

**Subject:**

 RE: BBB Report

**From:** [bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com) (Add as Preferred Sender) 

**Date:** Wed, Mar 11, 2009 4:17 pm

**To:** "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

**Cc:** [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org), [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org), [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org), [atlanta.bw@bureaadata.com](mailto:atlanta.bw@bureaadata.com), [aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org), [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org), [mboynton@atlanta.bbb.org](mailto:mboynton@atlanta.bbb.org), [apearre@atlanta.bbb.org](mailto:apearre@atlanta.bbb.org), [ecasey@sandiego.bbb.org](mailto:ecasey@sandiego.bbb.org), [charles.palmer@troutmansanders.com](mailto:charles.palmer@troutmansanders.com), [atlanta.dc@bureaadata.com](mailto:atlanta.dc@bureaadata.com), [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org), [jwarren@atlanta.bbb.org](mailto:jwarren@atlanta.bbb.org)

Dottie,

When you print "Service **Call's** Fee" does not include an actual diagnostic inspection or disassembling ", you and the BBB will be slandering our firm. This statement as is, is NOT true.

Once this is printed, we will review our options to sue for all relevant damages.

Additionally, we will be adding these illegal actions of your BBB to your **Mechanic's Responds® "Mechanic's Dependability Report" for the BETTER BUSINESS BUREAU OF METROPOLITAN ATLANTA, INC.**

Your Company needs to stop discriminating against our firm. One day you and your Company will have to answer to a jury as to why you chose to publish outright lies.

Regards,

J.R. Adams  
LLC Manager  
Mechanic's Heating & Air Conditioning, LLC  
4757 Canton Road, Suite #213  
Marietta, GA 30066

770-425-0000

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

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

Subject: RE: BBB Report

From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Date: Wed, March 11, 2009 4:16 pm

To: <[bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com)>

Cc: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Mr. Adams,

Thank you for your response. Based on the information you have provided, you will see the changes I made highlighted below for the information we will add to your report. We define the word "diagnostic" the way the dictionary does:

1. A symptom or a distinguishing feature serving as supporting evidence in a diagnosis.
2. Concerned with diagnosis; used for furthering diagnosis; "a diagnostic reading test"

Based on this definition, there will be no changes to the report. In regards to paragraph one of the Service Agreement, we will not be adding any additional information about your website as we are already providing the necessary information to the consumer.

You will notice that in the Service Call section, I modified the wording to make it accurate. Thanks so very much.

### **Service Call**

Based on inquiries and complaints brought to the attention of our office, consumers should be aware that this firm's \$29.95 "Service **Call's** Fee" does not include an actual diagnostic inspection or disassembling of a heating or air conditioning unit to determine the exact cause of the unit's problem.

Mechanics Heating & Air will charge additional fees to determine the problem with a consumer's **air conditioning unit or heating equipment**. Consumers should have a clear understanding of this firm's Service Call Agreement's cost and what it entails.

### **Service Agreement**

Mechanic's Heating & Air has a copy of their Service Agreement for preview on their website. Consumers should read this document carefully and understand all aspects of this 14 page document. Listed below, taken from the company's website, are some items in the document consumers should be aware of:

