



the MarketMonitor

News for Better Business Bureau Accredited Businesses

October 2010

BBB Report Reinvention Includes Exclusive New Features for BBB Accredited Businesses

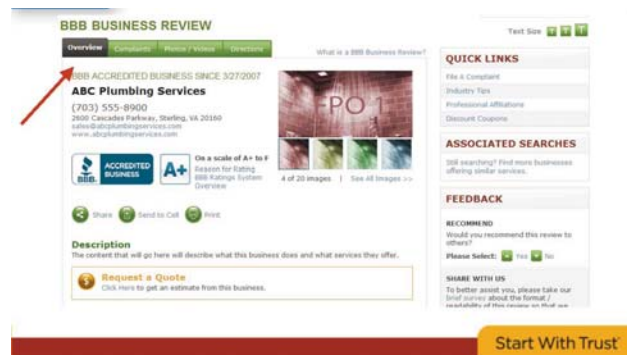
Now more than ever, prospective customers rely on BBB business reports to find businesses they can trust – businesses like yours.

In 2009, customers reviewed BBB Reliability Reports more than 65 million times. Our Greater Cleveland business database alone is on pace to be accessed for reports over 750,000 times in 2010. And that number is about to grow.

Consumers increasingly want dynamic content online that is easy to understand and access – and BBB

is responding to that demand with a redeveloped interactive business report that will debut on January 1.

For starters, our reports will have a new name that is more intuitive to consumers using search engines – “BBB Business Reviews.” The new BBB Business Reviews will prominently highlight BBB accreditation and



offer BBB Accredited businesses the opportunity to take advantage of exclusive features to improve their web presence and easily highlight their services and products online.

(continued inside)

Don't Miss This BBB Event

Join your fellow BBB Accredited Businesses and some terrific kids at a special BBB event on December 16th, when your BBB holds its Annual Meeting and Students of Integrity ceremonies.



Four exceptional Greater Cleveland high school students will be honored as the BBB's 2010 Students of Integrity and awarded scholarships of \$1,000 to \$2,500. The BBB Students of Integrity program is sponsored by Dominion East Ohio Gas, John Carroll's Boler School of Business and The Sheakley Group, with valued support from KeyBank, Easton Telecom and Consumer Credit Counseling Service.

Prolific award-winning Plain Dealer sports (and faith) columnist Terry Pluto will be the keynote speaker. If you own one of Terry's many popular books, bring it along and he'll sign it.

The event will be held at the downtown Hilton Gateway Garden Inn, 1100 Carnegie Avenue. Doors open at 7:30 AM, with the program beginning at 8:15 AM. Thanks to Annual Meeting sponsorships from Vita-Mix and Dollar Bank, the first two admissions for BBB Accredited Businesses are no charge. All other tickets are \$20/person. Reservations are required – call Jan Stagneth at 216-623-8964 ext. 206. ☐

Greater Cleveland BBB Activity Report January – September 2010

Service to the Community

Reports issued on companies/charities.....	527,491
Complaints closed.....	8,587
Lists of BBB Accredited Businesses provided by industry.....	54,810
www.cleveland.bbb.org visits.....	470,558
Advertising review cases initiated.....	378

Top 10 Inquiry-Generating Industries

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

Top 10 Complaint-Generating Industries

1. Auto Dealers - New Cars
2. Insurance Companies
3. Auto Dealers - Used
4. Collection Agencies
5. Magazine Sales
6. Banks
7. Auto Repair & Service
8. Extended Warranty Contract Service Companies
9. Manufacturers & Producers
10. Greeting Cards

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Statement of Ownership, Management, and Circulation
UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)

