



# BBB of Chicago and Northern Illinois

Dear Mr. Wilson:

As you may know the Better Business Bureau of Chicago and Northern Illinois is introducing a new Ratings System (a letter grade from A+ to F) for all Accredited Businesses and non-accredited companies that are in the BBB database. This new ratings system replaces the previous "satisfactory" or "unsatisfactory" rating. The changeover was mandated by the Council of Better Business Bureaus (the parent BBB organization). The new ratings will be used by all BBBs across the United States and Canada.

The letter grade for your business is "A+". This new letter grade will be available for the public June 1st to view on your BBB Reliability Report at the BBB Web site ([www.bbb.org/chicago](http://www.bbb.org/chicago)).

The letter grades are calculated by computer using a proprietary ratings formula that takes into account 17 weighted factors. The largest single factor in determining a letter grade is a company's overall complaint history with the BBB.

If you feel your business grade is incorrect, we invite you to double check the accuracy of information about your company in our computer records. You may do this by going to your company's Reliability Report on the BBB Web site. On the right side of the Report page you will see an icon that says: "Update Your Business

Information. Click Here." That will open a page where you can insert data about your company.

Or, you may send the BBB the following statistics for us to double check our recorded information. All information will be kept confidential.

- Number of employees.
- Number of locations.
- Number of years in business.
- Number of annual customers.
- Gross annual sales/business volume.

Additional information about the new Rating System will be available on the BBB Web site. Information also was in the Alert Newsletter and the Special edition of the Alert. If you need specific information immediately, please contact Tom Joyce or Steve Bernas.

I hope this information is helpful to you and your business. Thank you for your support of the Better Business Bureau.

Sincerely,

Steve J. Bernas