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Better Business Bureau®  
**Start With Trust®**

Serving 45 counties in Middle Tennessee and Southern Kentucky



[www.nashville.bbb.org](http://www.nashville.bbb.org)

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## News Center

### What are BBB Ratings?

On January 2, 2009, the Better Business Bureau changed the way it rates companies. The new BBB rating system relies on an A+ through F letter-grade scale. The grades represent BBB's degree of confidence that the business is operating in a trustworthy manner and will make a good faith effort to resolve any customer complaints. BBB updated its BBB Reliability Reports™ to help consumers more easily and quickly identify and compare the reliability of businesses based on BBB's unbiased evaluation. Previously, BBB awarded businesses either a 'satisfactory' or 'unsatisfactory' grade – which did not provide as much insight as a letter grade. The ratings system relies on a proprietary formula that takes into account 16 factors based on objective information and actual incidences of a business's behavior that have been verified and evaluated by BBB professionals. Individual business ratings are prominently displayed at the top of BBB Reliability Reports™. Consumers can research more than four million businesses online, **free of charge**, at [www.Nashville.BBB.org](http://www.Nashville.BBB.org).

### STAY INFORMED

[SUBSCRIBE] to receive Alerts & News updates from the BBB at [www.nashville.bbb.org](http://www.nashville.bbb.org)

# Consumers Trust BBB More Than Ever

## Millions seek trustworthy information

12/30/10

*[December 30, 2010 – Nashville, TN]* Who do you turn to when deciding which roofer to hire, what car dealership to trust, or which heating and air conditioning firm you will allow into your home? In 2010, consumers from all over the world, including the U.S., Canada, India, United Kingdom, China, the Philippines, and more, asked the Better Business Bureau of Middle Tennessee which businesses they could trust. In fact, **BBB provided over 2.4 million instances of service this year alone!**

Let's take a closer look at the number of times BBB was able to make an impact on the Middle Tennessee and Southern Kentucky communities in 2010.

#### From January 1 – December 30:

- 2,102,152 consumers visited BBB of Middle Tennessee's website;
- 117,750 consumers visited BBB's national website for companies located in Middle TN;
- 190,892 times consumers asked BBB for lists of Accredited Businesses they could trust;
- 11,378 consumers requested E-quote estimates from BBB Accredited Businesses.

#### Of those instances of service:

- BBB issued 860,933 business reports;
- BBB also provided complaint assistance to 10,348 consumers and businesses.

#### Curious to know which industries received the most inquiries?

1. Roofing Contractors
2. Insurance Companies
3. Auto Dealers
4. Mortgage Brokers
5. Heating & Air Conditioning
6. Contractors – General
7. Searchers of Records
8. Home Builders
9. Auto Repair & Service
10. Collection Agencies

*These are the companies where most consumers and businesses want to spend their money!*

#### These industries received the most complaints:

1. Insurance Companies
2. Collectibles
3. Roofing Contractors
4. Auto Dealers
5. Nurseries – Plants, Trees
6. Television – Cable, CATV, & Satellite
7. Searchers of Records
8. Furniture – Retail
9. Health Clubs
10. Credit Cards & Plans – Equipment & Supplies

As the watchdog for the community, BBB issued 38 news alerts warning consumers of business practice violations, misleading advertising, persistent complaint patterns, and companies with unanswered and unresolved complaints. BBB files currently show **1,166 companies with F ratings** – many of which have been the subject of a BBB media alert.

BBB's mission is to deliver consumers to businesses they can trust. This is accomplished with businesses that have earned BBB accreditation status through positive marketplace performance and the company's commitment to BBB's 13 Standards for Trust. **BBB Accredited Businesses MUST maintain a B or higher rating, respond to all customer complaints, advertise honestly, tell the truth, be transparent, honor promises, build trust, and embody integrity.** Not every business is eligible for BBB accreditation. In 2010 alone, BBB denied 147 accreditation applications due to the company's failure to meet BBB's Standards, suspended 10 BBB accreditations for businesses that violated BBB's Standards, and expelled 8 of those 10 companies due to their inability to maintain their commitment to BBB's Standards for Trust.

The good news is that the majority of Middle Tennessee's business community believes in doing business ethically. **8,430 companies maintain an A+ rating**, of which 4,983 are non-accredited businesses. This shows that even though some companies have not made a commitment to BBB's Standards for Trust they are taking care of their customers through their own voluntary self-regulation efforts. This is also reflected through BBB's complaint satisfaction index, as 72% of the complaints processed by BBB were closed as resolved.

As you make resolutions for the New Year, be sure to Start with Trust by checking with BBB before giving your hard earned money to just any company. Visit [www.Nashville.BBB.org](http://www.Nashville.BBB.org), and click on the "Accredited Business Directory" to find businesses you can trust.

# # #

**Start your search with Trust** by visiting [www.Nashville.BBB.org](http://www.Nashville.BBB.org)



**50 Years**

1961 - 2011

BBB Middle Tennessee

**ABOUT BBB:**

The BBB of Middle Tennessee, Inc. was founded in 1961 as a non-profit Tennessee organization serving 38 counties in Middle Tennessee and 7 counties in Southern Kentucky. The first BBB was founded in 1912. Today, BBBs serve communities across the U.S. and Canada.

Serving as the 'ethical gatepost' of our communities, BBB fosters and promotes ethical business practices and self-regulation standards that build consumer trust in the marketplace. BBB services include business reliability information, complaint resolution services and consumer and business educational information.