

## Top Gold Prices & Free Windows?

*BBB Addresses "Best" Gold Pricing and "Free" Window Offers*



**B**BB was started almost 100 years ago by businesses like yours that wanted to address false and misleading advertised claims. We still take that role very seriously today. In recent weeks, your BBB contacted several local businesses concerning advertised claims that were appearing in the window and gold-buying industries.

**Is It Really Free?** "Free" can be a very powerful claim and, as such, needs

to be used truthfully to maintain advertisement credibility. BBB Code of Advertising states that, when using

*"free," the normal price of the merchandise or service to be purchased must not have been increased nor its quantity or quality reduced and the "free" offer must be temporary; otherwise, it would become a continuous combination offer, no part of which is "free!"* In addition, "free" cannot be used if negotiation is used to determine a final cost since the "regular price" varies.

Local advertisers that offered "Buy One Window - Get One Free" and similar "free" promotions were asked to provide contracts, pricing, and other documentation to substantiate that the "free" offers met BBB guidelines. BBB determined that some contracts did not break out window prices, which made substantiation impossible. In some cases, windows were not "free" since costs of installation and other items were not disclosed. Some advertisers discontinued the offers, others agreed to clarify the terms in future promotions. BBB is still working with several businesses on this matter.

**How Can Everyone Have The Best Price?** The price of gold is near an all-time high and many consumers are hoping to cash in on their gold jewelry, coins, and other items. Many businesses claim to offer the "Top Prices Paid" or similar claims. A recent BBB investigation determined these claims cannot be relied upon.

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## Make Sure Your Charity Donation Makes a Difference!



**W**ith holidays approaching, charities step up their fundraising efforts for local causes. Before you donate, be certain your donation is going to a trustworthy organization.

BBB's Charity Review Program provides prospective donors with information to make wise giving decisions. The Charity Review Program evaluates organizations using the BBB Standards for Charity Accountability (Standards). The Standards contain 20 elements that address the accountability, financial, solicitation, fundraising, and governance practices of charitable organizations. A charity that meets the Standards is designated a "BBB Accredited Charity."

The enclosed insert contains a list of the Standards as well as our evaluation results for more than 80 local organizations. Evaluations of other local and national organizations can be found at [Cleveland.bbb.org](http://Cleveland.bbb.org). □

## Greater Cleveland BBB Activity Report January - September 2011

### Service to the Community

Reports issued on companies/charities.....	625,439
Customer complaints filed.....	8,568
Lists of BBB Accredited Businesses provided by industry.....	68,138
www.cleveland.bbb.org visits.....	567,927
Advertising review cases initiated.....	203

### 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. Auto Repair & Services
9. Plumbing Contractors
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. Manufacturers & Producers
9. Mail Order & Catalog Shopping
10. Banks

