



DOOR DEALER ACCREDITATION

INSTITUTE OF DOOR DEALER
EDUCATION AND ACCREDITATION
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Purpose of IDEA Accreditation

Consumers have many choices when it comes to door and access systems. However, most have little firsthand experience in purchasing or servicing these products. When it comes time to call for service or purchase a new garage door, many homeowners are doing so for the first time. The wide assortment of choices can lead to confusion for those unfamiliar with these products.

Accreditation by the Institute of Door Dealer Education and Accreditation (IDEA) is intended to assist the general public in the selection of a qualified, professional door systems dealer when purchasing, servicing, or installing an overhead door, automatic gate operator, fire door and other industry products. IDEA Accreditation enables professional door companies to be more easily recognized by the public. Companies earning the Accreditation seal have demonstrated a commitment to industry excellence by completing a demanding study course, documenting good business practices and receiving recommendations from others with whom they do business.

Accreditation is not a warranty, but it's the best means available today to assist the public in becoming informed customers when their needs lead them to our industry.

What is IDEA?

IDEA is an independent educational foundation formed by three industry trade associations in 1996. Its purpose is to serve in the public interest by promoting and recognizing professionalism in the door and access systems industry.

One of the benefits of earning and maintaining accreditation is that it gives the company the right to present itself to the general public as having met the high standards established by IDEA.

As an educational foundation, IDEA seeks to provide door systems dealers with educational tools and training programs to enhance their management training and professional development. Accreditation by IDEA validates those who have made the commitment and taken action to establish their companies as professional door systems dealers.

By earning and advertising this honor, dealers will be recognized by more members of the public who will learn the value of professional door companies and make quality sales and service decisions.

IDEA COURSE OUTLINE

Section 1

ACCOUNTING/GENERAL BUSINESS PRINCIPLES

Topics include:

- Balance Sheet Categories
- The Income Statement
- Ratios and Averages
- Markup and Margin
- Break-even Analysis
- Product Mix
- Independent Contractors
- Business Structure
- Inventory Procedures
- Technology/Security

Section 2

INSURANCE AND LEGAL

Topics include:

- General Liability Insurance
- Property Insurance
- Automobile Insurance
- Other Liability Insurance
- Insurance Claims
- Workers' Compensation
- Other Insurance
- Risk Management
- Liability Issues
- Employment Guidelines
- Employee Reviews
- Incentives and Rewards
- Discipline and Termination
- Sexual Harassment in the Workplace

Section 3

SAFETY MANAGEMENT AND OSHA COMPLIANCE

Topics include:

- A Brief History of Occupational Safety
- The Impact of Injuries and Illnesses on Operational Costs
- Understanding OSHA
- The Roles of the Safety Committee and Key Personnel
- Critical Elements of a Safety Program
- Hazard Assessment, Job Safety Analysis and the Development of Standard Operating Procedures
- Employee Training
- Shop and Jobsite Inspections
- OSHA Inspections

Section 4

RESIDENTIAL AND COMMERCIAL SECTIONAL DOOR TECHNICAL ESSENTIALS

Topics include:

- An Introduction to the IDEA Sectional Door Systems Technician Certification
- Understanding Codes and Standards
- Sectional Door Construction
- Sectional Door Components

Section 5

COMMERCIAL ROLLING AND ROLLING STEEL FIRE DOOR TECHNICAL ESSENTIALS

Topics include:

- An Introduction to Rolling Doors
- Understanding Codes and Standards
- Rolling Door Components
- Types of Rolling Doors
- Methods of Operation

Section 6

SALES AND MARKETING

Topics include:

- Developing a Marketing Plan
- Principals of Effective Advertising
- The Commercial Construction Process

STUDY MATERIALS AND EXAMINATIONS

Examinations will be given at IDA-Expo® each year at IDA Educational Conferences and at other testing venues. Exams may be taken in any order, although it is recommended they be taken in sequence. Students may prepare for the examinations in any manner they choose. To properly prepare for each part, students will need a current study guide.



GUIDE TO ACCREDITATION

PLEASE READ THIS SECTION CAREFULLY

IDEA Dealer Accreditation applies to a single location. Accreditation is awarded to the company and not to any individual. Companies with multiple branches or locations must accredit each branch or location in order to advertise their accreditation. Advertisements featuring multiple locations may not feature an accreditation logo in the advertisement unless all locations are accredited. Companies eligible for Accreditation are those that sell, install and service residential or commercial door and access systems products as their primary business and who have operated continuously for two years or more.

Upon receipt of your application, you will be able to download the six-part Study Guide to prepare for written examinations. Accreditation applicants will be tested on material from the Study Guide. Written examinations are 50 questions, multiple choice, True-False and some matching. A passing grade is 70% or higher and are reported as Pass/Fail with no distinction made based on the actual score. The is an outline of the steps to take for earning Accreditation and the policies and procedures governing the process.

