or Individual named in your report, or if the company goes by more than one name (AKA's), put the other names in the "Other Name's" box.

Name of Company or Individual:

Additional names (AKA's): (optional)

Address of Company or Individual you are reporting:

- You must enter either a physical street address and/or a web address.
- You may enter both, BUT if the Company or Individual is on the Internet and only on-line based, or you don't have a physical address, you MUST enter their web address.

Street Address:

Web Address:

City, State, Zip Code, and Country of Company or Individual you are reporting:

- Multiple cities can be entered for more than one location.
- If the Company or Individual is on the Internet and only on-line based, and you have entered the web address, the city, zip code, and country boxes can be left blank. Enter "Internet" in the State box.

City:

State/Province: (Select Internet if online only)

Zip Code: (optional)

Country:

Phone, FAX, and e-mail address of Company or Individual you are reporting:

- This information is not required, but they are good tools for sympathetic Consumers to let the Company or Individual know how they feel about what they did to you and will only help your situation.
- This information may also be helpful to other victims reading your Ripoff Report.
- The more information you provide, the better.

Phone:

Fax:

E-mail address:

ripoffreport.com/FileReport.aspx

1 Company or Individual 2 **Report Title and Category** 3 Write your Report 4 Add Photos 5 Submit your Report

Report Title and Category

Title Your Rip-off Report

The title of your report is divided into four boxes below but will appear as one line after your report is submitted. Your title will look like this:

Ripoff Report Ed Hagelston false report/Lo service,acam Tempe, Arizona

A. Enter all the names of the Company or Individual you are reporting

- Be sure to include AKA's

Company or Individual's names:

B. Enter Descriptive words to your title...

- To describe what the Company or Individual did to you.
- Be creative when using the example words. It will make your report more interesting.

Descriptive Words:

C. Enter the City where the Company or Individual is located

- If the Company or Individual is on the Internet and only on-line based, the city may be left blank.

City:

D. Enter the State where the Company or Individual is located

- If the Company or Individual is on the Internet and only on-line based, and you have entered a web address in Step 1, you must enter "Internet" or "Automatic" in the State box. Additional States may be added.

State:

Categorize Your Ripoff Report:

First choose a topic, and then locate the best category that suits your report.

1 **First choose a Topic:**

2 **Second choose a Category:**

<ul style="list-style-type: none"> Automotive Community Computers & Internet Dining Education & Instruction Electronics Entertainment Finance Health & Fitness Home & Garden 	<ul style="list-style-type: none"> Law News Media ORGANIZED CRIME psychic/fortune teller Public Safety Quack/Alternative MD's/DOs Scams Service Wagon Used Items Used-Vehicle Sales
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report regions

www.ripoffreport.com/FileReport.aspx

IG YT FB T In RI Hub Quora SmartMoney ActiveRain 10 Year Bonds Distressed Inventory HS Content Camp Do Buttons Get Clic... Real Estate Marbles AF Home Shop ChkIt Other bookmarks

File a Report

1. Company or Individual 2. Report Title and Category 3. **Write your Report** 4. Add Photos 5. Submit your Report

Write Your Report

To help format our reports to be more easily read:
PLEASE....

DO NOT use ALL CAPITAL LETTERS, it makes it hard to read.
DO NOT indent paragraphs.
DO NOT write your report all in one paragraph. Use 2 or 3 sentences to each paragraph and leave a space between each paragraph.
DO NOT sign your name, or include any e-mail addresses in the report.

Write your report in the following text box:

DO NOT sign your name, or include any e-mail addresses in the report. Use the boxes below to automatically put your FIRST name, City and State at the very end of your Ripoff Report.

While tracking links to our corporate website, we recently came across a Ripoff Report on someone not related to AmeriFirst Home Mortgage, AmeriFirst Financial or any branch of our company. However, the person who filed the "report" mistakenly linked to the AmeriFirst website. As with any brand, we decided to defend our reputation.