1. Publication Title: THE MARKET MONITOR
 2. Issue Frequency: Monthly
 3. Issue Date: 10/01/10
 4. Issue Number: 10
 5. Annual Subscription Price: \$10.00
 6. Number of Issues Published Annually: 12
 7. Complete Mailing Address of Known Office of Publication (Street, city, county, state, and ZIP+4®):
 The Better Business Bureau, Inc.
 2800 Euclid Ave., 4th Floor
 Cleveland, OH 44115
 Complete Mailing Address of General Business Office of Publisher (Not printer):
 The Better Business Bureau, Inc.
 2800 Euclid Ave., 4th Floor
 Cleveland, OH 44115
 8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):
 The Better Business Bureau, Inc.
 2800 Euclid Ave., 4th Floor
 Cleveland, OH 44115
 9. Full Name and Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank):
 Publisher: The Better Business Bureau, Inc.
 2800 Euclid Ave., 4th Floor
 Cleveland, OH 44115
 Editor: Sus McConnell
 The Better Business Bureau, Inc.
 2800 Euclid Ave., 4th Floor
 Cleveland, OH 44115
 Managing Editor: Sus McConnell
 The Better Business Bureau, Inc.
 2800 Euclid Ave., 4th Floor
 Cleveland, OH 44115
 10. Owner (Do not leave blank. If this publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a government agency, give its name and address.)
 Full Name: The Better Business Bureau, Inc.
 Complete Mailing Address: 2800 Euclid Ave., 4th Floor, Cleveland, OH 44115
 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box None
 Full Name: Complete Mailing Address:
 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)
 The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:
 Has Not Changed During Preceding 12 Months
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)
 PS Form 3526, September 2007 (Page 1 of 2) (Instructions Page 2) PSN 7530-01-000-9011 PRIVACY NOTICE: Review privacy policy on www.usps.com

13. Publication Title: THE MARKET MONITOR
 14. Issue Date for Circulation Data Below: August 2010

15. Extent and Nature of Circulation

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	3067	3000
b. Paid Circulation (By Mail and Outside the Mail)		
(1) Mailed Outside-County Paid Subscriptions (Based on PS Form 3841 (Postnet) paid distribution above retail rate, add-on's proof copies, and exchange copies)	966	975
(2) Mailed In-County Paid Subscriptions (Based on PS Form 3841 (Postnet) paid distribution above retail rate, add-on's proof copies, and exchange copies)	1844	1839
(3) Paid Distribution Outside the Mail (Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS)	0	0
(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	0	0
c. Non-Paid Distribution (Sum of 15b (1), (2), (3), and (4))	2810	2814
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)		
(1) Free or Nominal Rate Outside-County Copies (Based on PS Form 3841)	0	0
(2) Free or Nominal Rate In-County Copies (Based on PS Form 3841)	0	0
(3) Free or Nominal Rate Copies Mailed or Other Classes Through the USPS (e.g., First-Class Mail®)	0	0
(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	0	0
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3), and (4))	0	0
f. Total Distribution (Sum of 15c and 15e)	2810	2814
g. Copies not Distributed (See instructions to Publishers 6d page 8B)	257	186
h. Total (Sum of 15f and g)	3067	3000
i. Percent Paid (15b divided by 15f times 100)	100	100

16. Publication of Statement of Ownership
 If the publication is a general publication, publication of this statement is required. Will be printed in the October 2010 issue of this publication.
 Publication not required.

17. Signature and Title of Editor, Publisher, Business Manager, or Owner
 Sus McConnell, Senior Vice President, October 1, 2010

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).
 PS Form 3526, September 2007 (Page 2 of 2)

(Statement of "Market Monitor" Ownership as required by USPS)

Start With Trust. Before you donate to an unfamiliar charity, check it out at www.cleveland.bbb.org

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BBB Accreditation Committee Rules on Accreditation Revocation Appeals

The Accreditation Committee of BBB's Board of Directors met in September to hear appeals from two businesses which had lost BBB accreditation due to noncompliance with one or more BBB Accreditation Standards.

Gemini Development Group lost its BBB accreditation following indictments involving the company's principals. Todd Gemma, Bryan Carlton and Ronald Monroe were charged with giving, or offering to give, items of value to officers of the Maple Heights School City Schools with the intent to influence business transactions. Gemma, Carlton and Monroe each pleaded guilty to one count of bribery.

Margus Company's BBB accreditation was revoked after the company's President, Jeffrey G. Baker, pleaded guilty to one count of misprision of a felony concerning contracts entered into with U. S. Postal Service. Baker admitted paying fees to a postal service employee over a four-year period in order to secure contracts.