1. All Additional Charges do not cover unforeseen parts and labor, which may be needed after the work begins. You agree and understand that we are not always 100% positive that the work outlined on our invoice will remedy the problem or that this is the only problem with your system. Customer understands and agrees that if the work outlined on our invoice does not completely cure the problem, no refunds are allowed and additional costs will apply.
2. Customer agrees that all sales are final and no refunds are allowed. You agree we have no duty to determine when your unit has any kind of warranty whatsoever. You agree we have no duty to supply you with any warranty information whatsoever. You agree we do not have to disclose to you whether or not your unit has any warranty such as a "manufacture's warranty".
3. We offer two forms of payment – Cash or a check on a local full service bank. You agree to make your local check, drawn on a local full service bank acceptable to us, payable to our professional technician in his or her name, as their business card states. You agree to write your check out in a manner acceptable to us. \*The BBB advises to always make a check out to a company name and not an employee.
4. All labor performed by this Company is warranted for 30 days or as otherwise indicated in writing on your invoice. No refunds are allowed. All Sales are Final. You agree there is no warranty on drain line leaks, refrigerant leaks, refrigerant services, refrigerant leak checks, drain cleaning services, water leaks, gas leaks, air flow repairs or services, "unit freezing up" services or repairs, "freezing" of any kind, air flow problems, filter racks, furnace doors, fan limit settings, pilot lighting services, vibration issues, vibration noises, noise, fuses, fuse replacement services, "zone" control services, "zone" control repairs or work, damper services, service call recommendations, service call findings, troubleshooting services, troubleshooting findings, troubleshooting recommendations, inspection recommendations, or replacement recommendations. You agree that there are no refunds allowed on any service call fees, "EMS" Product Fees, labor fees, services, repair services, or troubleshooting service fees in the event you or another person, firm or company differs or disagrees with our troubleshooting findings, labor services, services, or recommendations. Customer understands and agrees that we must be fully compensated at all times for our work efforts whether or not they prove fruitful, or whether or not the customer is happy with the results of such work efforts.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**  
**Fax: 404.762.4414**

**Email:** [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)  
[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

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

**Sent:** Wednesday, March 11, 2009 3:34 PM

**To:** Dottie Callina

**Cc:** [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org); [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org); [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org);  
[atlanta.bw@bureaudata.com](mailto:atlanta.bw@bureaudata.com); [aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org); [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org);  
[info@atlanta.bbb.org](mailto:info@atlanta.bbb.org); [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org); [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org); [mboynton@atlanta.bbb.org](mailto:mboynton@atlanta.bbb.org);  
[apearre@atlanta.bbb.org](mailto:apearre@atlanta.bbb.org); [ecasey@sandiego.bbb.org](mailto:ecasey@sandiego.bbb.org); [charles.palmer@troutmansanders.com](mailto:charles.palmer@troutmansanders.com);  
[atlanta.dc@bureaudata.com](mailto:atlanta.dc@bureaudata.com); [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org); [jwarren@atlanta.bbb.org](mailto:jwarren@atlanta.bbb.org)

**Subject:** RE: BBB Report

Ms. Callina,

Please see the following link for our response. I have also attached it to this email.

<http://www.airconditioningatlanta.com/Notices/BBB%20-%20Dottie%20Callina%201.0%20-%20March%2011,%202009.pdf>

I look forward to hearing from you soon.

Thank you,

J.R. Adams  
LLC Manager  
Mechanic's Heating & Air Conditioning, LLC  
4757 Canton Road, Suite #213  
Marietta, GA 30066  
770-425-0000  
[www.MechanicsAir.com](http://www.MechanicsAir.com)

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

Subject: BBB Report

From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Date: Wed, March 11, 2009 2:20 pm

To: <[bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com)>

Cc: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Mr. Adams,

In an effort to provide truthful and accurate information to consumers, the BBB is adding

the following information to your report. Please provide us with any details of the report that are not truthful and accurate within five days. Thank you for your cooperation in this matter.

### **BBB Report Information**

Based on inquiries and complaints brought to the attention of our office, consumers should be aware that this firm's \$29.95 "Service Fee" does not include an actual diagnostic inspection or disassembling of a heating or air conditioning unit to determine the exact cause of the unit's problem.

Mechanics Heating & Air will charge additional fees to determine the problem with a consumer's appliance. Consumers should have a clear understanding of this firm's Service Call Agreement's cost and what it entails.

