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Rating the Better Business Bureau

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The BBB's new rating system, which we've reported on before, penalizes businesses based on subjective criteria (meaning how much trouble so-called "consumer" groups can stir up for the industry) rather than complaints against it. From a story in the [Deseret \(UT\) News](#):

Some businesses, however, may get dinged on ratings because they are associated with an industry that the BBB considers unfair to consumers. For instance, Check Cash Advance in Murray has no complaints from consumers, but it has a C-minus rating because of its industry: payday lending, Driggs said.

The Payday Pundit rates the BBB, based on my own subjective criteria, a D-.