## INSIDE

### Why We're Different

### Are You Expecting a WC Quote From BBB/Sheakley?

### Scams Target Local Businesses

### B2B Discounts for You



October 2011

**UNITED STATES POSTAL SERVICE**  
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**Sue McConnell  
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A. Total Number of Copies (Net press run)		3150	3100
B. Paid Circulation (Do not include paid subscriptions based on PS Form 3841; include paid distribution above name, rate, advertising or special rates, and exchange copies)		395	385
C. Total Paid Distribution (Sum of B1, B2, B3, B4, B5, B6, B7, B8, B9, B10, B11, B12, B13, B14, B15, B16, B17, B18, B19, B20, B21, B22, B23, B24, B25, B26, B27, B28, B29, B30, B31, B32, B33, B34, B35, B36, B37, B38, B39, B40, B41, B42, B43, B44, B45, B46, B47, B48, B49, B50, B51, B52, B53, B54, B55, B56, B57, B58, B59, B60, B61, B62, B63, B64, B65, B66, B67, B68, B69, B70, B71, B72, B73, B74, B75, B76, B77, B78, B79, B80, B81, B82, B83, B84, B85, B86, B87, B88, B89, B90, B91, B92, B93, B94, B95, B96, B97, B98, B99, B100)		1959	1891
D. Total Free Distribution (Sum of D1, D2, D3, D4, D5, D6, D7, D8, D9, D10, D11, D12, D13, D14, D15, D16, D17, D18, D19, D20, D21, D22, D23, D24, D25, D26, D27, D28, D29, D30, D31, D32, D33, D34, D35, D36, D37, D38, D39, D40, D41, D42, D43, D44, D45, D46, D47, D48, D49, D50, D51, D52, D53, D54, D55, D56, D57, D58, D59, D60, D61, D62, D63, D64, D65, D66, D67, D68, D69, D70, D71, D72, D73, D74, D75, D76, D77, D78, D79, D80, D81, D82, D83, D84, D85, D86, D87, D88, D89, D90, D91, D92, D93, D94, D95, D96, D97, D98, D99, D100)		1191	1209
E. Total Free Distribution (Sum of E1, E2, E3, E4, E5, E6, E7, E8, E9, E10, E11, E12, E13, E14, E15, E16, E17, E18, E19, E20, E21, E22, E23, E24, E25, E26, E27, E28, E29, E30, E31, E32, E33, E34, E35, E36, E37, E38, E39, E40, E41, E42, E43, E44, E45, E46, E47, E48, E49, E50, E51, E52, E53, E54, E55, E56, E57, E58, E59, E60, E61, E62, E63, E64, E65, E66, E67, E68, E69, E70, E71, E72, E73, E74, E75, E76, E77, E78, E79, E80, E81, E82, E83, E84, E85, E86, E87, E88, E89, E90, E91, E92, E93, E94, E95, E96, E97, E98, E99, E100)		1191	1209
F. Total Free Distribution (Sum of F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F14, F15, F16, F17, F18, F19, F20, F21, F22, F23, F24, F25, F26, F27, F28, F29, F30, F31, F32, F33, F34, F35, F36, F37, F38, F39, F40, F41, F42, F43, F44, F45, F46, F47, F48, F49, F50, F51, F52, F53, F54, F55, F56, F57, F58, F59, F60, F61, F62, F63, F64, F65, F66, F67, F68, F69, F70, F71, F72, F73, F74, F75, F76, F77, F78, F79, F80, F81, F82, F83, F84, F85, F86, F87, F88, F89, F90, F91, F92, F93, F94, F95, F96, F97, F98, F99, F100)		1191	1209
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I. Total Free Distribution (Sum of I1, I2, I3, I4, I5, I6, I7, I8, I9, I10, I11, I12, I13, I14, I15, I16, I17, I18, I19, I20, I21, I22, I23, I24, I25, I26, I27, I28, I29, I30, I31, I32, I33, I34, I35, I36, I37, I38, I39, I40, I41, I42, I43, I44, I45, I46, I47, I48, I49, I50, I51, I52, I53, I54, I55, I56, I57, I58, I59, I60, I61, I62, I63, I64, I65, I66, I67, I68, I69, I70, I71, I72, I73, I74, I75, I76, I77, I78, I79, I80, I81, I82, I83, I84, I85, I86, I87, I88, I89, I90, I91, I92, I93, I94, I95, I96, I97, I98, I99, I100)		1191	1209