Mechanic's Heating & Air has a copy of their Service Agreement for preview on their website. Consumers should read this document carefully and understand all aspects of this 14 page document. Listed below, taken from the company's website, are some items in the document consumers should be aware of:

1. All Additional Charges do not cover unforeseen parts and labor, which may be needed after the work begins. You agree and understand that we are not always 100% positive that the work outlined on our invoice will remedy the problem or that this is the only problem with your system. Customer understands and agrees that if the work outlined on our invoice does not completely cure the problem, no refunds are allowed and additional costs will apply.
2. Customer agrees that all sales are final and no refunds are allowed. You agree we have no duty to determine when your unit has any kind of warranty whatsoever. You agree we have no duty to supply you with any warranty information whatsoever. You agree we do not have to disclose to you whether or not your unit has any warranty such as a "manufacturer's warranty".
3. We offer two forms of payment – Cash or a check on a local full service bank. You agree to make your local check, drawn on a local full service bank acceptable to us, payable to our professional technician in his or her name, as their business card states. You agree to write your check out in a manner acceptable to us. \*The BBB advises to make a check out to a company name and not an employee.
4. All labor performed by this Company is warranted for 30 days or as otherwise indicated in writing on your invoice. No refunds are allowed. All Sales are Final. You agree there is no warranty on drain line leaks, refrigerant leaks, refrigerant services, refrigerant leak checks, drain cleaning services, water leaks, gas leaks, air flow repairs or services, "unit freezing up" services or repairs, "freezing" of any kind, air flow problems, filter racks, furnace doors, fan limit settings, pilot lighting services, vibration issues, vibration noises, noise, fuses, fuse replacement

services, "zone" control services, "zone" control repairs or work, damper services, service call recommendations, service call findings, troubleshooting services, troubleshooting findings, troubleshooting recommendations, inspection recommendations, or replacement recommendations. You agree that there are no refunds allowed on any service call fees, "EMS" Product Fees, labor fees, services, repair services, or troubleshooting service fees in the event you or another person, firm or company differs or disagrees with our troubleshooting findings, labor services, services, or recommendations. Customer understands and agrees that we must be fully compensated at all times for our work efforts whether or not they prove fruitful, or whether or not the customer is happy with the results of such work efforts.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**

**Fax: 404.762.4414**

**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**

**[www.bbb.org](http://www.bbb.org) | Start With Trust**

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

**Subject:**

 RE: New Happy and Satisfied Mechanic's Customers Are Now Online

**From:** bbbhotline@mechanicsair.com(Add as Preferred Sender) 

**Date:** Tue, Mar 10, 2009 12:21 pm

**To:** "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

**Cc:** [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org), [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org), [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org), [atlanta.bw@bureaudata.com](mailto:atlanta.bw@bureaudata.com), [aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org), [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org), [mboynton@atlanta.bbb.org](mailto:mboynton@atlanta.bbb.org), [apearre@atlanta.bbb.org](mailto:apearre@atlanta.bbb.org), [ecasey@sandiego.bbb.org](mailto:ecasey@sandiego.bbb.org), [charles.palmer@troutmansanders.com](mailto:charles.palmer@troutmansanders.com), [atlanta.dc@bureaudata.com](mailto:atlanta.dc@bureaudata.com), [jwarren@atlanta.bbb.org](mailto:jwarren@atlanta.bbb.org)

Dorothy,

Thank you for your email.

We have provided you repeatedly with the information to support this claim. To our knowledge, no other HVAC in the country has over 1000+ on-line and documented happy and satisfied customers.

Also, please quote our "website" correctly:

The BBB has refused to re-open their so called "ad review". The BBB told us on February 25, 2009 "*Because the original ad challenge was opened in 2007 and you did not respond, the complaint will remain as is.*" Please see the following link: [Page 1](#)

Again, We have NEVER made any "accreditation claims" about our training. How many times do I have to tell you this?

*"The BBB asked for information regarding what type of training is given and would this training be deemed accredited."*

Our response is the following: "Mechanic's never has made any claim our training was "*accredited*". Some training is "*in house*" by Mechanic's Employees and Managers, and some training is provided through other supply houses and HVAC associations that are "*accredited*" agencies.

## **Why have you NOT responded to our last email?**

The email is as follows:

"

Please consider this email a complaint I am filing against Fox 5 for the Advertising issue I listed.

