

New BBB Business Reviews Ready for Your Input

BBB's new Business Review format went live on March 15th. BBB Accredited Businesses can now add enhanced content to their reports to assist consumers' purchasing decisions.

Of course, BBB report contents relating to a business' customer experience and BBB rating will continue to be determined by BBB's file information on a company. However, using your password protected "AB Pages" feature on our website, you have an exclusive opportunity to post valuable content, including:

- **Photos** - Post up to 20 photos for prominent viewing in your report. Show off your business using photos of your employees in action, your workplace, products you sell or your work product. (Coming soon: Post a Video)
- **Coupons** - Attract prospects checking out your report by posting discount coupons on products or services. Coupons will be accessible from your report page, and coupon availability will be noted the tens of thousands of times consumers request online industry lists of Accredited Businesses.
- **Products & Services** - Take this opportunity to detail the nature of your business and to list specific products and brands you carry, especially if they are unique (e.g. "official Major League apparel").
- **Important Information for Shoppers** - Display your refund/exchange policies, hours of operation and methods of payment accepted.

(continued inside)



"Request a Quote" Usage Climbs

Requests for job quotes from BBB Accredited Businesses are increasing following kick-off of your BBB's new business review template, so watch for them in your email!

With the **"Request a Quote"** more prominently featured in your new BBB Business Review, requests for bids from prospective customers doubled after implementation. Consumers provide a brief description of their projects along with their contact information. The requests are emailed to you.

"Request a Quote" is available ONLY to Accredited Businesses that have given us their email addresses. Check your BBB Business Review to be sure we're showing your current email address. If no address appears, it has not been provided to us. You can update your email address using your Accredited Business Pages on the Cleveland BBB website. Or call us on your AB Hotline (216-241-4476) to add or update your email address.

Take advantage of this benefit of BBB accreditation by responding quickly to the bid requests. This BBB program offers a unique opportunity for your business to make a great first impression on a new customer. ☐

Greater Cleveland BBB Activity Report January – March 2011

Service to the Community

Reports issued on companies/charities.....	185,248
Complaints closed.....	2,965
Lists of BBB Accredited Businesses provided by industry.....	19,001
www.cleveland.bbb.org visits.....	179,193
Advertising review cases initiated.....	71

Top 10 Inquiry-Generating Industries

1. Roofing Contractors
2. Mortgage Brokers
3. Collection Agencies
4. Health & Medical
5. General Contractors
6. Construction & Remodeling Services
7. Auto Dealers - New
8. Auto Dealers - Used
9. Auto Repair & Service
10. Employment Agencies

Top 10 Complaint-Generating Industries

1. Insurance Companies
2. Auto Dealers - Used
3. Auto Dealers - New
4. Collection Agencies
5. Auto Repair & Service
6. Cable Television & Satellite
7. Banks
8. Roofing Contractors
9. Manufacturers & Producers
10. Magazine Sales

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You May be Entitled to a Refund

If you purchased search engine optimization, shopping cart integration, Web hosting or design services from a Washington business, the Washington Attorney General may have a refund for you.

White Crane Technologies (which also did business as TNT Cart, Strada Technologies, Cybercom Technologies, Wizzy-Wiz eCommerce and ABC eCommerce) must provide refunds to customers due to recent legal action concerning its business practices. Only one problem - the company owners claim they lost their customers' contact information.

To submit a refund request, go to www.atg.wa.gov/settlements.aspx. Requests must be submitted before March 29, 2012.

Online BBB Accredited Business Seal Has Changed

If you are using your BBB Accredited Business seal on your website (and if you're not - you should be), you need to take steps ASAP to upgrade your seal. Changes in the way the seal is provided have made it necessary for you to reload it or risk having it disappear.

Go to <http://www.bbb.org/online/business/dynamicseal.aspx> to get the correct coding for your website. You will need to enter your BBB Business ID# and select "Cleveland" as your BBB. Once you log in, you will see the seal options and a simple three step process for installation. To assist you, there is also a three minute video that demonstrates the process of removing your old seal and adding the new one.

If you need your Business ID# or have problems accessing the site, please call Laura at (216) 623-8964 x107 or email her at laura@cleveland.bbb.org.

How to Reach Us

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

F (216) 861-6365

W www.cleveland.bbb.org

E mybbb@cleveland.bbb.org

On Our Radar

The following companies have hit BBB's radar as a result of recent consumer inquiry or complaint activity. BBB routinely brings such activity to the attention of state and federal law enforcement agencies and warns the public through alerts issued to local media.

Direct E-Cig - Consumers who tried to take advantage of 'free' Internet offers for smokeless cigarettes from Direct E-Cig say they were burned by unexpected charges that totaled \$100 or more. The company, which has locations in Naples, FL and London, has generated nearly 400 complaints from consumers in 44 states, including Ohio. In most cases, consumers say they ordered what they thought was a free starter kit, only to find out later that the company billed their credit cards for \$100, \$200, or more. Direct E-Cig has an "F" BBB rating. BBB is referring complaints to appropriate law enforcement agencies.



Urban Active Fitness – This "F" rated fitness club has two Cleveland-area locations. The nearly 200 complaints in BBB files concern sales practices, contract disputes and billing issues. Consumers have reported difficulty canceling contracts, misrepresentation regarding contract terms, trouble contacting management staff, rude staff members, continued billing after cancellation and difficulty obtaining refunds promised by employees. The company was BBB Accredited but had its accreditation revoked in March, 2010, due to the volume of complaints. BBB has alerted the Ohio Attorney General.

