



## DISPUTEVOICE PRESS KIT

**Consumer dispute reports and public-interest documentation engineered for clarity, accountability, and search visibility**

**For journalists, podcast hosts, consumer advocates, and researchers**

**Website: [DisputeVoice.com](http://DisputeVoice.com)**

**Press Contact: [support@disputevoice.com](mailto:support@disputevoice.com)**

**Founder: Steven Chayer**

**Location: Seattle / SeaTac, Washington**

# PAGE 2 — EXECUTIVE SUMMARY

## What DisputeVoice Is

DisputeVoice is an independent consumer accountability publishing platform that creates structured, evidence-based **Lighthouse Reports** about unresolved disputes in a format designed for **clarity, fairness, and search visibility**.

Its purpose is to help readers understand what happened through a documented, organized, attribution-based public record.

## What It Helps Create for Readers

DisputeVoice is designed to give readers and consumers:

- **Clarity** about what happened
- **A sense of control** through a visible process
- **A structured record** instead of fragmented claims
- **A fair-response path** through Right of Reply and updates

## Who It Serves

- Consumers with documented disputes
- Homeowners researching contractors
- Journalists and researchers reviewing case timelines
- People seeking practical consumer-protection guidance

## What Makes It Different

DisputeVoice combines:

- Documentation-first reporting
- Editorial standards and language controls
- Search visibility strategy
- Right of Reply
- Corrections and updates policy
- Consumer education resources

**DisputeVoice is not a law firm, not a court, and not legal representation.**

It is a publishing and documentation platform focused on clarity, attribution, and fair process.

# PAGE 3 — THE PROBLEM DISPUTEVOICE SOLVES

## Why Consumers Often Feel Stuck

Many serious disputes follow a familiar pattern:

- Communication breaks down
- The other party stops responding
- The consumer is left with documents, bills, screenshots, and confusion
- Review platforms compress complex situations into short comments
- Legal pathways may be slow, expensive, or unclear

The result is often not just financial loss — it is a loss of orientation.

## The Missing Piece: Clarity + Control

In many disputes, consumers do not only need “a place to complain.”

They need:

- A clear record of what happened
- A place to organize the timeline
- A way to present supporting documentation
- A process that restores a sense of control

DisputeVoice is built to help create that structure.

## Why Search Visibility Matters

Consumers often research names before they hire, sign, or pay.

DisputeVoice publishes documented reports in a format intended to make serious dispute information easier to find, review, and understand during that research moment.

**Design note:** Add a simple 3-step visual:

**Confusion** → **Documentation** → **Clarity**

# PAGE 4 — WHAT A LIGHTHOUSE REPORT IS

## What Is a Lighthouse Report?

A **Lighthouse Report** is a structured, evidence-referenced consumer dispute report designed to help readers quickly understand what happened and what is documented.

It is built for **clarity**, **context**, and a fair public record.

## Why “Lighthouse”?

The format is meant to improve visibility and orientation for readers. It helps show:

- what is documented
- what is disputed
- whether a response has been provided

DisputeVoice is not a court or regulator.

## Typical Components

A Lighthouse Report tries to include:

- Summary / overview
- TL;DR
- Timeline
- Documented narrative
- Evidence summary
- FAQs
- Right of Reply
- Updates / corrections
- Consumer resources
- response status

## Why the Format Matters

Unlike a short review, a Lighthouse Report keeps key context in one place, such as dates, communications, response status, and verified updates.

**Reader Outcome:** A Lighthouse Report should help a reader say:

“I understand what happened, what is documented, and what steps are available.”

# PAGE 5 — HOW DISPUTEVOICE WORKS

## The DisputeVoice Process

### 1) Intake

A consumer submits a dispute and supporting materials.

### 2) Identity & Subject Verification

DisputeVoice verifies the submitter's identity privately and confirms the named business or individual is identifiable.

### 3) Evidence Review

Submitted materials are reviewed for relevance, coherence, and support. Unsupported or overly inflammatory submissions may be declined or rewritten into factual, attributed language.

