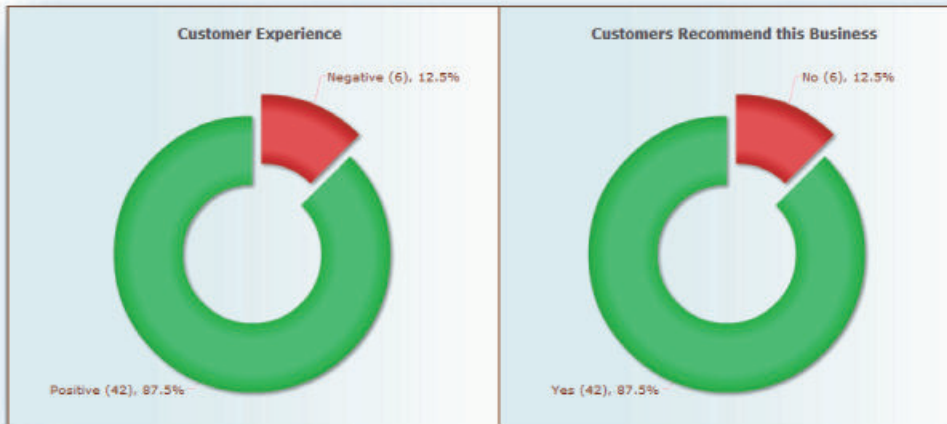


## BBB Beefs Up Reports

*Gen X and Gen Y, meet the Better Business Bureau!*



**B**eginning in late August, your BBB will be offering new, largely customer-generated content in BBB reports (now known as BBB Business Reviews). BBB will be publishing detail from formally filed complaints, and provide businesses' customers the opportunity to post reviews concerning their experiences in a near real-time basis.

BBB.org is already the 323rd most visited domain in the United States, but BBB's relevance in a new era of social interaction is not guaranteed. It's critical to offer features that consumers, especially younger ones, clearly crave. People seek detail and the ability to interact, to offer their views and see the unvarnished views of others. Significantly, the new Business Review features will, for the first time, give consumers the option of providing positive feedback to BBB.

The enhanced content relevance will generate more visits to our website, many from new, younger visitors, exposing them to a wealth of additional content to assist their consumer decisions. BBB Accreditation status and its significance and the business' BBB rating will continue to be featured, as will the ability to view industry lists of BBB Accredited Businesses and to request quotes from those businesses. In offering this content, BBB will follow policies intended to safeguard privacy and eliminate text that is inappropriate for viewing.

*(Continued on Page 2)*

## Daily Discount Deals for You

*We're always looking for ways to help you reduce operating expenses.*

**Y**our BBB is teaming with clevelandb2bdeals.com, the nation's first locally-focused B2B e-discount provider, to bring you a business discount deal every day on products and business services you can USE. These will be significant discounts available to those who respond quickly (since there will only be a few of each deal available) from providers of broadcast and print advertising, IT services, vehicle maintenance, office cleaning, printing, and much more. All companies making offers will be screened – businesses with unfavorable ratings with BBB will not be permitted to present deals.



*(Continued on Page 3)*

## Greater Cleveland BBB Activity Report January - July 2011

### Service to the Community

Reports issued on companies/charities.....	467,267
Customer complaints filed.....	6,707
Lists of BBB Accredited Businesses provided by industry.....	51,606
www.cleveland.bbb.org visits.....	431,539
Advertising review cases initiated.....	146

### Top 10 Inquiry-Generating Industries

1. Roofing Contractors
2. Mortgage Brokers
3. Construction & Remodeling Services
4. General Contractors
5. Collection Agencies
6. Health & Medical (General)
7. Auto Dealers - New
8. Plumbing Contractors
9. Auto Repair & Services
10. Windows - Installation/Service

### Top 10 Complaint-Generating Industries

1. Insurance Companies
2. Auto Dealers - Used
3. Roofing Contractors
4. Auto Dealers - New
5. Auto Repair & Service
6. Collection Agencies
7. TV, Cable, & Satellite
8. Mail Order & Catalog Shopping
9. Manufacturers & Producers
10. Banks

## INSIDE

**Choose BBB for Your Workers' Comp**

**Enhance Your Business Review**

**Beware Free Newsletter**

**B2B Discounts for Accredited Businesses**

*Tough decisions take time,  
easy decisions don't...*

## Choose Sheakley for your 2012 Workers' Comp Group Rating Program!

Through the Better Business Bureau of Ohio (BBB) workers' comp group rating program, members have the opportunity to group their experience together to attain better workers' comp premium rates than they would on their own. As a trusted partner of the BBB, Sheakley continues to provide a solid group rating program to our members. They have been able to help reduce members' workers' comp premiums through aggressive claims management and comprehensive safety programs.

Look no further than the BBB's Workers' Comp Group Rating Program for ways to **control costs, make your job easier, and make a difference to your bottom line.**

Don't let a tough decision like choosing a Workers' Comp program eat up your time. **Make the right and easy choice** by selecting the BBB's successful workers' compensation program. We're confident you'll see proven results from a proven leader in the workers' comp industry.

