



BBB Serving Denver/Boulder
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Denver, CO 80204
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AAA Quality Air Duct & Carpet Cleaning, LLC
5420 S Quebec St Ste 205
Greenwood Village, CO 80111-1902

As one of your BBB's many services to the community, we regularly review local advertising as part of our role in promoting self-regulation and encouraging ethical selling and advertising practices.

This service enables BBB staff to bring certain aspects of a firm's advertising and promotional claims to its attention, along with the applicable section(s) of our Code of Advertising. These guidelines exist to promote truth and accuracy in advertising.

Your BBB has noticed an increase in complaints within the air duct cleaning industry. The following advertising concerns have been identified as potentially misleading to consumers:

- The use of the claim "Whole House" when the offer may be limited to the number of furnaces or returns
- The use of the bait and switch method in which the advertised price is not honored and/or extra charges are not fully disclosed
- The use of guarantee or warranty language without disclosure of complete details or disclosure that such details are available upon consumer's request prior to service

In order to address these concerns, an industry sweep is being conducted by the BBB to ensure consistency and fairness in advertising across the local air duct cleaning industry.

We are pleased to notify you that your business satisfactorily meets our advertising guidelines. Your commitment to truth in advertising is vital in today's marketplace as it is the first impression you make with your consumer. Thank you for advertising your service fairly and accurately.

Sincerely,

Charly Hoehn
Trade Practices & Ad Review Consultant
303 996-3653
303 577-8136Fax

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Always check first at bbb.org