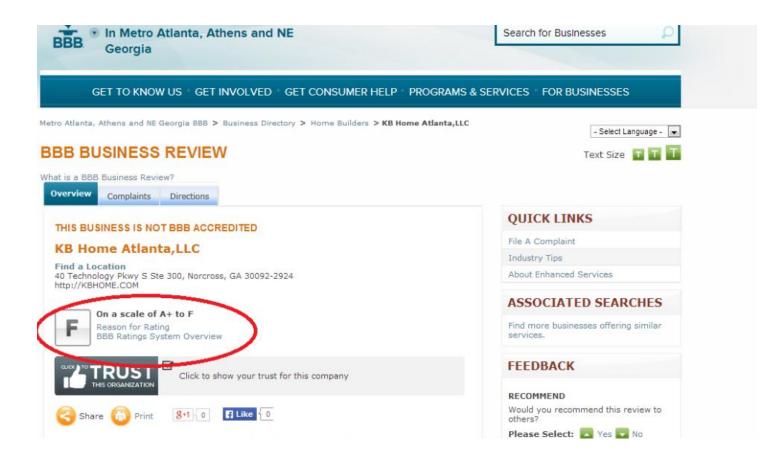
THE RATING SYSTEM OF THE BBB

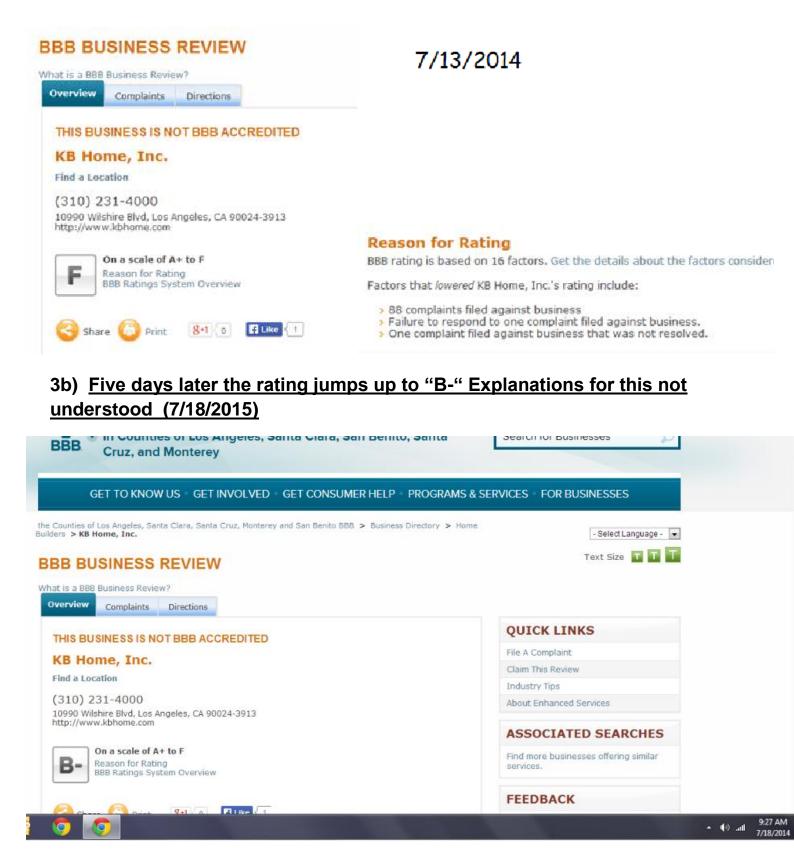
1. ORLANDO BBB GIVES KB HOME "F" RATING IN 2014

https://www.youtube.com/watch?feature=player_detailpage&v=vI-9SgFnvdQ

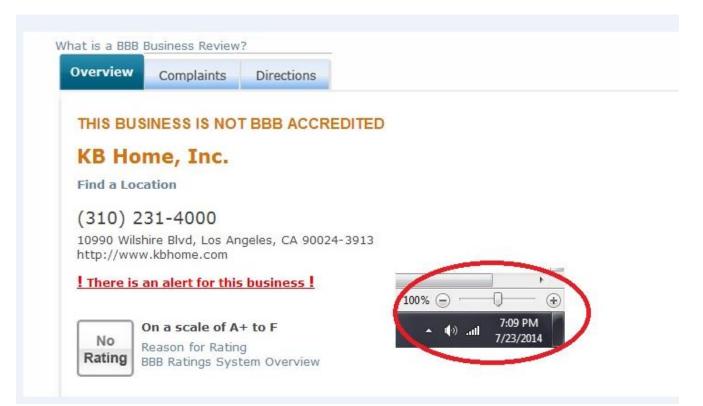
2. ATLANTA RATES KB HOME "F"



3a) "F" IN LOS ANGELES (their headquarters nationwide)



3c) <u>Ten days later – changed to NO RATING - but there is an alert about the</u> <u>Florida AG investigation 07/23/2014</u>

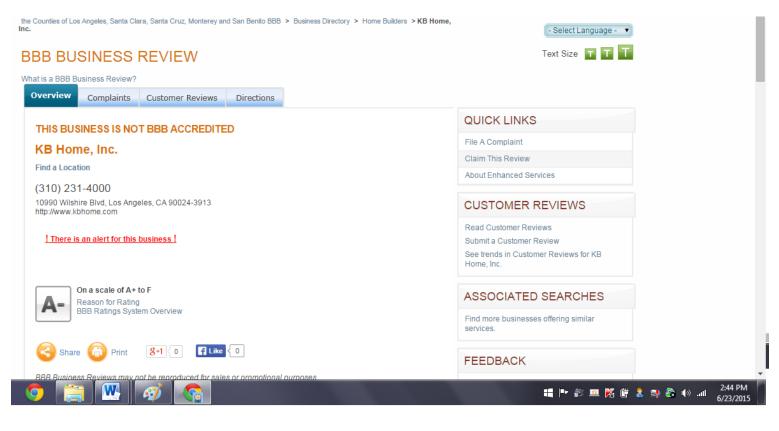


3d) By the fall the BBB has changed the rateing back to an "F" Los Angeles - national headquaters). There is an alert about the investigation. 10/13/2014



3e) Shortly after the "F" rating - it bounced back and remained high – even with the alert for the attorney general's investigation still active. (2014- 6/23/2015)

GO FIGURE!



For insight into the BBB rating system see:

- 1. Why the Better Business Bureau Should Give Itself a Bad Grade. Time magazine. 2013. http://business.time.com/2013/03/19/why-the-better-business-bureau-should-give-itself-a-bad-grade/
- 2. Better Business Bureau expels Los Angeles chapter, largest in nation. LA Times. March 2013. http://articles.latimes.com/2013/mar/12/business/la-fi-mo-better-business-bureau-expels-los-angeleschapter-largest-in-nation-20130312