In both cases, the actions conflicted with the BBB accreditation standards that require a BBB Accredited Business to be free from government actions involvings its marketplace conduct. The government actions also resulted in BBB grade ratings below the level necessary for accreditation eligibility.

Following the appeals presented by the companies' representatives, the Accreditation Committee voted to uphold the revocations. BBB accreditation revocations remain in effect for one year.

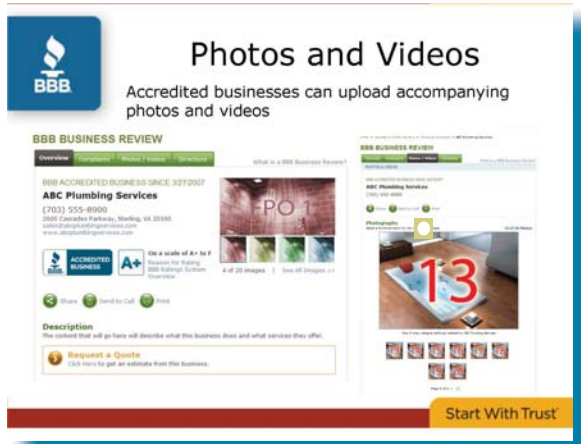
BBB Report Reinvention Includes Exclusive New Features for BBB Accredited Businesses

(continued from front)

- Only BBB Accredited Businesses will be able to:
- upload photos and videos to showcase your company's products and services, employees, facilities and business philosophy;
 - highlight professional affiliations, certifications and awards;
 - offer coupons;
 - allow customers to "request a quote" from their business through their Business Review;
 - provide other information important to consumers, such as hours of operation, refund/exchange policies, and brands/products offered.

This exclusive content will be loaded by BBB Accredited Businesses using an interface to our website. There will be no additional charge for this valuable benefit of BBB Accreditation.

In coming weeks, watch for communications telling you how to take advantage of these features created exclusively for BBB Accredited Businesses. Grab attention using photos and videos, post a coupon, add detail about your product/service offerings, and much more. Don't miss this opportunity!



Photos and Videos
 Accredited businesses can upload accompanying photos and videos

BBB BUSINESS REVIEW
 BBB ACCREDITED BUSINESS SINCE 1972/2007
ABC Plumbing Services
 (716) 555-8800
 2800 Cleveland Parkside, Stealing, OH 44138
 2800 Cleveland Parkside, Stealing, OH 44138
 2800 Cleveland Parkside, Stealing, OH 44138

ACCREDITED BUSINESS
 We're a member of A+R
 Because the Rating and Refund System Counts

Description
 The services that will go here will describe what this business does and what services they offer.

Request a Quote
 Click here to get an estimate from this business.

Start With Trust

Mobile Marketing Helps New Customers Check Out Your Business by “Checking In”

Mobile marketing is an increasingly effective way for small business owners to tap into a younger customer base. As technology improves, cell phones continue to perform any number of functions beyond making calls. Many programs on mobile phones rely on geo-location and can tell you where you are and what’s nearby—including businesses. This technology creates a new way to market your business to customers when they are literally right around the corner and you don’t necessarily need to dedicate a lot of time or money into a campaign to reap some rewards.

Following are just a few mobile tools that you can take advantage of to market your business to customers on the go.

Foursquare - With nearly 3 million users, Foursquare has been getting a lot of attention in the media lately for its explosive popularity among young adults. Foursquare is a mobile app that allows you to “check in” at locations—usually businesses—which tells other Foursquare users where you are. If you check in to a location a lot, you can become a “mayor” of that location—which can be a highly coveted achievement.



Some businesses have taken advantage of Foursquare by offering coupons to mayors or people who check in. Foursquare also provides a map to users so they can see what specials are being offered at nearby businesses. Foursquare prominently lists which businesses are the most popular, so an owner can benefit by encouraging patrons to check in. Foursquare also provides details and stats on the people who check in at your business which can help you learn more about customers.

Facebook Places - Facebook—which now boasts over 500 million users worldwide—recently launched Facebook Places as a competitor to Foursquare. Facebook users can “check in” and their location is published on their Facebook page. They can then see which friends have also “checked in”.

