



March 13, 2009

Send Via Email [fred@atlanta.bbb.org](mailto:fred@atlanta.bbb.org)

Dear Fred,

I have some more good news to share with you today. Our news division, Mechanic's Responds®, has obtained the following web address: [www.FredElsberry.com](http://www.FredElsberry.com).

At this time Mechanic's Responds® is meeting with its News Team to decide the best way to use this web site. Right now the web site is "unused". If you have any suggestions how to make this site useful, you are welcome to let me know. You may also contact our reporting staff directly at [News@MechanicsResponds.com](mailto:News@MechanicsResponds.com).

The purpose of this letter is to let you know we are getting closer to having a factual "BBB Reliability Report". However, there are still some misinformations in this report.

<http://atlanta.bbb.org/WWWRoot/Report.aspx?site=39&bbb=0443&firm=18000921>

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

**The "Advertising Review" is still incorrect.** It 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.*

Be advised this information "as is" is false, misleading, and inaccurate and is costing our firm a loss of business.

Your ad review STILL says the following false information:

*"they did not address any issue dealing with their advertising" – This is simply untrue.*

Our records indicate we have sent your firm many emails concerning our "training".

We have also repeatedly supplied you with over a thousand on-line documents supporting our claim *"Superior quality and service has fueled constant growth"*.

We have repeatedly supplied your Company with over a thousand on-line documents supporting our claim *"Mechanic's has become the most trusted name in Air Conditioning, Heating, and Home Comfort.*

[Please see my letter to your Dated March 10, 2009](#)

[Please see my Letter to Dottie Callina Dated March 11, 2009](#)

*If we did not directly address these "issues" last year, we sure did this year. These facts need to be updated correctly.*

On Wed, Feb 25, 2009 9:45 am, [Dottie Callina told me via email](#), *"Because the original ad challenge was opened in 2007 and you did not respond, the complaint will remain as is."* If this is the case, then put this statement in the ad review report: *"Mechanic's has*

*responded to all these issues raised, but we have decided it's too late."*

Again, 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)

*"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.

At a minimum the above response should be included in this "Ad Review". Failure to do so is Fraud on the part of your Company.

Finally, you are STILL reporting private information on private employees of our firm. You are violating their privacy rights.

*BBB records shows Terry Adams & Lori Leavenworth associated with this company. BBB records also show Terry Adams & Lori Leavenworth as being previously associated with Picket Home Services, LLC. The BBB maintains a separate **report** for*

*Picket Home Services, LLC.*

*Lori Leavenworth was also associated with a company by the name Low Cost Heating & Air Conditioning. The BBB also maintains a separate **report** for Low Cost Heating & Air Conditioning.*

Why is it fair that your Company continues to post information on our private employees, and yet you don't want our News division to post information on your Company's employees?

The actions of your Company are unconscionable. I truly hope you will reconsider the way you and your Company discriminates against our firm. I hope you will make the right choice and govern yourself professionally.

Remember, I would be happy to give your BBB advice on how to improve your relationships with the Business Community and how to keep the Community safer by disclosing more information to the public. I am always happy to help improve your organization!

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

Thank you for your time,

**J.R. Adams**

LLC Manager

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