

Is “Ripoff Report” a Scam?

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.

From: Dan Moyle
Sent: Tuesday, February 22, 2011 10:10 AM
To: 'Editor@ripoffreport.com'

Subject: Incorrect Website Listed

Greetings,
I've posted a rebuttal on this posting:

<http://www.ripoffreport.com/investment-brokers/ameri-first-enterpri/ameri-first-enterprises-james-d7b69.htm>

However, that may not be the correct way of handling this. The listing has our website in it, and that is incorrect. The company Ameri-first Enterprise is not affiliated in any way with AmeriFirst Home Mortgage or AmeriFirst Financial. We would like to have the website changed or disabled please.

Here are the sources I can find on James Walton and his company:

<http://www.corporationwiki.com/Florida/Pompano-Beach/ameri-first-enterprises-corporation-4068796.aspx>


<http://www.bbb.org/south-east-florida/business-reviews/welcome-service-for-newcomers/ameri-first-enterprises-in-fort-lauderdale-fl-27002562>

Another RipOff report (this one with a different website, which is not a real address) <http://www.ripoffreport.com/investment-brokers/james-walton/james-walton-amerifirst-enterp-a97f5.htm>

I look forward to hearing back from someone at RipOff Report on what action will be taken to make sure our legitimate website is not listed along allegations of fraud.

Thank you for your time.

Dan Moyle
Multimedia Marketing & Communications Specialist

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I received no answer, so 3 days later I sent a second notice.

Subject: RE: Ripoff Report THIRD Notice

From: Dan Moyle [mailto:dmoyle@amerifirst.com]
Sent: Friday, February 25, 2011 6:27 AM
To: 'Editor@ripoffreport.com'

Subject: Ripoff Report Second Notice

I'm resending this inquiry to let you know that I've heard nothing from the poster nor the website. I've included the president and CEO each so that we can pass this along to our legal team.

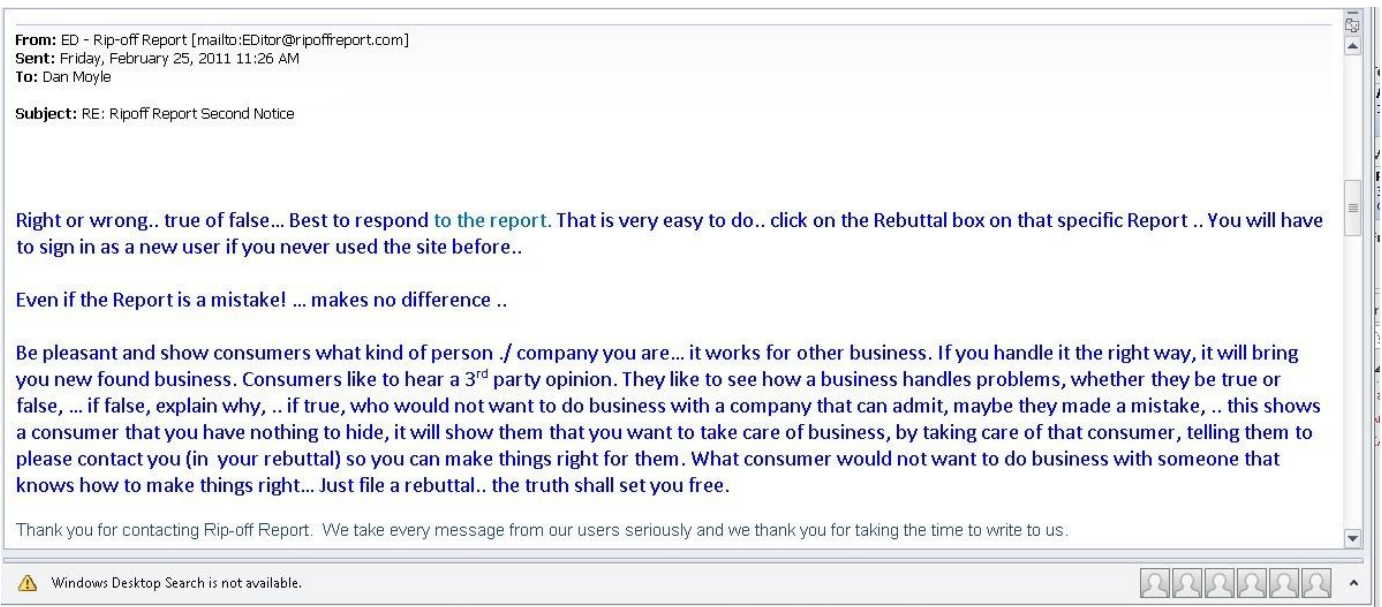
Cheers,

Dan Moyle
Multimedia Marketing & Communications Specialist
AmeriFirst Home Mortgage