**Request your FREE ANALYSIS today. Contact Mark Miller at (440)449-5534. See how Sheakley can get it done for you!**

*Note: If you don't qualify for the traditional group rating program, you may qualify for our retrospective-group rating program.*

## Add Your Accredited Business Seal to Your Facebook Page!

Contact [mybbb@cleveland.bbb.org](mailto:mybbb@cleveland.bbb.org)

## How to Reach Us

**P** (216) 241-4476 / (800) 233-0361

**F** (216) 861-6365

**W** [www.cleveland.bbb.org](http://www.cleveland.bbb.org)

**E** [mybbb@cleveland.bbb.org](mailto:mybbb@cleveland.bbb.org)

## BBB Beefs Up Reports (Continued from Front)

### Complaint Detail

Customer complaints filed electronically after the late-August program startup will be published in BBB Business Reviews, as will electronically-submitted business responses and any ongoing "rebuttals." Publication of all correspondence will take place only after the complaint is closed by BBB, and only "reportable" complaints (e.g., within BBB's consumer/supplier purview) will be published.

Guarantee/Warranty Issues | View Detail

#### Additional Notes

**Complaint:** Ipage failed to refund \$42.00 as promised, re: cancellation of account.

**Desired Settlement:** Investigation by Attorney General's office. Ipage is a disreputable organization and should be investigated for misrepresentation and numerous other sleazy business practices.

**Business Response:** The customer's hosting account was canceled on 8/31/2010. We are now in the process of refunding the customer \$42 in full for services paid on 8/20/2010. Please allow 7 to 10 business days for the funds to be fully refunded back to the customer's credit card.

**BBB's Final Determination:** Business offered a resolution. Consumer did not pursue further with BBB and the matter was assumed to be resolved.

Businesses who receive complaints now have a great opportunity to show their professionalism and service-orientation. Courteous, thoughtful responses are very well received by cyber viewers. Remember, only electronically submitted responses will be posted. If we don't have your best e-mail address, please let us know – electronic processing of complaints is far more expeditious and efficient for all parties than "snail mail."

### Customer Reviews

I contracted with Jim to re-shingle the roof for my garage and home. I couldn't be more pleased. Jim is very knowledgeable and spent time with us to give an accurate quote and gave us many options on the shingles. He started the work when he said he would and continued to show up daily until complete. He and his crew are pleasant to be around and obviously trustworthy. I love the new look of our home and would not hesitate to contact Jim again for other improvements.

This consumer had a **POSITIVE** experience with this business.

This customer **WOULD** recommend the business to a friend, family member, neighbor or colleague.

by reid9154 on 5/2/2011 | Submit a Comment | Click to View Comments

#### Comments

##### Comment from the Business:

Thanks a lot for the review, we love to get these. I will pass the word to Randy and Jake too. Again if you have any questions or concerns please call. We also love referrals. Jim

by jbhart5 on 5/2/2011

For the first time, we will be giving your customers a chance to inject positive content into your business' report. Of course, the comments won't always be positive. Either way, our goal is to offer site visitors the opportunity to submit and read customer reviews in a responsible, fair setting. The customer review program is being offered as part of a test being run

by seven Better Business Bureaus across the country through 2012. We expect customer reviews to be a part of many BBBs' reports by then. As with complaint detail, review text will be redacted of inappropriate or privacy-threatening language. To the best of our ability, we will limit published content to that of individuals who have, in fact, interacted with the reviewed business. We will not publish posted reviews involving transactions that were the subject of formal BBB complaints.

**The biggest difference between BBB's program and most other "review" sites is that businesses will be immediately informed of posted comments, and provided a response opportunity.** Posters will be asked to provide a full name (which will not be published), and if challenged as to the truth of the posting, will be asked to provide reasonable proof of the transaction. Customer posts will be held from publication for 24 - 48 hours so, again, it's important we have an e-mail address for you.

The content of customer reviews will NOT be considered in a business' BBB Rating. Again, however, it's important to formulate a thoughtful, timely response that will reflect well on your company, especially if the comment is not entirely positive. And there's no reason you can't encourage your customers to post comments concerning their experience. ☐

## Enhance Your BBB Business Review!

**S**tand apart from the competition. Add photos and videos to your BBB Business Review. You can add up to 20 photos of your staff, facilities, completed projects, etc.






Although this feature is rather new to the BBB's website, local companies, such as Tomaro Construction, have already realized the benefits. **"A couple of clients stated they saw our pictures on your page and were very impressed with our work,"** said Al Caserta, owner of Tomaro Construction. **"I guess a picture is worth a thousand words."**

BBB ACCREDITED BUSINESS SINCE 2/17/2011

**Tomaro Constructon Co. Inc.**

Phone: (440) 942-9481

Fax: (440) 585-2075  
35735 Chardon Road, Willoughby Hills, OH 44094  
alcaserta@att.net  
http://www.tomaroconstruction.com

On a scale of A+ to F **A+** Reason for Rating  
BBB Ratings System  
Overview

4 of 20 Images | See All Images >>

**It's a quick, easy, and an excellent way to grab a potential customer's attention. Stand apart from the crowd and upload your images today! You can also upload a video! Contact Laura Fitzgerald at (216) 623-8964 x107 or mybbb@cleveland.bbb.org for instructions. ☐**

## Daily Discount Deals for You

*(Continued from Front)*

Register now to be among the very first businesses to receive daily discount offers from local suppliers when they begin to arrive on September 12. Until October 15, only BBB Accredited Businesses will receive this registration opportunity. Thereafter, there will continue to be periodic deals offered exclusively to BBB AB's.