Your BBB web site says to "Start with Trust". What "survey" do you have that supports the BBB's claim that the BBB is the "Starting Place for Trust"?

"

Fox 5 says they are "The most powerful name in local news"?

Where's the investigation?

How about your BBB. The Internet says more people "Trust" Consumer Reports. Where's the investigation we requested?

If you do not answer these questions within 10 days, this will be added to your

**Mechanic's Responds® "Mechanic's Dependability Report" for the BETTER BUSINESS BUREAU OF METROPOLITAN ATLANTA, INC.**

<http://www.mechanicsresponds.com/BBB%20of%20Metro%20Atlanta/Mechanic's%20Dependability%20Report%20-%20Better%20Business%20Bureau%20of%20Metropolitian%20Atlanta,%20Inc.htm>

This behavior by your BBB is unconscionable and must stop now.

Mechanic's has a right to exist. Please reconsider the damages you are causing our firm.

I look forward to your response.

J.R. Adams  
LLC Manager  
Mechanic's Heating & Air Conditioning, LLC  
4757 Canton Road, Suite #213  
Marietta, GA 30066  
770-425-0000  
<http://www.mechanicsair.com/>

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

Subject: RE: New Happy and Satisfied Mechanic's Customers Are Now Online

From: "Dottie Callina" <dcallina@atlanta.bbb.org>

Date: Tue, March 10, 2009 11:14 am

To: <bbbhotline@mechanicsair.com>

Cc: "Fred Elsberry" <fred@atlanta.bbb.org>, "Dottie Callina" <dcallina@atlanta.bbb.org>

Mr. Adams,

The BBB questioned your advertised claim of "Through hard-work, customer service, and employee training, Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort." We requested written documentation to support this advertised claim. This would be information from an independent survey company comparing your services/company to those of your competitors. Adding customer compliments to your website does not substantiate or provide documentation to support this advertised claim. Please provide the proper requested, written documentation within ten days so we may close this matter.

Additionally, in regards to your employees training, the BBB asked this specific question: Would you please provide information as to what type of training is given and would this training be deemed accredited? The BBB never stated you made any "training claims" but asked this question because of the following claim on your website: "Our technicians stay up-to-date by completing hours of Mechanic's training annually. You did not respond to this ad review question in 2007.

You have the following statement on your website: The BBB hammers our firm for our "training", yet we have never made any "accredited" training claims. Again, the BBB has never made any claims that your training is accredited. We simply requested information based on your advertised claim on your website that provides information to consumers. The BBB believes in providing truthful and accurate advertising to the public and we were seeking to provide that information to consumers.

Thank you for your cooperation in this matter.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**

**Fax: 404.762.4414**

**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**

[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

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**From:** [bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com) [<mailto:bbshotline@mechanicsair.com>]

**Sent:** Tuesday, March 10, 2009 10:01 AM

**To:** [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)

**Cc:** [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org); [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org); [atlanta.bw@bureaudata.com](mailto:atlanta.bw@bureaudata.com);  
[aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org); [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org); [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org); [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org);  
[info@atlanta.bbb.org](mailto:info@atlanta.bbb.org); [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)

**Subject:** New Happy and Satisfied Mechanic's Customers Are Now Online

Dear Fred,

As you are aware, your BBB has asked us for "*written documentation to support these advertised claims*" in relation to a BBB Ad Review.

As promised in our February 19, 2009 email, and in Mechanic's ongoing efforts to cooperate and aid the BBB in anyway possible, we are informing you (the BBB) that we have just added new, happy and satisfied customer content (comment cards and / or pictures) to our web site as of your receipt of this email at the following link:

[http://www.airconditioningatlanta.com/Mechanics\\_Customer\\_Compliments.htm](http://www.airconditioningatlanta.com/Mechanics_Customer_Compliments.htm)

Thank You for your time.

