



St. Croix Garage Doors Warns Wisconsin Homeowners About Company Impersonation Scam

August 04, 2026

WOODVILLE, WI - August 04, 2026 -

St. Croix Garage Doors is alerting homeowners and businesses in Northwestern Wisconsin to a recent incident involving an individual falsely representing the company in an apparent impersonation scam. The family-owned garage door service provider, with locations in Woodville and Chippewa Falls, learned of the situation after a local homeowner was defrauded of thousands of dollars by someone posing as a St. Croix Garage Doors technician.

The incident involved an individual who appeared online as St. Croix Garage Doors, arrived at a residence in an unmarked vehicle without a company uniform, and performed questionable repairs at an inflated cost. This event underscores the growing problem of home service fraud targeting residents in the region. Scammers frequently use tactics such as paid search advertisements to appear at the top of results for searches like garage door repair near me, often promising unrealistically low prices to lure customers before upselling unnecessary or substandard work.

St. Croix Garage Doors has taken steps to inform the community about the specific warning signs observed in this case. These included the use of an 800 number for contact, lack of branded company vehicles,

absence of professional uniforms, difficulty explaining the work being performed in clear English, and charging excessive amounts for repairs of questionable necessity. The company has confirmed that the individual was not affiliated with its operations in any way.

The rise of such scams reflects a broader trend across the country, where fraudulent contractors impersonate legitimate local businesses through similar names, logos, and online listings. Common methods include bait-and-switch approaches that start with low advertised service calls but result in significantly higher bills due to claims of urgent, expensive fixes. St. Croix Garage Doors encourages residents to remain vigilant, particularly when dealing with unexpected service offers or pressure to authorize immediate repairs.

To help customers verify legitimate service, the company maintains clear identification standards for its technicians. These include arrival in clearly marked and wrapped company vehicles, wearing professional uniforms, providing pre-appointment communication with text or email confirmations including technician details, and sharing photos of the arriving technician in advance. Customers who have any doubts are advised to contact the company directly to confirm appointments and technician identities.

Kayla Durch, Sales and Operations Manager of St. Croix Garage Doors, addressed the importance of consumer awareness in light of the incident. "We take customer trust and safety seriously, and incidents like this highlight why verification is essential when hiring any home service provider," he said. "Our team has built our reputation over decades through consistent professionalism, and we want to ensure our neighbors are protected from those trying to exploit that trust."

Durch added further guidance for the community, stating, "By recognizing red flags such as unmarked vehicles, unrealistically low initial offers, or high-pressure sales tactics, homeowners can avoid becoming victims and continue to receive reliable service from verified professionals."

St. Croix Garage Doors continues to offer its full range of services, including residential and commercial garage door repair, installation, and planned maintenance programs. The company operates with a strong emphasis on transparency and quality workmanship, serving a wide area across multiple counties in Wisconsin and Minnesota from its two locations.

The company traces its history to the 1980s and remains committed to the communities it serves. With experienced technicians and a focus on safety and reliability, St. Croix Garage Doors provides solutions for everything from emergency repairs to new installations tailored to residential, commercial, and agricultural needs.

Homeowners and business owners in the region are encouraged to use the company's established contact channels for verification and service. By staying informed about potential scams and working with verified

providers, residents can better protect their homes and finances while maintaining access to dependable garage door solutions.

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For more information about St. Croix Garage Doors, contact the company here: St. Croix Garage Doors Jon Willert 715-781-8989 info@scgaragedoors.com 104 Trient Dr, Suite B, Woodville, WI 54028

St. Croix Garage Doors

At St. Croix, we've spent decades helping homeowners and businesses in Northwest Wisconsin keep their doors running smoothly. Local, dependable, and family-owned, we're here when you need us for all your garage door needs.

Website: <https://scgaragedoors.com/>

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