I first created an account and filed a "rebuttal" as the website instructs. I explained in this posting that the website listed is a legitimate, honest and trustworthy business which is in no way tied to the fraud claims. Then I emailed the "editor" of the website. I received no answer, so 3 days later I sent a second notice.

This finally elicited a response, although in my opinion, not a helpful one. It essentially said "too bad, we don't remove reports." This was not what I asked, so obviously there was a miscommunication or misreading of my original inquiry. I began to look around and found several articles and forums describing the extremely poor business practices of Ripoff Report. You can see the full version of my attempts (including pictures of the emails) in a PDF about our [Ripoff Report experience here](#).

So I decided to file a report. Unfortunately, I did not document the steps, and I cannot find the report anywhere. Now I'm filing a second report, complete with screen shots.

Again, all we asked is that an incorrect link to our website be removed, since there is **no affiliation with the original Ripoff Report**.

[Having trouble? Using an iPhone or mobile device? Click here to use our simple text form.](#)

Enter YOUR first name ONLY and your City and State:
This will automatically place your first name, your City and State at the very end of your report and will add credibility to your Ripoff Report. If you are afraid of retaliation and/or would like to remain anonymous, please change your first name, city, and state here.

First name only:
City:
State:

report regions

www.ripoffreport.com/FileReport.aspx

IG YT FB T In RI Hub Quora SmartMoney ActiveRain 10 Year Bonds Distressed Inventory HS Content Camp Do Buttons Get Clic... Real Estate Marbles AF Home Shop ChkIt Other bookmarks

