

Subject:

[http://www.w3.org/TR/REC-html40](#)

RE: _FW:_Mechanic's_Complaint_Aga inst__the_BBB_of_Metro_Atlanta

From: "Fred Elsberry" <fred@atlanta.bbb.org>(Add as Preferred Sender) 

Date: Wed, Feb 25, 2009 9:49 am

To: <bbbhotline@mechanicsair.com>

Cc: "Anita Pearre" <apearre@atlanta.bbb.org>, "Mike Boynton " <mboynton@atlanta.bbb.org>, "Jennifer Warren" <jwarren@atlanta.bbb.org>, <aamin@atlanta.bbb.org>, "Deborah Flatley" <dflatley@atlanta.bbb.org>, <bward@atlanta.bbb.org>, "Palmer, Charles F." <charles.palmer@troutmansanders.com>, <apearre@atlanta.bbb.org>, <ecasey@sandiego.bbb.org>

<http://www.w3.org/TR/REC-html40>>

Again, Mr. Adams, we will be glad to meet with you and discuss any of the questions we have not answered. No purpose is served responding to you at this point. Fred Elsberry

From: bbbhotline@mechanicsair.com [<mailto:bbbhotline@mechanicsair.com>]

Sent: Wednesday, February 25, 2009 9:04 AM

To: Fred Elsberry

Cc: 'Anita Pearre'; 'Mike Boynton '; 'Jennifer Warren'; aamin@atlanta.bbb.org; 'Deborah Flatley'; bward@atlanta.bbb.org; 'Palmer,Charles F.'; apearre@atlanta.bbb.org; ecasey@sandiego.bbb.org

Subject: RE: _FW:_Mechanic's_Complaint_Aga inst__the_BBB_of_Metro_Atlanta



Fred,

It seems your new answer to everything is that you want to "*meet to discuss*". Why can you not simply answer the questions I ask in writing. It is easier to show the public and a jury what is going on when everything is documented in writing.

Fred, are you trying to set us up with your tabloid friends or are your positions simply indefensible?

Are you too scared to answer the questions? The "truth" hurts doesn't it Fred.

I intend on pulling back the curtain on this Wizard of Oz!

Terry Adams
Owner / Member
Mechanic's Heating & Air Conditioning, LLC
4757 Canton Road, Suite #213
Marietta, GA 30066
770-425-0000
www.MechanicsAir.com

----- Original Message -----

Subject: RE: _FW:_Mechanic's_Complaint_Aga
inst_the_BBB_of_Metro_Atlanta

From: "Fred Elsberry" <fred@atlanta.bbb.org>

Date: Wed, February 25, 2009 8:26 am

To: <bbbhotline@mechanicsair.com>

Cc: "'Anita Pearre'" <apearre@atlanta.bbb.org>, "'Mike Boynton '"

<mboynton@atlanta.bbb.org>, "'Jennifer Warren'"

<jwarren@atlanta.bbb.org>, <aamin@atlanta.bbb.org>, "'Deborah Flatley'"

<dflatley@atlanta.bbb.org>, <bward@atlanta.bbb.org>, "'Palmer, Charles

F.'" <charles.palmer@troutmansanders.com>

<http://www.w3.org/TR/REC-html40>">

Again, if you have any further questions, we will be glad to meet with you to discuss them. Fred Elsberry

From:bbbhotline@mechanicsair.com [<mailto:bbbhotline@mechanicsair.com>]

Sent: Tuesday, February 24, 2009 1:40 PM

To: Fred Elsberry

Cc: 'Anita Pearre'; 'Mike Boynton '; 'Jennifer Warren'; 'Eva Casey'; aamin@atlanta.bbb.org; 'Deborah Flatley'; bward@atlanta.bbb.org

Subject: RE: FW: _Mechanic's_Complaint_Against_the_BBB_of_Metro_Atlanta



Fred,

What do you mean you're "not sure what you mean about the ratings being the result of a "secret formula." "

Your own web site says "BBB's Proprietary Ratings Formula". I won't insult your intelligence by asking if you know what "Proprietary" means (secret formula).

It's on your web site:

<http://atlanta.bbb.org/WWWRoot/SitePage.aspx?site=39&id=d2c61947-98b8-4b9a-a1a5-605493094264>

The biggest laugh here is that you claim Hammock's information is "personal information" and that the Japes "are also personal in nature" and therefore you will not inform the public.

Fred, Is this the Twilight Zone? In our BBB Report you talk about me and my employee Lori Leavenworth.

Why the Double Standard?

That would be like me putting the following information on our web page:

FRED T. ELSBERRY, JR.

Divorce

Fred T. Elsberry and Pamela B. Elsberry

Fred T. ELSBERRY, Jr.