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N. Total Free Distribution (Sum of N1, N2, N3, N4, N5, N6, N7, N8, N9, N10, N11, N12, N13, N14, N15, N16, N17, N18, N19, N20, N21, N22, N23, N24, N25, N26, N27, N28, N29, N30, N31, N32, N33, N34, N35, N36, N37, N38, N39, N40, N41, N42, N43, N44, N45, N46, N47, N48, N49, N50, N51, N52, N53, N54, N55, N56, N57, N58, N59, N60, N61, N62, N63, N64, N65, N66, N67, N68, N69, N70, N71, N72, N73, N74, N75, N76, N77, N78, N79, N80, N81, N82, N83, N84, N85, N86, N87, N88, N89, N90, N91, N92, N93, N94, N95, N96, N97, N98, N99, N100)		1191	1209
O. Total Free Distribution (Sum of O1, O2, O3, O4, O5, O6, O7, O8, O9, O10, O11, O12, O13, O14, O15, O16, O17, O18, O19, O20, O21, O22, O23, O24, O25, O26, O27, O28, O29, O30, O31, O32, O33, O34, O35, O36, O37, O38, O39, O40, O41, O42, O43, O44, O45, O46, O47, O48, O49, O50, O51, O52, O53, O54, O55, O56, O57, O58, O59, O60, O61, O62, O63, O64, O65, O66, O67, O68, O69, O70, O71, O72, O73, O74, O75, O76, O77, O78, O79, O80, O81, O82, O83, O84, O85, O86, O87, O88, O89, O90, O91, O92, O93, O94, O95, O96, O97, O98, O99, O100)		1191	1209
P. Total Free Distribution (Sum of P1, P2, P3, P4, P5, P6, P7, P8, P9, P10, P11, P12, P13, P14, P15, P16, P17, P18, P19, P20, P21, P22, P23, P24, P25, P26, P27, P28, P29, P30, P31, P32, P33, P34, P35, P36, P37, P38, P39, P40, P41, P42, P43, P44, P45, P46, P47, P48, P49, P50, P51, P52, P53, P54, P55, P56, P57, P58, P59, P60, P61, P62, P63, P64, P65, P66, P67, P68, P69, P70, P71, P72, P73, P74, P75, P76, P77, P78, P79, P80, P81, P82, P83, P84, P85, P86, P87, P88, P89, P90, P91, P92, P93, P94, P95, P96, P97, P98, P99, P100)		1191	1209
Q. Total Free Distribution (Sum of Q1, Q2, Q3, Q4, Q5, Q6, Q7, Q8, Q9, Q10, Q11, Q12, Q13, Q14, Q15, Q16, Q17, Q18, Q19, Q20, Q21, Q22, Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q30, Q31, Q32, Q33, Q34, Q35, Q36, Q37, Q38, Q39, Q40, Q41, Q42, Q43, Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51, Q52, Q53, Q54, Q55, Q56, Q57, Q58, Q59, Q60, Q61, Q62, Q63, Q64, Q65, Q66, Q67, Q68, Q69, Q70, Q71, Q72, Q73, Q74, Q75, Q76, Q77, Q78, Q79, Q80, Q81, Q82, Q83, Q84, Q85, Q86, Q87, Q88, Q89, Q90, Q91, Q92, Q93, Q94, Q95, Q96, Q97, Q98, Q99, Q100)		1191	1209
R. Total Free Distribution (Sum of R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16, R17, R18, R19, R20, R21, R22, R23, R24, R25, R26, R27, R28, R29, R30, R31, R32, R33, R34, R35, R36, R37, R38, R39, R40, R41, R42, R43, R44, R45, R46, R47, R48, R49, R50, R51, R52, R53, R54, R55, R56, R57, R58, R59, R60, R61, R62, R63, R64, R65, R66, R67, R68, R69, R70, R71, R72, R73, R74, R75, R76, R77, R78, R79, R80, R81, R82, R83, R84, R85, R86, R87, R88, R89, R90, R91, R92, R93, R94, R95, R96, R97, R98, R99, R100)		1191	1209
S. Total Free Distribution (Sum of S1, S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, S12, S13, S14, S15, S16, S17, S18, S19, S20, S21, S22, S23, S24, S25, S26, S27, S28, S29, S30, S31, S32, S33, S34, S35, S36, S37, S38, S39, S40, S41, S42, S43, S44, S45, S46, S47, S48, S49, S50, S51, S52, S53, S54, S55, S56, S57, S58, S59, S60, S61, S62, S63, S64, S65, S66, S67, S68, S69, S70, S71, S72, S73, S74, S75, S76, S77, S78, S79, S80, S81, S82, S83, S84, S85, S86, S87, S88, S89, S90, S91, S92, S93, S94, S95, S96, S97, S98, S99, S100)		1191	1209