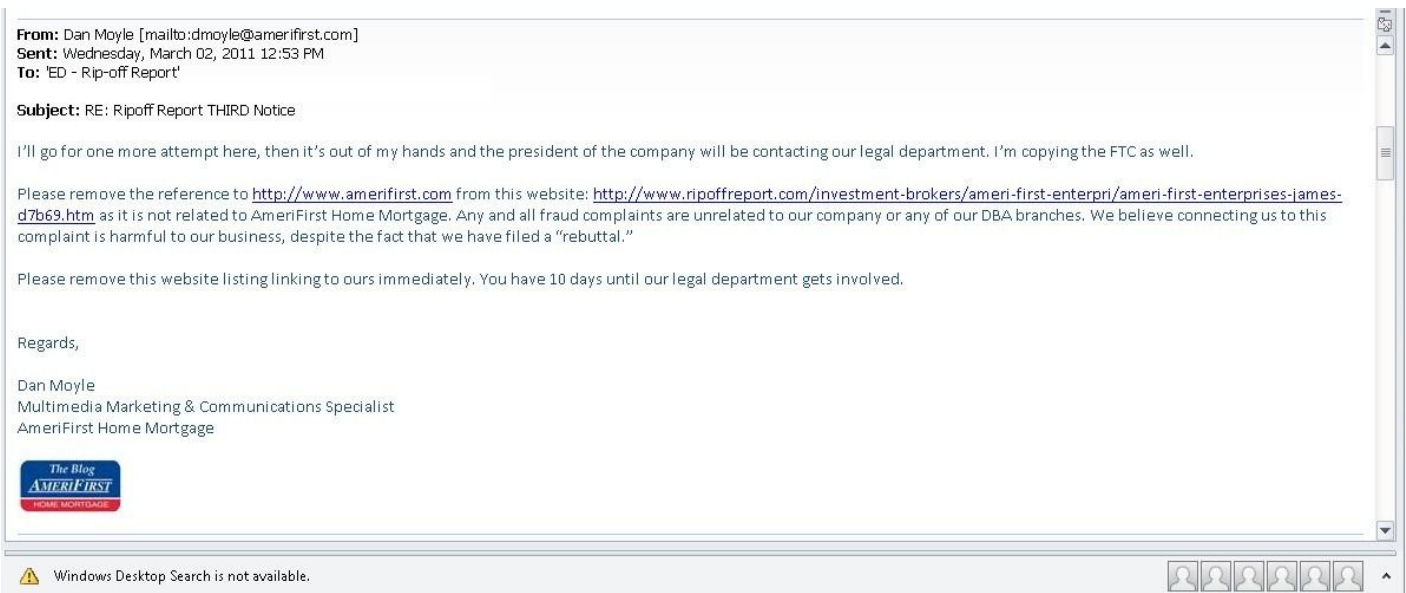
 Windows Desktop Search is not available.



