

# 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=vl-9SgFnvdQ](https://www.youtube.com/watch?feature=player_detailpage&v=vl-9SgFnvdQ)

## 2. ATLANTA RATES KB HOME “F”

The screenshot shows the BBB Business Review page for KB Home Atlanta, LLC. The page header includes the BBB logo, the location "In Metro Atlanta, Athens and NE Georgia", and a search bar. Below the header is a navigation bar with links: "GET TO KNOW US", "GET INVOLVED", "GET CONSUMER HELP", "PROGRAMS & SERVICES", and "FOR BUSINESSES". The breadcrumb trail reads: "Metro Atlanta, Athens and NE Georgia BBB > Business Directory > Home Builders > KB Home Atlanta, LLC". There is a language selection dropdown and text size controls.

### BBB BUSINESS REVIEW

What is a BBB Business Review?

**Overview** | Complaints | Directions

**THIS BUSINESS IS NOT BBB ACCREDITED**

**KB Home Atlanta, LLC**

**Find a Location**  
40 Technology Pkwy S Ste 300, Norcross, GA 30092-2924  
<http://KBHOME.COM>

**F** On a scale of A+ to F  
Reason for Rating  
BBB Ratings System Overview

**CLICK TO TRUST THIS ORGANIZATION** Click to show your trust for this company

Share | Print | 0 | 0

**QUICK LINKS**  
File A Complaint  
Industry Tips  
About Enhanced Services

**ASSOCIATED SEARCHES**  
Find more businesses offering similar services.

**FEEDBACK**

**RECOMMEND**  
Would you recommend this review to others?  
Please Select:  Yes  No

3a) “F” IN LOS ANGELES (their headquarters nationwide)

**BBB BUSINESS REVIEW**

7/13/2014

What is a BBB Business Review?

Overview

Complaints

Directions

**THIS BUSINESS IS NOT BBB ACCREDITED**

**KB Home, Inc.**

Find a Location

(310) 231-4000

10990 Wilshire Blvd, Los Angeles, CA 90024-3913  
http://www.kbhome.com



On a scale of A+ to F

Reason for Rating  
BBB Ratings System Overview



Share



Print



+1 0



Like 1

**Reason for Rating**

BBB rating is based on 16 factors. Get the details about the factors consider

Factors that lowered KB Home, Inc.'s rating include:

- > 88 complaints filed against business
- > Failure to respond to one complaint filed against business.
- > One complaint filed against business that was not resolved.

3b) Five days later the rating jumps up to “B-“ Explanations for this not understood (7/18/2015)

BBB in Counties of Los Angeles, Santa Clara, San Benito, Santa Cruz, and Monterey

GET TO KNOW US · GET INVOLVED · GET CONSUMER HELP · PROGRAMS & SERVICES · FOR BUSINESSES

the Counties of Los Angeles, Santa Clara, Santa Cruz, Monterey and San Benito BBB > Business Directory > Home Builders > **KB Home, Inc.**

- Select Language -

Text Size **T T T**

**BBB BUSINESS REVIEW**

What is a BBB Business Review?

Overview

Complaints

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**THIS BUSINESS IS NOT BBB ACCREDITED**

**KB Home, Inc.**

Find a Location

(310) 231-4000

10990 Wilshire Blvd, Los Angeles, CA 90024-3913  
http://www.kbhome.com

**B-** On a scale of A+ to F  
Reason for Rating  
BBB Ratings System Overview

**QUICK LINKS**

- File A Complaint
- Claim This Review
- Industry Tips
- About Enhanced Services

**ASSOCIATED SEARCHES**

Find more businesses offering similar services.

**FEEDBACK**

9:27 AM 7/18/2014

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

What is a BBB Business Review?

**Overview** Complaints Directions

**THIS BUSINESS IS NOT BBB ACCREDITED**


**KB Home, Inc.**

Find a Location

(310) 231-4000  
10990 Wilshire Blvd, Los Angeles, CA 90024-3913  
http://www.kbhome.com


**! There is an alert for this business !**

**No Rating** On a scale of A+ to F  
Reason for Rating  
BBB Ratings System Overview



**3d) By the fall the BBB has changed the rating back to an “F” Los Angeles - national headquarters). There is an alert about the investigation. 10/13/2014**

the Counties of Los Angeles, Santa Clara, Santa Cruz, Monterey and San Benito BBB > Business Directory > Home Builders > KB Home, Inc. - Select Language -

**BBB BUSINESS REVIEW** Text Size 

What is a BBB Business Review?

**Overview** Complaints Directions

**THIS BUSINESS IS NOT BBB ACCREDITED**





**KB Home, Inc.**

Find a Location

(310) 231-4000  
10990 Wilshire Blvd, Los Angeles, CA 90024-3913  
http://www.kbhome.com

**! There is an alert for this business !**

**F** On a scale of A+ to F  
Reason for Rating  
BBB Ratings System Overview

 Share  Print  0  0

*BBB Business Reviews may not be reproduced for sales or promotional purposes.*

**QUICK LINKS**

- File A Complaint
- Suggest This Business for Accreditation
- Claim This Review
- Industry Tips
- About Enhanced Services

**ASSOCIATED SEARCHES**


Find more businesses offering similar services.

**FEEDBACK**

**RECOMMEND**

Would you recommend this review to others?

Please Select:  Yes  No



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!

the Counties of Los Angeles, Santa Clara, Santa Cruz, Monterey and San Benito BBB > Business Directory > Home Builders > KB Home, Inc.

BBB BUSINESS REVIEW

What is a BBB Business Review?

Overview | Complaints | Customer Reviews | Directions

**THIS BUSINESS IS NOT BBB ACCREDITED**

**KB Home, Inc.**

Find a Location

(310) 231-4000  
10990 Wilshire Blvd, Los Angeles, CA 90024-3913  
<http://www.kbhome.com>

**! There is an alert for this business !**

**A-** On a scale of A+ to F  
Reason for Rating  
BBB Ratings System Overview

Share | Print | 0 | 0

QUICK LINKS

- File A Complaint
- Claim This Review
- About Enhanced Services

CUSTOMER REVIEWS

- Read Customer Reviews
- Submit a Customer Review
- See trends in Customer Reviews for KB Home, Inc.

ASSOCIATED SEARCHES

Find more businesses offering similar services.

FEEDBACK

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2:44 PM  
6/23/2015

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-angeles-chapter-largest-in-nation-20130312>