

Businesses Give New Rating System An "F"

Friday, January 23, 2009 5:04 AM

COLUMBUS, Ohio — The organization that rates businesses is getting a failing grade from some of them.

The Better Business Bureau's new evaluation system is angering business owners who say they can get low ratings even though they have few customer complaints, 10TV's Kurt Ludlow reported.

The Bureau used to rate companies as "satisfactory" or "unsatisfactory." Now companies receive letter grades ranging from A to F. The grades are posted on the Bureau's Web site.

Greg Barnhart, the owner of a home-improvement company, is upset that he received a C-minus rating even though he said he has never had a customer complaint in the three years he's operated his business.

"I think it's misleading," Barnhart said.

Under the new rating system, the Bureau puts 16 criteria into a formula, such as volume of complaints and company response to complaints. One of those criteria is length of time in business.

Because Barnhart's business has been operating for only three years, his grade is lower than for a company that has been in business longer.

The Bureau's Kip Morse makes no apology for the new grading system.

"The grades spell out very specifically what it is that's driving that grade down so a consumer can see that," Morse said.

Barnhart worries that consumers will focus only on the grade itself and will not pay attention to the factors determining the grade.

"If I'm a consumer and I see a C-minus for a company, I'm instantly going to think that something's wrong," Morse said.

The Bureau rates more than 4,600 businesses in central Ohio with the new grading system.

Watch 10TV News and refresh 10TV.com for additional information.

Related Link:

Better Business Bureau

©2009 by 10TV.com. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.