There is no obligation whatsoever. No cost to sign up, and your email will never be sold to outside marketers. Encourage others who are involved in purchasing at your organization to register too. Simply log on to [clevelandb2bdeals.com](http://clevelandb2bdeals.com), enter your email address and click subscribe. If you wish, you can do a full registration using the "login" screen to make your time at purchase quicker.

You can offer deals too. It's a great way to introduce your business to other quality businesses with head-turning deals, and attract new customers, while controlling your financial exposure. Interested in learning more? Call Alan Goodman at (614)425-2508. ☐

## Beware Free Newsletter Offer

**A** local business reported to BBB they were solicited by phone to receive the Administrative Professional Update newsletter for free. After obtaining the employee's name, mailing address and e-mail, the representative told her they would be billed \$195 for a year's subscription if the business did not cancel within a period of time.

The newsletter is a product of Progressive Business Publications, located in Malvern, Pennsylvania. Progressive Business Publications currently has a BBB rating of "F" and over 1,300 complaints on file. Businesses nationwide have complained that they received bills or were contacted by a collection agency for publications they neither ordered nor received. Other complaints report the company did not honor cancellation requests. ☐

## B2B Discounts for BBB Accredited Businesses

### New! Add a Coupon to Your BBB Business Review!

This new feature exclusively for BBB Accredited Businesses is a high profile opportunity to offer discounts to your customers. Coupons can be printed right from your company's online BBB report.

To add a coupon, call Laura Fitzgerald at (216) 623-8964 x107 or Jan Stagneth at x206.

### Credit Card Processing

TSYS Merchant Solutions offers rates as low as 1.52% on retail transactions and 2.09% for mail and phone orders (plus a nominal fee per transaction). Small monthly fee. Call (888) 562-6737 for details.

### Document Shredding

All Ohio Secure Shred will shred documents on site for \$22/month for one container. Also, one-time bulk purge for 10 cents/lb. \$50 minimum. Call (216) 332-9850 or (888) 747-3394.

### Phone Service

Easton Telecom - Rates ranging from 2.5¢ - 3.5¢/minute for long distance calls, toll-free lines as low as 1.79¢/minute. 10% discount off most retail services. Contact Jim Butler at (800) 222-8122.

### Pre-Employment Background Reports

Intellicorp - Instant online background checks for under \$10 per report. Monthly fees waived. Call Chris Hughes for a FREE trial at (888) 290-0634.

### Payroll Service

Heartland Payroll Co. - Savings of as much as 50% on payroll fees. Call Brian Nelson at (440) 371-5245.

### Medical Services

Huge discounts on prepaid lab and imaging work, and prescriptions. [cleveland.bbb.org/healthdiscounts](http://cleveland.bbb.org/healthdiscounts).



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## Accreditation of Local Business Suspended

**O**n April 21, 2011, the BBB accreditation of Vandra Brothers, a Bedford business, was suspended due to pending felony charges against the company's president, Anthony Melaragno. Melaragno was charged with conspiracy involving alleged bribes offered in exchange for contracts with Cuyahoga County. The legal action violates BBB accreditation standards that require BBB Accredited Businesses to maintain a public image or reputation that does not unfavorably affect public opinion of the BBB. Melaragno pled not guilty on March 30, 2011. The Accreditation Committee of BBB's Board of Directors met on June 29, 2011 and voted to maintain the accreditation suspension until the charges are adjudicated. On Friday, August 12, 2011, Melaragno pled guilty to the charges. The Committee will meet soon to vote on revocation. □



## Fake 'Yellow Page' Scams Target Local Small Businesses

**B**ogus Yellow Pages directory offers are nothing new, but several local businesses have contacted BBB recently to report the receipt of suspicious invoices. A Mentor business told BBB they received a notice from a Texas company to update their listing in an online directory. Thinking it was sent in error since they had never purchased a listing and noting that the letter was stamped "This is not a Bill", they ignored it. They later received a \$700 invoice. Last month, the Federal Trade Commission put a stop to a European-based operation that bilked small businesses out of millions of dollars by deceiving them into ordering and then paying for unwanted listings in online business directories.



### What are the red flags to a suspicious Yellow Pages directory offer?

- Most scams will not include a **phone number** for inquiries.
- **Unsolicited faxes or letters** requesting you to update a listing you did not order.
- **Read the fine print** – look for disclosures that the mailing is not an invoice.
- Remember – the **familiar walking fingers logo was never copyrighted by any phone company**. It can be used by any directory publisher – legit or otherwise. □