EARNING ACCREDITATION

1. Complete the IDEA Dealer Accreditation Application and send it to IDEA along with your payment. If you choose the payment plan option of \$250 initial fee with five equal installments each 30 days thereafter, you will receive your Study Guide upon receipt of the initial payment, but will not be permitted to take written examinations until payment in full is received. If you wish to take your examinations prior to the five month payment term, you may authorize payment of the remaining balance by contacting the IDEA office at 937-698-1027.
2. At least one representative of the company pursuing accreditation must pass all six of the written examinations to complete the testing process. This representative is the *qualifying person* for the applicant company, and only qualifying persons may meet Continuing Education requirements (See *Maintaining Accreditation*). Companies may have more than one qualifying person by registering the other representative and paying the applicable fees. However, this only will provide the additional person(s) with the ability to earn CE credits for the company, and will have no other material impact on the company's accreditation. Multiple candidates who have passed all six examinations collectively, but with no one person passing all six examinations, do not meet the requirements for Accreditation.
3. You must register for your written examinations either by providing the information on your IDEA Dealer Accreditation Application or by calling the IDEA office at 937-698-1027 at least 10 days in advance of your desired testing date.
4. A grade of 70% or higher is required to pass each of the six exams. All tests results are reported as Pass or Fail. Candidates are allotted a maximum of 55 minutes per examination, and may take the examinations in any order and at their individual pace. Candidates for accreditation may not review completed examinations at any time. Test results will be reported in writing within 10 days.
5. All examinations are administered in a proctored environment. Testing candidates may not speak to one another during examination time. Beepers, cell phones and other mobile communication devices may not be used during testing. Books, notes and other materials also are prohibited.

QUALIFYING FOR ACCREDITATION

1. The Accreditation process begins with the submission of the IDEA Dealer Accreditation Application. Following the receipt of the application, the company must:
 - a) Pass each of the six written examinations with a grade of 70% or higher.
 - b) Provide proof that the applicant company has been in the garage door, commercial door, operator and/or automatic gate operator business for at least two years.
 - c) Provide two letters of recommendation from customers or business associates attesting to the applicant company's business practices and high standards. Letters from family members, employees, business partners and other non-objective sources are not acceptable.
 - d) Provide proof of general liability insurance and workers' compensation coverage.
 - e) Provide Federal Employer Identification Number or resale permit.
2. After the written examination requirements are met and the above documentation items are received, IDEA will verify that the applicant company has met all applicable requirements and will award IDEA Dealer Accreditation. Once accredited, your company will receive an accreditation certificate which may be publicly displayed and additional items that can be used to promote the company's Accreditation. Additionally, Accredited companies may use the IDEA Accreditation emblem in advertising, letterhead, business cards, brochures and any other form of printed communication, provided the use of the Accreditation emblem is strictly confined to the Accredited company.

MAINTAINING ACCREDITATION

Accreditation applies for a three-year period, beginning with the date assigned by IDEA following the company's completion of all applicable requirements. In order to renew Accreditation for an additional three-year period, the company must:

1. Complete an Accreditation Renewal Application, verifying the qualifying individual remains with the company at the Accredited location.
2. Pay a \$250 renewal fee.
3. Provide proof of having met continuing education requirements. Continuing Education can only be earned by qualifying individuals (those who have passed all six of the written examinations). Accredited companies are required to earn 9.0 CE credits during the three-year accreditation period. One CE credit is equivalent to 1 hour of educational activity. Continuing Education credits can be earned in a variety of ways, including:
 - a) Attending an IDEA-sponsored workshop at any Educational Conference or the International Garage Door Exposition
 - b) Attending other recognized industry programs such as manufacturer's seminars or related trade association educational programs.
 - c) Attending college or vocational courses.
 - d) Completing contractor's license courses and examinations.

CE credits can be reported to IDEA at any time during the accreditation period. IDEA will assign the applicable CE credit for each class submitted.

EXAM DATES AND TIMES

Accreditation testing is available at any IDEA Testing event. Examinations are offered during most Educational Conferences sponsored by the International Door Association, at the annual International Garage Door Exposition, and other venues throughout the United States and Canada from time to time. Testing is available by appointment during the year at the IDEA headquarters in West Milton, Ohio (near Dayton), and can be scheduled by calling 937-698-1027.

When arriving for Accreditation testing, photo identification will be required. All rules explained elsewhere in this section apply to each testing event, including individual testing sessions. Individuals with special needs due to disability or other hardship can make arrangements for testing by contacting IDEA.



DOOR DEALER ACCREDITATION

The Value of IDEA Dealer Accreditation

Door systems dealers face growing competition in an increasingly complex marketplace. This competition comes not just from other dealers, but from a variety of other businesses and distribution methods. Consumers demand top quality for their money and are able to easily compare prices from one supplier to another. So, how does one stand out in this crowded, hectic environment?

Value is the king in our modern economy. Industries of all types have sought standards for their members to share and hold out to the public as adding value to their products and services. The overriding purpose of establishing voluntary standards is to enable consumers to recognize those who adhere to them.

IDEA Accreditation is your opportunity to put your company in the upper echelon of door and access systems product providers. Accredited door companies are authorized to promote their achievement and advertise their professional designation, as a means of informing the general public regarding their high standards.

Earning IDEA Accreditation requires a commitment. The six-part study course is comprehensive and detailed. The curriculum covers areas that most candidates must learn for the first time in order to complete the examination requirements. Other criteria must be met to demonstrate quality business practices.

The reward is worth more than the investment.

Dealer accreditation gives added credibility to each company with the designation. As an independent, non-profit organization, IDEA has created voluntary standards for excellence among door systems dealers. The industry has emerged as a skilled and technologically advanced profession. IDEA Accreditation is our industry's mark of excellence.

For questions about IDEA Dealer Accreditation, please contact:

**IDEA Headquarters
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Or, visit the IDEA website: www.dooreducation.com