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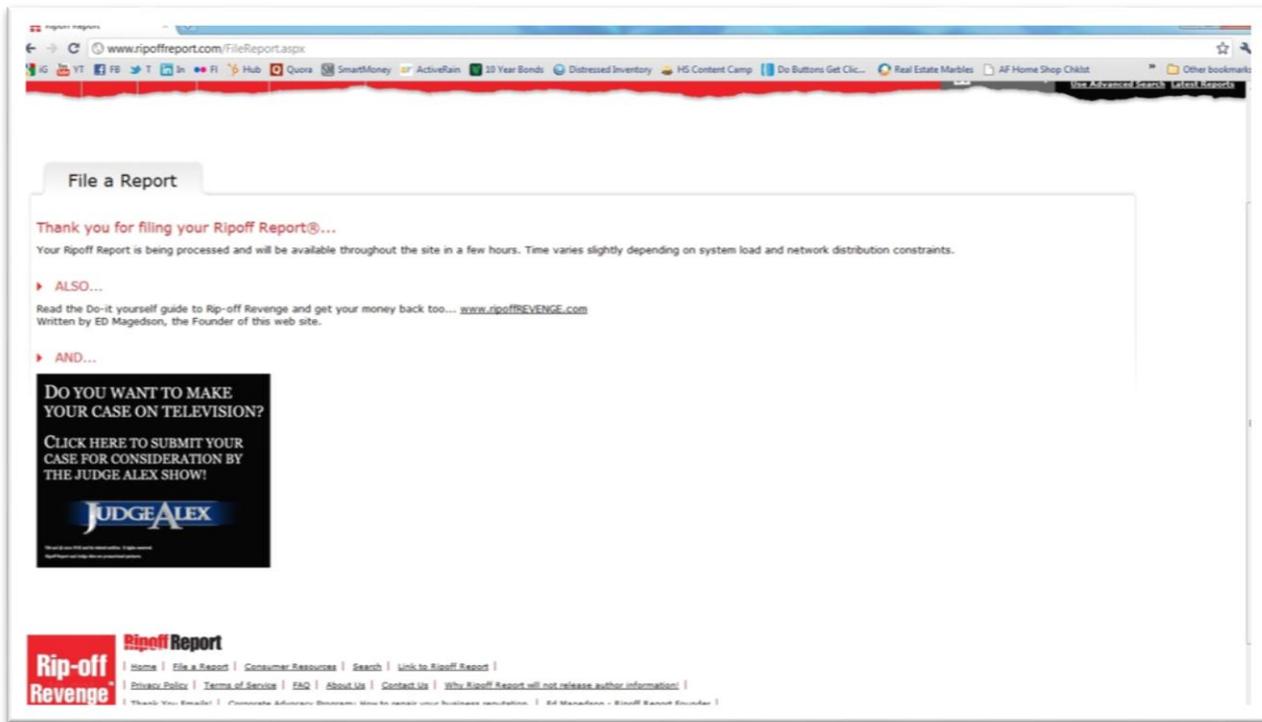
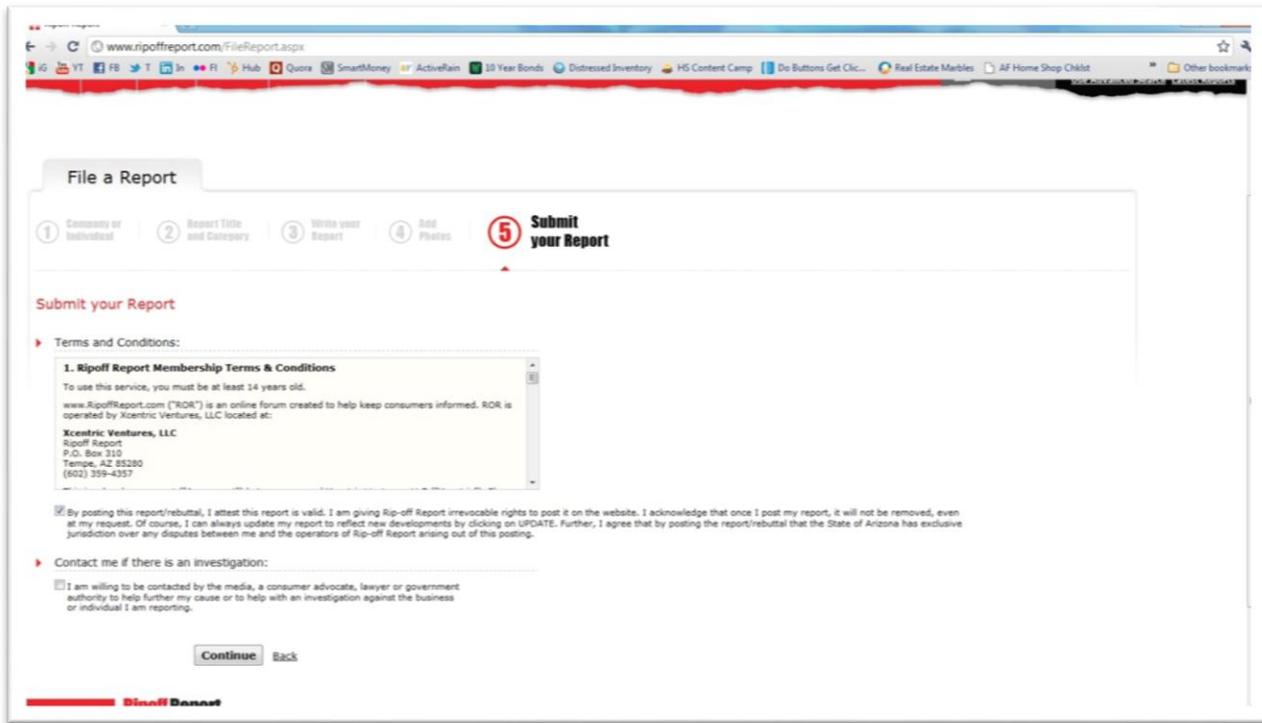
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So that's where the saga of Ripoff Report stands. Let's hope the company actually publishes complaints against itself, or fixes the mistake.