Spouse: Patricia Elsberry

170 Murphy Creek Lane

Fayetteville, GA 30215

Phone# H-(404)762-4400

C-(678)612-5651

Children: Ken, Jason, Drew, David

Grandchildren: 1

GEORGIA

Why the double standard Fred?

Thank you,

Terry Adams
Owner / Member

Mechanic's Heating & Air Conditioning, LLC
4757 Canton Road, Suite #213
Marietta, GA 30066
770-425-0000
www.MechanicsAir.com

----- Original Message -----

Subject: FW: _Mechanic's_Complaint_Against_the_BBB_of_Metro_Atlanta
From: "Fred Elsberry" <fred@atlanta.bbb.org>
Date: Tue, February 24, 2009 11:37 am
To: <bbbhotline@mechanicsair.com>
Cc: "Anita Pearre" <apearre@atlanta.bbb.org>, "Mike Boynton" <mboynton@atlanta.bbb.org>, "Jennifer Warren" <jwarren@atlanta.bbb.org>, "Eva Casey" <ecasey@sandiego.bbb.org>, <aamin@atlanta.bbb.org>, "Deborah Flatley" <dflatley@atlanta.bbb.org>, <bward@atlanta.bbb.org>

Following is information that relates to the questions you raised in the attached complaint. If we have not answered all issues, we suggest that you visit our offices and we will be glad to assist as we can in your efforts to improve your customer service image.

We know that not everyone is pleased with our rating system. We knew that good companies and consumers would like it and other companies would not be pleased with their rating. We are familiar with the articles you attached and well understand their origin. The best answer is to understand that our rating is the BBB's confidence that a company is trustworthy and will respond to issues brought to their attention. It is true that BBB Accredited Businesses get points for their accreditation simply because it increases our confidence as reflected in the ratings. It is important to note that not all companies can become accredited; it is by invitation only and the invitation is extended to only companies who have an acceptable grade BEFORE accreditation.

I am not sure what you mean about the ratings being the result of a "secret formula." Our web site, on each report, enables you to get the answer to the question "What are BBB ratings." That answer is transparent regarding how the rating is determined.

Regarding the ad challenges we have had with you in the past, I asked our Trade Practice Manager to review them and she has found other issues that need to be addressed. You will be hearing from Ms. Callina soon.

You ask about your F rating. It has nothing to do with your not being an Accredited Business and there is no fee you could pay to get that privilege at this point. Your report does a pretty good job of listing the issues leading to your rating. A couple of the issues relate to us needing more information on your company. I have asked our Accredited Business Coordinator, Ms. Amin, to email you a request for the information we need so that we can be sure that those elements do not adversely impact your grade. Unresolved complaints is another area where you could improve. Again, we will be glad to meet with you so you can get to understand just how your responses result in unresolved issues.

Your issue with Hammock is not one we would report as our reports reflect marketplace activity – not personal information. The issue related to their license was reviewed previously and we found that it was reinstated.

Your issues with the two Reliable's (former husband and wife) are also personal in nature and beyond the three-

year reporting period of our reports. We are, however, asking them about their statement that they have been serving our area since 1978.

You also ask about Carden's. They have never been a member of the BBB and your information enabled us to verify their bankruptcy and we have added that to their report. Thank you.

In your future emails, it may be helpful for you to know just whom to address with issues. Sending multiple copies to unnecessary individuals only delays our review and response. Following are the contacts that will assist you:

YOUR Reliability Report Issues: dflatley@atlanta.bbb.org
COMPLAINT issues: bward@atlanta.bbb.org
Ad Review Issues: dcallina@atlanta.bbb.org

Again, let me offer to meet with you at our offices to assist with your efforts to be more customer driven and to answer any further questions you might have. Fred Elsberry

From: bbbhotline@mechanicsair.com [<mailto:bbbhotline@mechanicsair.com>]

Sent: Thursday, February 12, 2009 11:58 AM

To: fred@atlanta.bbb.org

Cc: bward@atlanta.bbb.org; dflatley@atlanta.bbb.org; atlanta.bw@bureaudata.com;
aamin@atlanta.bbb.org; complaints@atlanta.bbb.org; info@atlanta.bbb.org; updates@atlanta.bbb.org

Subject: Re: Mechanic's Complaint Against the BBB of Metro Atlanta

Dear Better Business Bureau:

Mechanic's is hereby filing the following complaint against your "Bureau" with your "Bureau".

In the interest of time and good customer relations, please respond to Mechanic's via email at BBBHotline@MechanicsAir.com by February 20, 2009. Your prompt response greatly enhances the chances for a successful resolution.

Failure to respond timely will result in a "non responsive" mark against your Bureau on our new public information and response web site at www.MechanicsResponds.com.

Thank You.

Terry Adams

Owner / Member

Mechanic's Heating & Air Conditioning, LLC

4757 Canton Road, Suite #213

Marietta, GA 30066

770-425-0000

<http://www.mechanicsair.com/>