### 4) Editorial Drafting

The report is drafted to distinguish:

- what the complainant states
- what documents indicate
- what remains disputed
- what the subject later says (if a response is provided)

### 5) Right of Reply Notice

The named subject is contacted and offered an opportunity to respond with documentation.

### 6) Publication

The report is published with status notes, policy framing, and a visible response pathway.

### 7) Updates / Corrections / Addenda

Material corrections and verified updates may be added with visible notation.

# PAGE 6 — EDITORIAL STANDARDS, SAFEGUARDS & FAIRNESS

## Editorial Goal

DisputeVoice is designed to publish documented consumer experiences with a focus on:

- specificity
- attribution
- fairness
- readability
- public usefulness

## Core Safeguards

### Documentation-First

Claims should be supported by records, communications, invoices, contracts, or other relevant materials.

### Attribution-Based Language

DisputeVoice distinguishes between:

- direct statements by the complainant
- documentary evidence
- disputed assertions
- responses from the named subject

### Language Controls

DisputeVoice avoids unnecessary inflammatory labels and focuses on factual descriptions and documented chronology.

### Right of Reply

Named subjects may submit a response and supporting documentation for editorial review and possible publication.

### Corrections & Updates

Material factual errors may be corrected with visible notation when verified documentation is provided.

**DisputeVoice does not adjudicate disputes or determine legal liability.**

Its role is to document, organize, and publish consumer dispute records in a fair, searchable format.

# PAGE 7 — HOW DISPUTEVOICE COMPARES TO OTHER CONSUMER PATHS

## Different Tools Serve Different Functions

### DisputeVoice vs Review Sites / Social Posts

**Review sites and social media** are often useful for quick signals and broad sentiment.

**DisputeVoice** is built for:

- longer-form context
- timeline clarity
- evidence summaries
- structured updates
- Right of Reply
- a more durable public record format

### DisputeVoice vs BBB / Licensing Boards

**BBB and licensing boards** may support complaint filing, tracking, or regulatory functions.

**DisputeVoice** serves a different role:

- public documentation
- consumer readability
- narrative coherence
- search visibility
- continuing updates and response status

### DisputeVoice vs Legal Action

DisputeVoice is not a substitute for attorneys, agencies, or court remedies.

It is a publishing and documentation platform that may operate alongside those paths.

# PAGE 8 — FOUNDER STORY & MISSION

## Founder: Steven Chayer

Steven Chayer is the founder of DisputeVoice and a longtime entrepreneur with a background in business ownership, digital publishing, and search visibility strategy.

## Why DisputeVoice Was Founded

DisputeVoice emerged from Steven Chayer's own experience with a serious unresolved financial dispute and the realization that many consumers are left with evidence, losses, and silence — but no clear, durable public record.

The platform was built to turn that disorder into structure:

- documented timeline
- readable narrative
- evidence-backed reporting
- fair-response pathway
- public visibility

## Mission

**DisputeVoice exists to help consumers create documented, search-visible records of serious disputes in a format that increases clarity, restores a sense of control, and supports fair public review.**

### Optional Pull Quote (large type, blue accent line)

“Our goal is not revenge. Our goal is clarity — a fair, evidence-based public record that does not disappear when someone stops responding.”

# PAGE 9 — CURRENT FOCUS AREAS & MEDIA ANGLES

## Current Coverage Themes

DisputeVoice currently emphasizes:

- Roofing contractor disputes
- Homeowner complaint guidance
- Licensing verification and complaint pathways
- Cancellation/refund rights education
- Consumer documentation practices
- Public-interest dispute reporting formats

## Media / Interview Topics

DisputeVoice can speak to:

- Why serious consumer disputes often remain invisible
- The limits of short-form reviews for complex disputes
- Right of Reply in consumer publishing
- Documentation-first publishing and fairness safeguards
- Roofing/homeowner dispute patterns and what evidence consumers should preserve
- Search visibility as a practical consumer-protection issue

## Callout Box (For Journalists)

**What a reporter can get quickly from DisputeVoice:**

- platform background
- founder interview
- editorial standards summary
- sample Lighthouse Reports
- consumer-protection context and process framing

