

VICTIM EMAILS

N.Y. CLS Jud §1200.6(a)1 forbids attorney use of false or deceptive advertising

[Gary's note: All these emails were received by Gary. Except to protect the identity of the victim, they are unedited.]

From: VAN *deleted* [*deleted* @optonline.net]

Sent: Monday, October 31, 2005 11:12 PM

To: garyruff@laundromatadvisor.com

Subject: Fraud

Dear Mr. Ruff,

I am sorry I did not discover you a year and a half ago!

I own a Laundromat in [*name of small town deleted*]. The stated gross income of the Laundromat at the time of purchase was \$12,000 / month. Actual gross income was \$6000. I was unaware of the formula to back out of water/utility bills to confirm gross income. The broker I used to buy the business (The Kensington Co.), did not inform me of this method. (I understand they were working for the seller and had no obligation to do so). They also put me in contact with a lawyer who did not inform me of this method. The fact that the broker new he had found a sucker, (I did not know to ask for utility bills or know how to analyze them), and then put me in contact with an attorney, (Ted Rosenthal, Levittown), who, curiously, did not know of this method either, smells bad! The Kensington Co. informed me that they worked frequently with Mr. Rosenthal.

I would like the utility records to be subpoenaed for the year prior to the purchase and analyzed to prove a fraudulent representation of the business.

I wish to sue the previous owner for fraud and Mr. Rosenthal for malpractice or conspiracy to fraud with The Kensington Co.

Please let me know your opinion as soon as possible.

Thank you Van *deleted*

{Gary's notes: 4 buyer missteps: trusting the broker; failing to recognize for whom the broker worked; using the broker's choice of attorney; failing to seek objective professional analysis of the deal.}

From: mark *deleted* [*deleted* @yahoo.com]

Sent: Monday, March 26, 2007 10:24 PM

To: garyruff@gmail.com

Subject: laundromat help

Hello,

I purchased a laundromat 1 year ago under the assumption that it was profitable. After owning it for a few weeks, it was clear that it was not making any money and in fact it was losing a lot of money. I wish I had stumbled upon your website a year ago because now I am in a very bad situation. I do not know how to get out and I am considering a law suit against the previous owner. I hope you can help me or guide me in the right direction because I am at my wits end. I live in Chicago but on your website you say that you do not need a site inspection to analyze a laundromat.

If I were to send you some materials (water and gas bills, etc. from the previous owner) do you think you could help me prove that she lied about her revenue? Also, what is your cost for a service like this?

I greatly appreciate any help that you can give to help put an end to this nightmare.
Thank you.

-Mark *deleted*

{Gary's notes: 2 buyer missteps: taking action based upon an assumption; failing to seek objective professional analysis of the deal}

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From: Shumeng *deleted* [*deleted* @yahoo.com]
Sent: Monday, November 26, 2007 2:18 PM
To: garyruff@gmail.com
Subject: questions

Hello, Gary,

I found the web site <http://laundromatadvisor.com/> and I think you're the right person to consult in the coin laundry business.

I bought a coin laundry on September. The price I bought the store is \$620,000. however, after operating it, I found the income is much less than the number the seller claimed. The seller claimed monthly sale of \$25,500, actually is only \$19,850, and expense is much higher than expected as well, the net income per month is only \$3,387, which is much less than the amount the seller claimed (\$11,762).

I want to know should I sue the seller for misrepresentation?

What is the possibility to win the lawsuit? and what can I get by winning it?

How long normally the lawsuit takes, and how much cost for this?

If going lawsuit is not a good way, what else can I do?

Can we have you as our attorney? we live in Los Angeles, California, if you are not available can you suggest an attorney?

Thank you very much if you can help. I am really sad after bought this business.

Your help will be very appreciated.

Julia

{Gary's notes: 2 buyer missteps: thinking you can't go wrong with a coin laundry (you can); failing to seek objective professional analysis of the deal}

From: Joanna *deleted* [*deleted* @mind.net]

Sent: Thursday, January 01, 2009 3:12 PM

To: garyruff@gmail.com

Subject: I made a bad choice

Hi Gary,

I wish I had found your site 4 plus years ago. I made a decision to purchase a Laundromat in my town, and it was based on hiring a consultant from out of the area. I was advised as to it's potential, and told it was a good deal. I was told that she could evaluate the equipment and I was told it was all in good condition. It was not. I was falsely lead to believe that I was getting good advice. I now believe that I was defrauded. By everyone involved. I knew within several months that I had made a bad deal. I decided to build up the business and sell it. I have not been able to sell it. The numbers don't look good. It is

no longer possible for me to keep it, as I am in ill health and need to move closer to family. I am now realizing just how bad a situation I am in.

Is there something I can do to protect myself. I have signed in my name, and now everything I have worked my whole life for is on the line. I believe that the previous owner has been hampering my success through very devious means. It is hard for me to believe that people really do these things.

I would like to speak with you to see if I have any options. Is there any way to prove that I was misled and defrauded, and at least limit my losses??

Thanks,
Joanna

{Gary's notes: buyer misstep: ill conceived choice of advisor.}

{One general observation regarding the common victim misconception that legal action can cure a problem: It rarely does. Too expensive, too time consuming, and too hard (if it is even possible) to follow the money trail to any effect. (E.g., you might get a judgment, but judgments are not easily converted into cash.)}