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U. Total Free Distribution (Sum of U1, U2, U3, U4, U5, U6, U7, U8, U9, U10, U11, U12, U13, U14, U15, U16, U17, U18, U19, U20, U21, U22, U23, U24, U25, U26, U27, U28, U29, U30, U31, U32, U33, U34, U35, U36, U37, U38, U39, U40, U41, U42, U43, U44, U45, U46, U47, U48, U49, U50, U51, U52, U53, U54, U55, U56, U57, U58, U59, U60, U61, U62, U63, U64, U65, U66, U67, U68, U69, U70, U71, U72, U73, U74, U75, U76, U77, U78, U79, U80, U81, U82, U83, U84, U85, U86, U87, U88, U89, U90, U91, U92, U93, U94, U95, U96, U97, U98, U99, U100)		1191	1209
V. Total Free Distribution (Sum of V1, V2, V3, V4, V5, V6, V7, V8, V9, V10, V11, V12, V13, V14, V15, V16, V17, V18, V19, V20, V21, V22, V23, V24, V25, V26, V27, V28, V29, V30, V31, V32, V33, V34, V35, V36, V37, V38, V39, V40, V41, V42, V43, V44, V45, V46, V47, V48, V49, V50, V51, V52, V53, V54, V55, V56, V57, V58, V59, V60, V61, V62, V63, V64, V65, V66, V67, V68, V69, V70, V71, V72, V73, V74, V75, V76, V77, V78, V79, V80, V81, V82, V83, V84, V85, V86, V87, V88, V89, V90, V91, V92, V93, V94, V95, V96, V97, V98, V99, V100)		1191	1209
W. Total Free Distribution (Sum of W1, W2, W3, W4, W5, W6, W7, W8, W9, W10, W11, W12, W13, W14, W15, W16, W17, W18, W19, W20, W21, W22, W23, W24, W25, W26, W27, W28, W29, W30, W31, W32, W33, W34, W35, W36, W37, W38, W39, W40, W41, W42, W43, W44, W45, W46, W47, W48, W49, W50, W51, W52, W53, W54, W55, W56, W57, W58, W59, W60, W61, W62, W63, W64, W65, W66, W67, W68, W69, W70, W71, W72, W73, W74, W75, W76, W77, W78, W79, W80, W81, W82, W83, W84, W85, W86, W87, W88, W89, W90, W91, W92, W93, W94, W95, W96, W97, W98, W99, W100)		1191	1209
X. Total Free Distribution (Sum of X1, X2, X3, X4, X5, X6, X7, X8, X9, X10, X11, X12, X13, X14, X15, X16, X17, X18, X19, X20, X21, X22, X23, X24, X25, X26, X27, X28, X29, X30, X31, X32, X33, X34, X35, X36, X37, X38, X39, X40, X41, X42, X43, X44, X45, X46, X47, X48, X49, X50, X51, X52, X53, X54, X55, X56, X57, X58, X59, X60, X61, X62, X63, X64, X65, X66, X67, X68, X69, X70, X71, X72, X73, X74, X75, X76, X77, X78, X79, X80, X81, X82, X83, X84, X85, X86, X87, X88, X89, X90, X91, X92, X93, X94, X95, X96, X97, X98, X99, X100)		1191	1209
Y. Total Free Distribution (Sum of Y1, Y2, Y3, Y4, Y5, Y6, Y7, Y8, Y9, Y10, Y11, Y12, Y13, Y14, Y15, Y16, Y17, Y18, Y19, Y20, Y21, Y22, Y23, Y24, Y25, Y26, Y27, Y28, Y29, Y30, Y31, Y32, Y33, Y34, Y35, Y36, Y37, Y38, Y39, Y40, Y41, Y42, Y43, Y44, Y45, Y46, Y47, Y48, Y49, Y50, Y51, Y52, Y53, Y54, Y55, Y56, Y57, Y58, Y59, Y60, Y61, Y62, Y63, Y64, Y65, Y66, Y67, Y68, Y69, Y70, Y71, Y72, Y73, Y74, Y75, Y76, Y77, Y78, Y79, Y80, Y81, Y82, Y83, Y84, Y85, Y86, Y87, Y88, Y89, Y90, Y91, Y92, Y93, Y94, Y95, Y96, Y97, Y98, Y99, Y100)		1191	1209
Z. Total Free Distribution (Sum of Z1, Z2, Z3, Z4, Z5, Z6, Z7, Z8, Z9, Z10, Z11, Z12, Z13, Z14, Z15, Z16, Z17, Z18, Z19, Z20, Z21, Z22, Z23, Z24, Z25, Z26, Z27, Z28, Z29, Z30, Z31, Z32, Z33, Z34, Z35, Z36, Z37, Z38, Z39, Z40, Z41, Z42, Z43, Z44, Z45, Z46, Z47, Z48, Z49, Z50, Z51, Z52, Z53, Z54, Z55, Z56, Z57, Z58, Z59, Z60, Z61, Z62, Z63, Z64, Z65, Z66, Z67, Z68, Z69, Z70, Z71, Z72, Z73, Z74, Z75, Z76, Z77, Z78, Z79, Z80, Z81, Z82, Z83, Z84, Z85, Z86, Z87, Z88, Z89, Z90, Z91, Z92, Z93, Z94, Z95, Z96, Z97, Z98, Z99, Z100)		1191	1209