Daniels Home Furnishings – Complaints about this company contain reports that furniture is of poor quality, company doesn't honor its policies and staff is rude to customers. Several disputes involve the company's handling of its layaway policy and not honoring warranties. Daniels Home Furnishings has an "F" BBB rating as a result of the volume of complaints and their failure to respond to 20 of the 29 complaints on file. Consumers are referred to the Ohio Attorney General and Small Claims Court for assistance. □

Meet New BBB Directors

James Lineweaver is the President of Lineweaver Financial Group, Inc. He has extensive experience in financial consulting, wealth management, and personal and corporate financial planning. James earned his Bachelor of Science degree at Cleveland State University.

He serves on the board of the Crossroads Hospice and is a member of several professional organizations, including the National Association of Insurance and Financial Professionals, Million Dollar Round Table (Top of Table for last 10 years), and Society of Financial Service Professionals.



Ella Fong is the Special Events and Projects Manager at WVIZ/PBS and 90.3 WCPN ideastream. Ella develops, coordinates and executes the WVIZ/PBS Televised Auction, World Series of Wine and other major fundraising events. She is Executive Vice President of the FBI Citizen's Academy Alumni Association, Board Director of the National Leadership Institute, and serves on the Self Sufficiency & Basic Needs Investment Committee of United Way.



Among her many honors, Ella was selected as a "Most Interesting Person" by Cleveland Magazine, is a 2009 inductee into the World Karate Union Hall of Fame and has received the Patriotic Service Award from the U. S. Department of the Treasury. □

Razor Rivals Turn to NAD

Recent decisions by the BBB's National Advertising Division (NAD) will impact ad campaigns of two popular dueling razor brands, prompting *AdvertisingAge* to write that both were "nicked" by the simultaneous NAD decisions released in March.

NAD recommended that **Energizer Holdings' Schick** pull back ad claims that *AdAge* claimed led to considerable success for its razors. NAD said that Schick needs to modify its "best shave for your skin" claim for Hydro razors, as well as its claim that its razors with built-in gel reservoirs "hydrate" skin. NAD ruled that the "best shave" claim makes a superiority claim over other razors that Schick didn't support, and that the hydration claim implied use of the razor produces hydration similar to that of a facial moisturizer.



NAD also ruled that Schick must clarify its claim (that Hydro provided a "better shave than Mach 3") because it applies only to its three-bladed, not its five-bladed, Hydro version.

NAD's ruling involving **Proctor & Gamble's Gillette Fusion ProGlide** razor touched on issues relating to the product's market position. ProGlide ads claim that the product had thinner blades in a comparison of "leading blades vs Fusion" -- P&G said the claim meant that the four "leading blades" of the five-bladed ProGlide were thinner than those of its predecessor model, Fusion. NAD felt that consumers could interpret the phrase "leading blades" to refer to the market leader, which wasn't necessarily ProGlide.

According to *AdvertisingAge*, the decision came just after an intensely competitive period for the highly profitable consumer goods category.

Major manufacturers of consumer products frequently turn to NAD's voluntary self-regulatory review mechanism to challenge competitor claims. The process is much faster and far less expensive than protracted legal battles. Parties are expected to make a good faith effort to abide by NAD decisions, and failure to abide by them may generate a formal referral to the Federal Trade Commission. In statements, both Energizer and P&G disagreed with NAD's findings, but indicated they would take them into consideration in future ads. □

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Remember, when visiting your "AB Pages," you can also download BBB logos (for use in your advertisements, as well as your business cards, letterhead and contracts), review and update business information displayed in your Business Review, learn about more valuable BBB accreditation benefits, and view BBB newsletters.

"AB Pages" can be accessed by clicking on the "login" button at the upper left of cleveland.bbb.org. Enter your BBB Business ID#, email address and password. Need help? Click the "I Need Help with My Business Login" link.

In 2010, customers viewed BBB Business Reviews on local and national businesses more than 87 million times. Local company reviews were seen hundreds of thousands of times. Don't miss this opportunity to back up your BBB Business Review with interesting, attractive content that can set your company apart. □

B2B Discounts for BBB Accredited Businesses

Credit Card Processing

TSYS Merchant Solutions offers rates as low as 1.51% 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 all 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.

New! Add a Coupon to Your BBB Business Review!

This new feature exclusively for BBB Accredited Businesses (see story on page 1) 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.



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Local Business Loses BBB Accreditation

BBB accreditation is a privilege given to businesses which agree to comply with BBB Standards. Accreditation is suspended by BBB staff when a company fails to live up to those standards. Suspensions are referred to the Accreditation Committee of the BBB's Board of Directors, which rules on revocation.

On February 10, 2011, the BBB accreditation of **Affordable Windows** was revoked based on the BBB standard that BBB Accredited Businesses must promptly respond to consumer complaints and make a good faith effort to resolve them.

Affordable Windows is located in Cleveland. Complaints from consumers cited issues with window installations and customer service. The company has recently contacted BBB and is addressing the unresolved complaints.

Disasters Give Rise to Phony Charity Appeals

Charity scams connected to the earthquake and tsunami in Japan are circulating on the Web and elsewhere. Phony emails claiming to be from the Salvation Army, links on Facebook to see raw video footage that send you to sites seeking your personal information, even emails with attachments that contain computer viruses are being reported. Other questionable solicitations seek contributions in cash, via PayPal or credit card.



How can you decide where to send you donation? BBB offers this advice:

Rely on experts - Bloggers and those who post information through social media may not have all the facts. Check out charities at cleveland.bbb.org/charity-reviews to find organizations that meet BBB Standards.

[charity-reviews](http://cleveland.bbb.org/charity-reviews)

Be careful online - Don't click on emailed links or videos claiming to be raw video footage. Scammers have used these methods to send harmful computer viruses or send you to websites that attempt to obtain private information.

Giving by texting - Don't respond to unsolicited text messages. If you decide to donate by cell phone, be sure you understand how much of your donation will go for relief and if your cell phone provider is assessing any texting fees.