



BBB of Chicago and Northern Illinois

Gray Hair Management:

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).

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.