### Statement of "Market Monitor" Ownership as Required by the United States Postal Service

Add Your BBB Accredited Business Seal to Your Facebook Page!  
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E mybbb@cleveland.bbb.org

### Why We're Different

David Weiss, BBB President



It's important to occasionally remind members of our organization what they are supporting, especially in a marketplace increasingly crowded with companies competing for consumer eyeballs.

I'll be the first to admit that some of our latest product offerings are attempts to keep pace with well-financed for-profit companies that are drawing consumers to their services (think Yelp, Super Pages, Angie). Our decisions to test Customer Reviews and to publish the content of complaints filed with BBB were driven by a desire to increase traffic by enhancing the relevance of our services to consumers – we want to remain a preeminent destination for consumers seeking companies they can trust.

It's understandable that your dollars will more likely flow to organizations that can help drive business to your door, and while we certainly do this for you, we do SO MUCH MORE.

While others are developing clever business models that rely more on sophisticated computer programs than frontline human resources to provide a relatively narrow range of services, your BBB is directly impacting the ethical health and well being of our community with a broad array of programs that require the kind of thoughtful analysis that only boots on the ground can provide.

No one else is corresponding with area advertisers hundreds of times annually to help them steer clear of regulatory headaches and to create a level playing field for their competitors. No one else in our area is evaluating local charities against defined standards, helping donors determine which are deserving of donations, and helping promote a healthy, accountable charity community.

No one else is evaluating local businesses against a set of rigorous standards – tracking elements such as government actions, advertising concerns, privacy and licensing issues, as well as customer complaint activity – and issuing reports

## Top Gold Prices & Free Windows? *(Continued from Front)*

BBB visited 12 area jewelers and coin dealers seeking offers for two pieces of gold jewelry. Prices offered for the two pieces varied widely. The low offer was only 37% of the value of the gold content in the jewelry, while the best offer paid 86% of the gold's value.

Nine of the 12 stores shopped touted their price superiority, making claims such as "We pay top prices." The reality - five of the seven stores who offered the lowest prices used such claims. The investigation underscored the need for smart gold sellers to shop around and reinforced BBB's belief that various market realities make it virtually impossible for any one gold buying business to know that it is paying the most for precious metals.



BBB sent letters to every jewelry store, coin dealer, and pawn shop in our five-county area and advised them of our shopping results. So far, two businesses have removed their pricing superiority claims and we are still communicating with others.

