Lightfoot

CONSUMER CLAIMS DEFENSE

Focused defense for consumer service providers navigating complex disputes.

For companies that provide services directly to consumers, even routine complaints can lead to litigation with outsized financial and reputational consequences. Whether defending a single breach-of-contract claim or managing a wave of mass arbitrations, businesses need experienced defense counsel who understand the unique challenges of their industries.

Lightfoot's Consumer Claims Defense practice brings decades of experience representing national and regional leaders in pest control, home warranties and other consumer services. We bring deep industry insight and understand the unique pressures consumer service providers face — from navigating regulatory hurdles to managing high-volume disputes and protecting brand reputation. Our team has effectively handled hundreds of matters each year across the South and beyond. Our experience includes defending claims involving:

- Breach of contract
- Fraud and misrepresentation
- Deceptive trade practices and consumer protection statutes
- Fair Debt Collection Practices Act (FDCPA) claims
- Telephone Consumer Protection Act (TCPA) claims
- Magnuson-Moss Warranty Act and RICO claims

We excel at identifying litigation patterns, managing mass arbitrations and developing coordinated strategies that minimize risk and exposure. With extensive experience enforcing arbitration provisions, we are as skilled in arbitration forums as we are in the courtroom.

Beyond litigation, we help companies strengthen their business practices through employee training, complaint resolution strategies and proactive risk management.

While most consumer disputes are resolved efficiently and discreetly, our deep bench and courtroom skills stand ready when traditional civil litigation is unavoidable. Service providers across the country trust Lightfoot to protect their businesses, reputations and bottom lines.