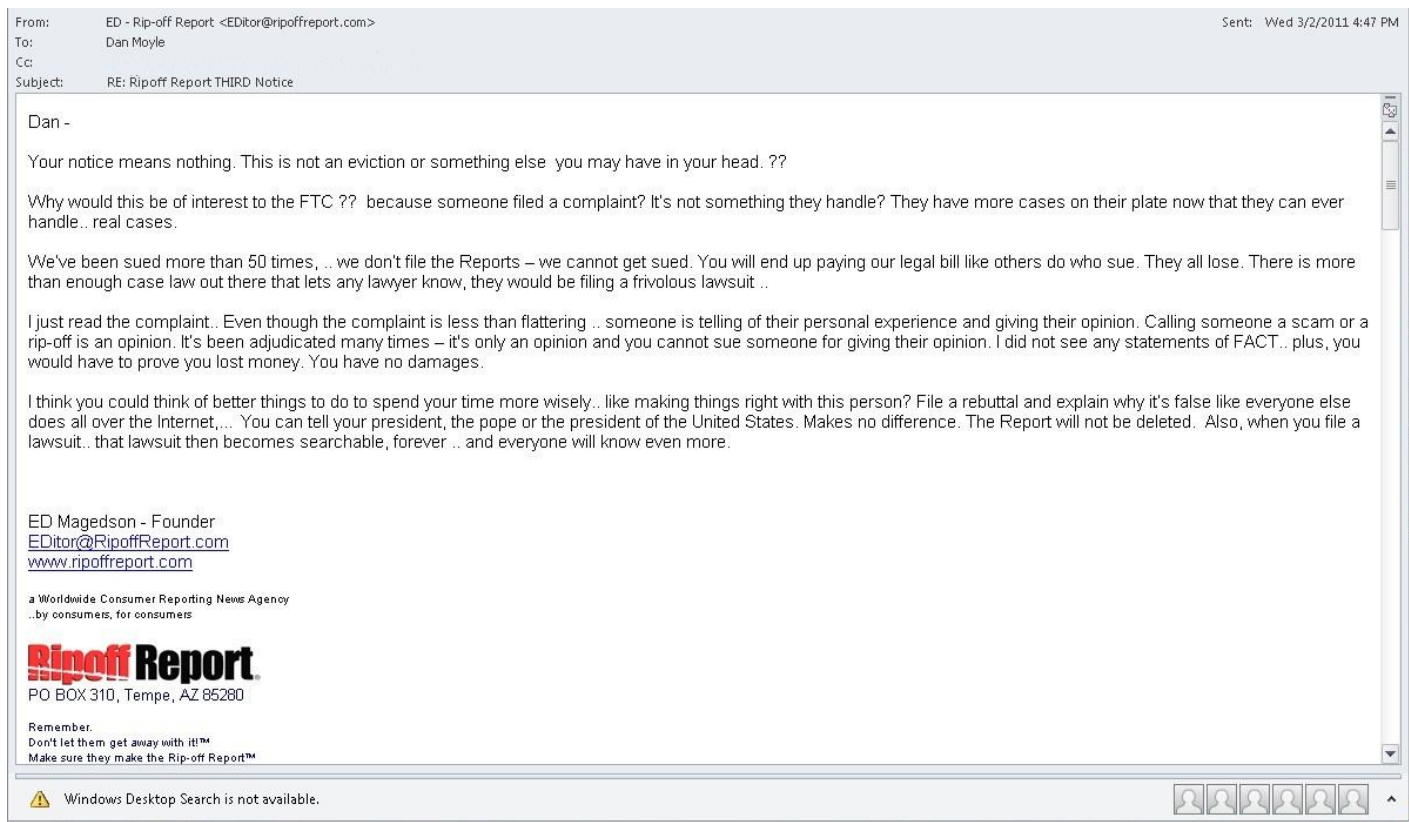
This finally elicited a response, although **IN MY OPINION**, not a helpful one.



At this time I left it alone, to see whether this “editor” would take the time to investigate the situation and realize that we were not asking for the “report” to be removed, only **OUR WEBSITE**. I also reached out to a forum where I often look to [inbound marketing experts](#), and found a similar problem with this website. This person mentioned contacting the FTC since it has to do with business and commerce. So I sent this email:



I received this response:



So I decided to investigate a little at this point. The Wikipedia article on this guy was rather enlightening:

http://en.wikipedia.org/wiki/Ed_Magedson

So here's **MY** personal takeaway: anyone can post anything they want on this website with no repercussions. But if you say anything bad about this Ed guy or the website, they will sue you.

It's unfortunate. We've done business the right way for more than 25 years, and all it takes is one posting that inadvertently links to our website for something negative to begin to get into people's minds tied to our name. All we asked is for the link to be removed. If this were a case of customer service tied to our company, then we would handle that. However, it's not. It's simply a mistake by the consumer who posted on this website, and the "editor" is refusing to make the correction.

So here's our takeaway: when someone decides to badmouth you on the internet, even inadvertently, a company has no course other than to take on the issue and talk about themselves. The original "report" has nothing to do with AmeriFirst. It's simply a bad link. We're proud to say our clients offer rave reviews of the work we do. When someone has a problem, we handle it the right way.

li·bel  

[lahy-buh1]  [Show IPA](#)

noun, verb, -beled, -bel-ing or (*especially British*) -belled, -bel-ling.

–**noun**

1. **Law** .
 - a. defamation by written or printed words, pictures, or in any form other than by spoken words or gestures.
 - b. the act or crime of publishing it.
 - c. a formal written declaration or statement, as one containing the allegations of a plaintiff or the grounds of a charge.
2. anything that is defamatory or that maliciously or damagingly misrepresents.

–**verb (used with object)**

3. to publish a libel against.
4. to misrepresent damagingly.
5. to institute suit against by a libel, as in an admiralty court.