J.R. Adams  
LLC Manager  
Mechanic's Heating & Air Conditioning, LLC  
4757 Canton Road, Suite #213  
Marietta, GA 30066  
770-425-0000  
[www.MechanicsAir.com](http://www.MechanicsAir.com)

**Subject:**



 RE: Mechanic's False BBB Reliability Report

**From:** [bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com) (Add as Preferred Sender) 

**Date:** Mon, Mar 02, 2009 2:13 pm

**To:** "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

**Cc:** "Fred Elsberry" <[fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)>, [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org), [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org), [atlanta.bw@bureaudata.com](mailto:atlanta.bw@bureaudata.com), [aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org), [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org), [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org), [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org), [mboynton@atlanta.bbb.org](mailto:mboynton@atlanta.bbb.org), [apearre@atlanta.bbb.org](mailto:apearre@atlanta.bbb.org), [ecasey@sandiego.bbb.org](mailto:ecasey@sandiego.bbb.org), [charles.palmer@troutmansanders.com](mailto:charles.palmer@troutmansanders.com), [atlanta.dc@bureaudata.com](mailto:atlanta.dc@bureaudata.com)

**Bcc:** "Terry Adams" <[tma285@bellsouth.net](mailto:tma285@bellsouth.net)>,

Ms. Callina,

Thanks again for your email.

Please consider this email a complaint I am filing against Fox 5 for the Advertising issue I listed.

Your BBB web site says to "Start with Trust". What "survey" do you have that supports the BBB's claim that the BBB is the "Starting Place for Trust"?

I look forward to your response.

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/>

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

Subject: RE: Mechanic's False BBB Reliability Report  
From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>  
Date: Mon, March 02, 2009 1:59 pm  
To: <[bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com)>  
Cc: "Fred Elsberry" <[fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)>, "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Good Afternoon,

Listed below are the reasons your company is receiving the rating F:

### **BBB Rating**

Based on BBB files, this business has a BBB Rating of F.  
Reasons for this rating include:

- Number of complaints filed against business.
- Number of complaints filed against businesses that were not resolved.
- Advertising issue(s) found by BBB.
- BBB does not have sufficient information to determine how long this

business has been operating.  
BBB does not have sufficient background information on this business.

I cannot determine what your rating would be until all the information requested above was provided.  
Additionally, as with any company, I do not discuss complaints or ad challenges except those filed against the company itself. Thanks so very much.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**

**Fax: 404.762.4414**

**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**

[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

---

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

**Sent:** Monday, March 02, 2009 1:36 PM

**To:** Dottie Callina

**Cc:** 'Fred Elsberry'

**Subject:** RE: Mechanic's False BBB Reliability Report

Ms. Callina,

Thank you for your response. We are making progress! However, you did not answer ALL of my questions.

1. Does Fred's friends at Fox 5 have a "survey" on file? They (Fox 5) advertises they "Are the most powerful name in news". Please provide me with the documentation for them ("most powerful").
2. If we change to this statement ("[one of Atlanta's most trusted names](#)"), what's our reward - at "D", a "C", or do we still stay an "F"?

I look forward to hearing back from you.

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/>

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

Subject: RE: Mechanic's False BBB Reliability Report  
From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>  
Date: Mon, March 02, 2009 1:42 pm  
To: <[bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com)>  
Cc: "'Fred Elsberry'" <[fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)>, "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Good Afternoon,

If you do not have, or are unwilling to provide, the substantiation needed for your advertised claim, you could simply put "one of Atlanta's most trusted names" and you would come into compliance with our code of advertising standards. Thanks so much.

**Dottie Callina** | *Manager, Trade Practices*

**Tel:** 404.762.4406  
**Fax:** 404.762.4414  
**Email:** [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)  
[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

---

**From:** [bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com) [<mailto:bbbhotline@mechanicsair.com>]  
**Sent:** Monday, March 02, 2009 1:26 PM  
**To:** Dottie Callina  
**Cc:** 'Fred Elsberry'  
**Subject:** RE: Mechanic's False BBB Reliability Report

Ms. Callina,

Thank you for your response, however, you did not answer my question.

We are NOT going to have a survey. Please make a suggestion that is acceptable to the BBB that would make that statement more palatable for the BBB.

