



**For Immediate Release
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Collection Agency Employees Take Pledge on Ethics and Values

Video on CNN's I Report; All Employees Promise to Treat Every Consumer with Respect and Dignity

Marlborough, MA; American Profit Recovery, a [collection agency](#) based in Michigan, Massachusetts and North Carolina took a very important step as they implemented the "Collectors Pledge" **to all employees of the company recently.**

A short video posted to CNN's I Report can be found here:
<http://www.ireport.com/docs/DOC-281958>

The Collector's Pledge spearheaded by The Association of Credit and Collection Professionals is a Foundation initiative encouraging employees of [collection agencies](#) to make a voluntary, personal commitment to treat customers with dignity and respect in every aspect of their work. While already a foundation of American Profit Recovery's business model, they have reinforced their commitment to working with the highest standards, ethics, values and morals.

"It is no secret that many people have a less than favorable image of the collection industry," says Jeff DiMatteo, partner at American Profit Recovery. "It has always been our priority to treat everyone we come in contact with, with the respect they deserve, and work hard to help them resolve their debt. We don't just collect debt; we help broker solutions that keep people out of debt."

The Collector's Pledge All APR Employees Took and Signed:

- I believe every person has worth as an individual.
- I believe every person should be treated with dignity and respect.
- I will make it my responsibility to help consumers find ways to pay their just debts.
- I will be professional and ethical.
- I will commit to honoring this pledge.

Every employee of American Profit Recovery was asked to take this pledge regardless of whether they are contacting consumers or not. “This is the way we operate anyway but we always take time to reinforce our company culture with the entire team,” stated DiMatteo.

Another initiative that APR is joining with ACA International on is *Ask Dr. Debt*. <http://www.askdoctordebt.com/> which helps guide consumers through the process of debt solutions, common questions about debt and helping consumers understand their legal rights as they pertain to debt issues. The site also offers tips for getting out of debt and staying out of debt. American Profit Recovery will be aggressively promoting this service to the region. A video of Ask Dr. Debt can be found here; http://www.youtube.com/watch?v=VUthOS8xmPc&feature=channel_page

American Profit Recovery (APR) is a collection agency with offices in Massachusetts, Michigan, North Carolina and Kentucky. Founded in 2004, APR specializes in the collection of third-party debt in industries such as medical/dental, banking, trades, lawn care and other professional services. The firm serves approximately 2600 clients. 800-711-0023
<http://www.americanprofit.net/>

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