As a BBB Accredited Business, you have agreed to cooperate with our efforts to keep advertising truthful. One of the basic principles we ask our members to abide by is that *advertisers should be prepared to substantiate any claims or offers made before publication or broadcast and, upon request, present such substantiation promptly to the advertising medium or the Better Business Bureau.* If you would like to read BBB's Code of Advertising, you can visit [Cleveland.bbb.org/CodeOfAdvertising](http://Cleveland.bbb.org/CodeOfAdvertising). You are welcome to contact us with questions about your advertising on your Accredited Business Hotline at (216) 241-4476. □

## Are You Expecting a WC Quote From BBB/Sheakley?

Ohio BWC is making changes to the 2012/13 Ohio Group Rating program and there is a moratorium on all group rating quotes for 2-3 months. Until their Board of Directors votes on these changes, BBB's Administrator, Sheakley, must refrain from marketing group rating discounts for the 2012 policy year. Do not expect quotes until possibly late November. As soon as the moratorium has been lifted, Sheakley will then process all requests for group rating quotes.

*We encourage you to hold off on signing any group rating quotes currently in your possession as the upcoming BWC changes may impact your overall workers' comp program.*

If you have not yet requested your quote, Sheakley would like to offer you a free, no obligation savings analysis. If eligible for a group program, Sheakley will be able to provide a competitive quote once the BWC has revised the program for 2012/13. Getting a no cost, no obligation quote is simple and easy! Contact Laura Fitzgerald at (216) 623-8964 x107 to give her your verbal authorization by phone. □

## Scams Target Local Businesses

Be on the lookout for mailings from **Compliance Services** or **Ohio Corporate Compliance**. These businesses send forms with official-sounding titles like "Annual Minutes Disclosure Statement" that appear to be government documents requiring you to file minutes of your Directors or Shareholders meetings and to send fees of \$125 to \$150. There is no requirement in Ohio to file meeting minutes with any government agency. Both companies have "F" ratings with BBB due to complaint activity.

Businesses are also receiving fraudulent letters appearing to be from Equifax. These letters solicit the name of your financial institution and account number in order to become a registered contractor to receive government contracts. Equifax is not affiliated with this activity and has posted a warning on its website. □

## B2B Discounts for BBB Accredited Businesses

### 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).

## 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.

Remember, you can also add photos and videos to your BBB Business Review!

To add content, call Laura Fitzgerald at **(216) 623-8964 x107**.



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## BBB Kicks Off Students of Integrity Scholarship Search!



BBB's annual Students of Integrity Scholarship Competition is now underway. This essay-based competition honors high school students from the BBB's

five county service area (Ashtabula, Cuyahoga, Geauga, Lake, and Lorain) who personify ethics through leadership, community service and actions. Three students will be awarded \$1000 scholarships each, and the top essay winner will receive a \$2500 scholarship. Applications were mailed to local High School principals and guidance counselors earlier this month. Winners will be notified in November and honored at BBB's Annual Meeting in December. Watch your e-mail for further event updates! □

## How Safe Are Your New Hires?

For a small business, and even larger ones, background checks can be quite tedious and, if not done properly, expose a company to costly legal liability. Lying about criminal background or education is not something merely entry-level workers do, it is found at every level of the career ladder.

With so much at stake and so much liability, many firms choose to outsource background checks altogether. BBB Accredited Businesses are eligible for discounted rates for background checks, employment screening, and drug testing services through IntelliCorp. IntelliCorp's online system offers criminal records, driving records, education verification, professional license verifications and more from under \$10 per report. Furthermore, a \$100 enrollment and \$10 monthly fees are waived for BBB Accredited Businesses.

Many area businesses are already using these services and have seen the benefits. As John Langer, President of H. Jack's Plumbing & Heating Co. in Cleveland states, "In the hiring process, unfortunately people are not always what they appear to be. Companies such as Intellicorp help you sort through it. Being a plumbing and heating service company that works in residential homes, first and foremost, we have a responsibility to provide quality people to our customers."

Mitigating risk and saving your employees the hassle and time of researching an applicant's background is certainly an added benefit of having an outside firm like IntelliCorp do the checks for you. For more information, call Chris Hughes at 888-290-0634. You can also register online at [www.IntelliCorp.net](http://www.IntelliCorp.net) and enter the BBB promotion code CLEOHBBB. □