Similar to Foursquare, a business owner can create a new place or claim a location that already has a profile in Facebook. You’ll be asked to verify that you can claim the location before you’ll be able to add photos and business details. After an initial launch in a few cities, Facebook Places will be made available to more locations over time and the features offered to users and business owners will be expanded as well.

Yelp - Yelp is a website that allows users to post reviews of businesses, services, locations and events. According to Yelp, 33 million people visited the site in June 2010. In addition to the website, Yelp also provides a mobile version with an interactive map and allows users to “check in” at locations. After “unlocking” your location, you can offer coupons through Yelp, update your business information and promote events. □

We Need Your Help

BBB’s **Teen Smart Program** will be presenting financial literacy workshops to Cleveland Metropolitan School District high school students. The 40-minute presentation helps youth decipher the world of credit, understand the impact of credit scores, recognize the red flags of identity theft, and much more. We are seeking volunteers who want to help us better prepare teens for financial success. Interested? Please call Sue McConnell at (216) 623-8964 x 109. □

B2B Discounts for BBB Accredited Businesses

NEW!! Medical Services

Huge discounts on prepaid lab and imaging work, and prescriptions. cleveland.bbb.org/healthdiscounts.

Credit Card Processing

First National 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.

Many More Discounts Available!

These are just a few of the many discounts on products and services that are available for you and your employees. See the complete list online at your new Accredited Business website or call Laura Fitzgerald at (216) 623-8964 x107 and she will mail you a copy.

Want to Offer a Discount?

Offer a discount to other BBB Accredited Businesses and their employees. You can also post online coupons for the public that are accessed from your BBB company report page. Call Jan Stagneth at (216) 623-8964 x206 to take advantage of these opportunities to promote your business.



The Market Monitor
Better Business Bureau
2800 Euclid Ave., 4th Fl.
Cleveland, OH 44115-2408

Periodicals Postage Paid

The Market Monitor (ISSN 1085-5122). October, 2010 Volume 5 No. 5. Published bimonthly in February, April, June, August, October and December by the Better Business Bureau, Inc. 2800 Euclid Ave., 4th Floor, Cleveland, OH 44115-2408, Periodicals postage paid at Cleveland, OH. POSTMASTER: Send address changes to: The Market Monitor, 2800 Euclid Ave., 4th Fl, Cleveland, OH 44115-2408.



BBB Featured in Lakeland Community College Program for Area Nonprofits

In an era of increased scrutiny by potential donors, government agencies, and the public at large, it is more important than ever for nonprofit organizations to prove themselves worthy of public trust.

On November 4th, BBB will be a featured presenter in a session sponsored by the Lakeland Community College's Nonprofit and Public Service Center. Titled, **"Meeting the Highest Standards of Ethics and Accountability,"** the program will educate area nonprofits about BBB's Charity Review Program and the benefits of becoming a BBB Charity Seal holder.

BBB will be joined on the panel by the Ohio Association of Nonprofit Organizations.

To learn more, email nonprofitcenter@lakelandcc.edu or call **(440) 525-7434**.

Get Noticed Online

We all know how important an internet presence has become for today's businesses.

Watch your email for a unique opportunity to significantly increase your business' online visibility to prospects who are looking to buy. The BBB's "Get Noticed" Program combines the power of Google with the venerated BBB brand to connect BBB accredited businesses with consumers at the precise "touch point." Google finds you, BBB backs you.

The BBB vendor will purchase advertising key words for your industry (such as "Cleveland roofers") that will generate a top of the page search result ("BBB Accredited Roofers -- Search the BBB for a roofer you can trust"). One click will display a listing of BBB Accredited Businesses in that industry. The banner ad of program participants will be featured in top rotating spots that list your phone, address and website, and clicks through to your BBB report and rating.

There will be a limited number of slots in each major industry classification – the top 12 spots on our industry rosters are reserved for this program -- so participation will be on a "first come first served" basis once the program kicks off.

If you'd like to learn more now, contact Nancy Barklund at (800) 847-9760.