Also, does Fred's friends at Fox 5 have a "survey" on file? They (Fox 5) advertises they "Are the most powerful name in news". Please provide me with the documentation for them ("most powerful").

Finally, If we change this statement, what's our reward - at "D", a

"C", or do we still stay an "F"?

I look forward to hearing back from you.

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/>

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

Subject: RE: Mechanic's False BBB Reliability Report  
From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>  
Date: Mon, March 02, 2009 1:21 pm  
To: <[bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com)>  
Cc: "'Fred Elsberry'" <[fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)>, "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Good Afternoon,

Please see my original e-mail below where we are seeking information from an independent survey company to substantiate your advertised claim. Thanks so much.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**  
**Fax: 404.762.4414**  
**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**  
[www.bbb.org](http://www.bbb.org) | Start With Trust

Better Business Bureau  
Serving Metro Atlanta, Athens & Northeast Georgia  
503 Oak Place, Suite 590  
Atlanta, GA 30349

---

**From:** [bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com) [<mailto:bbshotline@mechanicsair.com>]

**Sent:** Monday, March 02, 2009 12:44 PM

**To:** Dottie Callina

**Cc:** 'Fred Elsberry'

**Subject:** RE: Mechanic's False BBB Reliability Report

Ms. Callina,

Thank you for your email.

What would you recommend the statement say?

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/>

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

Subject: RE: Mechanic's False BBB Reliability Report  
From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>  
Date: Mon, March 02, 2009 10:01 am  
To: <[bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com)>  
Cc: "'Fred Elsberry'" <[fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)>, "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Good Morning,

The specific ad challenge is copied below:

"Through hard-work, customer service, and employee training, Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort."

Although we appreciate you adding customer testimonials to your website, this does not provide the proper substantiation for this advertised claim. This type of claim would have to be proven by an independent survey company who has surveyed not only your customers, but the customers of your competitors and has shown, in written documentation, that your firm was, according to the survey taken, that most trusted.

I hope this has helped to clear up this matter and will now allow you to address this matter properly.  
Thanks so very much.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**  
**Fax: 404.762.4414**  
**Email:** [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)  
[www.bbb.org](http://www.bbb.org) | Start With Trust

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503 Oak Place, Suite 590  
Atlanta, GA 30349

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**From:** [bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com) [mailto:[bbshotline@mechanicsair.com](mailto:bbshotline@mechanicsair.com)]  
**Sent:** Monday, March 02, 2009 8:00 AM

**To:** [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)

**Cc:** [bward@atlanta.bbb.org](mailto:bward@atlanta.bbb.org); [dflatley@atlanta.bbb.org](mailto:dflatley@atlanta.bbb.org); [atlanta.bw@bureaudata.com](mailto:atlanta.bw@bureaudata.com); [aamin@atlanta.bbb.org](mailto:aamin@atlanta.bbb.org); [complaints@atlanta.bbb.org](mailto:complaints@atlanta.bbb.org); [info@atlanta.bbb.org](mailto:info@atlanta.bbb.org); [updates@atlanta.bbb.org](mailto:updates@atlanta.bbb.org); [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)

**Subject:** Mechanic's False BBB Reliability Report

Dear Fred,

Our so called "BBB Reliability Report" **STILL** shows the following false and inaccurate information.

**Unresolved**

**BBB Definition:**

**Unresolved** - The company failed to resolve the complaint issues.

- 3 - Company failed to resolve the complaint issues through BBB voluntary and self-regulatory process.

Our records indicate we have complied with your "*self-regulatory process*" every time a complaint was brought to our attention. In fact, our records indicate your Bureau never responds back to us when we are seeking help with the customer.

Please check your records and correct this incorrect information ASAP.

If there are any complaints that have not been handled through your "*self-regulatory process*", please reopen these complaints ASAP and email us the information at this address ASAP.

Be advised that your "record" on our firm is false, misleading, inaccurate and is costing our firm a loss of business.

