

Today's Date

Your Credit-Card Banks's Name
Bank's Mailing Address:

Re: Your Credit-Card Number

Gentlemen:

I purchased Consignpro software from Vhsoftware for \$ (amount) on (date).

I have since learned that the provider of the software, Brian Wilson, misrepresented himself as CEO of a corporation, which he is not.

He made references to his corporation. The state of Florida confirms that VHSsoftware is a Limited Liability Company, not a corporation.

He misrepresented his business by claiming that the business is located in "offices in New York and Miami". I now know that he operates from a condo in Miami Beach and there is no office in New York.

He uses the word 'we' throughout his marketing propaganda and refers to 'sales teams' and 'customer support teams' with the obvious intent of misleading potential customers into believing there are several people on staff. These references to a group of people lead me to believe that my investment in this software was safe. I now see that support for this software rests primarily with Wilson. This is an extremely important issue that warrants complete and full disclosure to all prospective buyers.

On his website he claims that his membership in NARTS (National Association of Resale and Thrift Stores) is my "assurance of professionalism". The director of NARTS has confirmed that NARTS does not monitor any member's activities and does not "assure professionalism".

I have just now learned of a provision which prohibits me from reselling this software except under a very arcane circumstance. I was not able to discover this provision with reasonable effort prior to purchase and Wilson made no effort to bring this important limitation to my attention prior to purchase.

Wilson made public representations on his website and in forums about a competitor whose program I might have purchased had it not been for Wilson's slanderous remarks. He repeated comments of this nature in his private communications with me. I have since learned that his representation of the competitor has been a ruse.

He told me that 'his company' updates its software "more than all competitors combined". That's not a true statement and I suspect Wilson is unable to come up with the correct number of updates his competitors have made during any period of time.

Wilson conveyed to me that updates for his program are free. Elsewhere he confesses that updates (and customer support) are denied when support fees are not paid. This form of marketing is a manipulation.

Prior to my purchase, my requests for help received proper attention. Wilson assured me on his website and in his personal communications that he provided 'excellent service'. Once he had my money, my requests for help were being ignored.

I have since learned that Wilson has recommended suppliers to me without disclosing the fact that those suppliers pay him for doing so. Knowing this would have influenced my purchasing decision.

Wilson claims on his website that his software will recover the cost of software and hardware (\$2,595) "in as little as a month!". Quote: "Store employees will no longer have to fumble through file folders and paper listings to maintain customer, merchandise, or sale transactions. Most routine store functions have been automated allowing you to reduce store headcount and the related costs. You may find that your investment pays for itself in as little as a month!". That is another influential representation that from experience I now see is nothing more than a highly over-inflated sales pitch.

I read a forum message made by Wilson in February, 2008 claiming to have converted 22 Stoker Consignment Software users during the first 7 weeks of 2008. I now suspect that to be a lie that influenced my decision.

In another forum post Wilson claimed "We're the only company that makes references available on our website – now that should give you a nice warm feeling." At the time of the post there were at least 6 consignment software vendors providing references on their websites.

I have become aware of fees that were not adequately disclosed prior to purchase. I see now that I would have had to know to look at different web pages to gather all this information and/or I would have had to know to ask. I believe it is the responsibility of the seller to volunteer every piece of information that is relevant to the purchasing decision.

Wilson suggested that I should 'run' from any software company offering 2-day training. In revisiting a different webpage on his site, I see he offers a 1-day training session for \$2,000/\$2,500.

I rushed my buying decision because on Wilson's home page it said that if I purchased that day, I would save \$100. Looking at his website today, that offer is still there.

On his website Wilson compared his hardware prices to 'list prices', giving me the impression that he was providing a discount. It turns out that his prices are about 50% on average above other reliable online sources.

Wilson in fact succeeded in swindling me out of a great deal of money.

Please reverse the transaction reference above and credit my account for the purchase price.

Thank you for your attention to this matter.

Sincerely,

Your Signature (Replace this line by typing your name.)