# PAGE 10 — PRESS ASSETS, APPROVED QUOTES & CONTACT

## Available Press Assets

- DisputeVoice logo files ([JPG](#) [PNG](#), [SVG](#))
- [Founder headshot\(s\)](#)
- [Homepage screenshot](#)
- Sample Lighthouse Reports
  - Blue Roofing Florida: <https://disputevoice.com/my-dispute-with-florida-blue-roofing-daytona/>
  - Erie Home Roofing Daytona: <https://disputevoice.com/erie-home-roofing-louisville-reviews-complaints/>
  - North Woods Roofing Gainesville: <https://disputevoice.com/my-dispute-with-north-woods-roofing-gainesville-fl/>
  - Spectrum Roofing Metairie: <https://disputevoice.com/my-dispute-with-spectrum-roofing-metairie-la/>
- [Editorial standards summary](#)
- [Boilerplate](#) (short + medium)
- [Approved quotes](#)
- [Media contact details](#)

## Infographics:

<https://disputevoice.com/10-red-flags-of-a-roofing-scam-after-a-storm/>

## Approved Quotes (Press-Ready)

### Quote 1

“DisputeVoice is not a court and not a law firm. We are a documentation-first publishing platform built to make serious consumer disputes easier to see, review, and research.”

### Quote 2

“Our goal is not revenge. Our goal is clarity — a fair, evidence-based public record that helps people understand what happened and what options still exist.”

### Quote 3

“When consumers can see the timeline, the documents, and the response status in one place, they gain something many disputes take away: a sense of control.”

## Short Boilerplate

DisputeVoice is an independent consumer accountability publishing platform that produces long-form, evidence-based Lighthouse Reports — thoroughly documented dispute records that rank prominently on Google and serve as enduring consumer protection resources. Founded by a fraud victim, DisputeVoice exists to make wrongdoing visible, verifiable, and impossible to ignore.

Our reporting model is built on five core principles: rigorous documentation, clear attribution, search visibility, Right of Reply, and an open correction and update policy — ensuring our reports remain accurate, fair, and genuinely useful to consumers and investigators alike.

## Longer Boilerplate

DisputeVoice is an independent consumer accountability publishing platform that produces long-form, evidence-based Lighthouse Reports — thoroughly documented dispute records that rank prominently on Google and serve as enduring consumer protection resources. Founded by a fraud victim, DisputeVoice exists to make wrongdoing visible, verifiable, and impossible to ignore.

Our reporting model is built on five core principles: rigorous documentation, clear attribution, search visibility, Right of Reply, and an open correction and update policy. This framework ensures every report we publish remains accurate, fair, and genuinely useful to consumers, journalists, and investigators alike.

When wrongdoers face no public accountability, they keep finding new victims. DisputeVoice was built to change that. We help individuals who've been harmed by contractors, businesses, and bad actors transform their documented experiences into permanently indexed public records — reports that are difficult to suppress and impossible to overlook. Whether you're a single consumer seeking accountability or coordinating with others harmed by the same party, DisputeVoice gives your experience the reach and credibility it deserves.

We are not a law firm and do not provide legal advice. What we provide is something equally valuable: a structured, neutral, and searchable public record of consumer disputes, backed by the evidence you provide.

## Media Contact

### Steven Chayer

Founder & Senior Editor, DisputeVoice

Seattle / SeaTac, Washington

[support@disputevoice.com](mailto:support@disputevoice.com)

[DisputeVoice.com](https://DisputeVoice.com)

## How Journalists Can Use This Kit

Use this press kit to quickly understand:

- what DisputeVoice is and is not
- how Lighthouse Reports are structured
- what editorial safeguards are used
- what interview topics are available
- where to request background or supporting materials

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## QUICK DESIGN MOCKUP NOTES (Canva / Google Docs)

Use this exact visual pattern for every page:

### Header band (thin)

- Left: Logo
- Right: Section title
- Bottom border in #202d93

## Body layout

- H1/H2 in #202d93
- Body text in black/dark gray
- Wide margins
- One callout box max per page

## Footer

- [DisputeVoice.com](https://disputevoice.com) | [support@disputevoice.com](mailto:support@disputevoice.com) | Page X