Your ad review says, the following:

*Advertising Review*

*The BBB questioned this firm's advertised claims of "Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" and "Superior quality and service has fueled constant growth, making Mechanic's one of the largest heating, air conditioning, and Home Comfort contractors in the Atlanta Metropolitan Area." The BBB specifically asked for written documentation to support these advertised claims. Also on this firm's web site it states "Our technicians stay up to date by completing hours of Mechanic's training annually." The BBB asked*

*for information regarding what type of training is given and would this training be deemed accredited. Although the company did respond to our correspondence, they did not address any issue dealing with their advertising.*

Here is your "*written documentation to support these advertised claims*": (at the following links)

[http://www.airconditioningatlanta.com/Mechanics\\_Customer\\_Compliments.htm](http://www.airconditioningatlanta.com/Mechanics_Customer_Compliments.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2008July-Dec.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2008July-Dec.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2008Jan-June.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2008Jan-June.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2007.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2007.htm)

This should now clear up this bogus matter.

*"The BBB asked for information regarding what type of training is given and would this training be deemed accredited."*

Our response is the following: "Mechanic's never has made any claim our training was "*accredited*". Some training is "*in house*" by Mechanic's Employees and Managers, and some training is provided through other supply houses and HVAC associations that are "*accredited*" agencies.

This should now clear up this bogus matter.

I look forward to hearing from you ASAP. Please take this opportunity to clear up our "record" ASAP.


Thank you for your prompt help in this matter,

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

**Subject:**

RE: Mechanic's False BBB Reliability Report

RE: Mechanic's False BBB Reliability Report

**From:** "Dottie Callina" <dcallina@atlanta.bbb.org>(Add as Preferred Sender) 

**Date:** Mon, Mar 02, 2009 10:01 am

**To:** <bbbhotline@mechanicsair.com>

**Cc:** "Fred Elsberry" <fred@atlanta.bbb.org>, "Dottie Callina" <dcallina@atlanta.bbb.org>

Good Morning,

The specific ad challenge is copied below:

"Through hard-work, customer service, and employee training, Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort."

Although we appreciate you adding customer testimonials to your website, this does not provide the proper substantiation for this advertised claim. This type of claim would have to be proven by an independent survey company who has surveyed not only your customers, but the customers of your competitors and has shown, in written documentation, that your firm was, according to the survey taken, that most trusted.

I hope this has helped to clear up this matter and will now allow you to address this matter properly. Thanks so very much.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**

**Fax: 404.762.4414**


**Email:** [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)

[www.bbb.org](http://www.bbb.org) | Start With Trust

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Atlanta, GA 30349

**Subject:**

RE: Response To Your E-Mail Regarding BBB's Ad Review Challenge

**From:** bbb hotline@mechanicsair.com(Add as Preferred Sender)   
**Date:** Wed, Feb 25, 2009 5:07 pm  
**To:** "Dottie Callina" <dcallina@atlanta.bbb.org>  
**Cc:** fred@atlanta.bbb.org, 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, info@atlanta.bbb.org, dcallina@atlanta.bbb.org, mboynton@atlanta.bbb.org, apearre@atlanta.bbb.org, ecasey@sandiego.bbb.org, charles.palmer@troutmansanders.com  
**Bcc:** "Terry Adams" <tma285@bellsouth.net>



Dear BBB,

Your "Ad Review" is just more "junk" from your BBB. We will document your refusal to update our "first" so called "ad review" on our "Mechanic's Dependability Report of the BBB". Please note, despite your assertion, we have not changed anything on our web page nor will we. It is the same as it was last year.

Notwithstanding the above:

Our so called "BBB Reliability Report" shows the following false and inaccurate information.

**Unresolved**

**BBB Definition:**

**Unresolved** - The company failed to resolve the complaint issues.

- 3 - Company failed to resolve the complaint issues through BBB voluntary and self-regulatory process.

Our records indicate we have complied with your "*self-regulatory process*" every time a complaint was brought to our attention. In fact, our records indicate your Bureau never responds back to us when we are seeking help with the customer.

Please check your records and correct this incorrect information ASAP.

If there are any complaints that have not been handled through your "*self-regulatory process*", please reopen these complaints ASAP and email us the information at this address ASAP.

Be advised that your "record" on our firm is false, misleading, inaccurate and is costing our firm a loss of business.

Your ad review says, the following:

#### *Advertising Review*

*The BBB questioned this firm's advertised claims of "Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" and "Superior quality and service has fueled constant growth, making Mechanic's one of the largest heating, air conditioning, and Home Comfort contractors in the Atlanta Metropolitan Area." The BBB specifically asked for written documentation to support these advertised claims. Also on this firm's web site it states "Our technicians stay up to date by completing hours of Mechanic's training annually." The BBB asked for information regarding what type of training is given and would this training be deemed accredited. Although the company did respond to our correspondence, they did not address any issue dealing with their advertising.*

Here is your "*written documentation to support these advertised claims*": (at the following links)

[http://www.airconditioningatlanta.com/Mechanics\\_Customer\\_Compliments.htm](http://www.airconditioningatlanta.com/Mechanics_Customer_Compliments.htm)

<http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20A>

[ir%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2008July-Dec.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2008July-Dec.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2008Jan-June.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2008Jan-June.htm)

[http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics\\_Customer\\_Compliments-2007.htm](http://www.airconditioningatlanta.com/Mechanic's%20Atlanta%20Air%20Conditioning%20Customers/Mechanics_Customer_Compliments-2007.htm)

This should now clear up this bogus matter.

*"The BBB asked for information regarding what type of training is given and would this training be deemed accredited."*

Our response is the following: "Mechanic's never has made any claim our training was "*accredited*". Some training is "*in house*" by Mechanic's Employees and Managers, and some training is provided through other supply houses and HVAC associations that are "*accredited*" agencies.

This should now clear up this bogus matter.

I look forward to hearing from you ASAP. Please take this opportunity to clear up our "record" ASAP.

Regards,

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

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

Subject: Response To Your E-Mail Regarding BBB's Ad Review Challenge

From: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Date: Wed, February 25, 2009 9:45 am

To: <[bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com)>

Cc: "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

Mr. Adams,

Copied below is the ad challenge originated in 2007:

On your web site it states "Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" and "Superior quality and service has fueled constant growth, making Mechanic's one of the largest heating, air conditioning, and Home Comfort contractors in the Atlanta Metropolitan Area." The BBB respectfully requests written documentation to support these advertised claims. Additionally, your web site states "Our technicians stay up-to-date by completing hours of Mechanic's training annually. Would you please provide information as to what type of training is given and would this training be deemed accredited?"

After a review of your current website, some of the information has been removed, however, some has not. The phrase "Through hard-work, customer service, and employee training, Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort" would be equivalent to "Mechanic's has become the most trusted name in Air Conditioning, Heating and Home Comfort." Therefore this advertised claim must be substantiated, modified or removed.

Because the original ad challenge was opened in 2007 and you did not respond, the complaint will remain as is. I will open another ad challenge regarding the matter listed above allowing you time to provide substantiation or modify your advertising. Please do not hesitate to contact me if you have any questions.

**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**

**Fax: 404.762.4414**

**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**

[www.bbb.org](http://www.bbb.org) | Start With Trust

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503 Oak Place, Suite 590  
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**Subject:**

  Response To Your E-Mail Regarding BBB's Ad Review Challenge

**From:** "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>(Add as Preferred Sender) 

**Date:** Wed, Feb 25, 2009 9:45 am

**To:** <[bbbhotline@mechanicsair.com](mailto:bbbhotline@mechanicsair.com)>

**Cc:** "Dottie Callina" <[dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)>

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**Dottie Callina** | *Manager, Trade Practices*

**Tel: 404.762.4406**

**Fax: 404.762.4414**

**Email: [dcallina@atlanta.bbb.org](mailto:dcallina@atlanta.bbb.org)**

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