



July 9, 2009

Mr. Richard Barnes
Resource Lenders, Inc.
7330 N Palm Ave Ste 106
Fresno, CA 93711-5768

Dear Mr. Barnes:

Much of what your BBB does is behind the scenes. Your local BBB works to inform and guide consumers like yours that support the BBB standards of trust for fairness and honesty in marketplace transactions.

To give you an idea of how this impacts your business directly, I am enclosing what we refer to as a business snapshot. The snapshot offers a detailed overview of the type of activity the BBB manages for your business, your potential clients and customers, as well as your industry.

Section by section your BBB Snapshot shows:

- **Inquiries: Year by Year History of web or phone requests for your reliability report.**
- **Business Inquiries and Complaints: Number of inquiries and complaints on your company in the past year.**
- **Inquiries represented by TOB (type of business): Total complaints on all companies in your TOB, or industry category.**
- **Your TOB's represented by the TOP Roster: Buyer requests for recommendations on businesses in your industry (includes your company listing). An exclusive service for Accredited Businesses driving interested customers to your door.**

The snapshot is a small glimpse into the services the BBB provides to Accredited Businesses. Your support of your BBB allows us to continue to support and promote trust between consumers and businesses in our region's marketplace.

Thank you again for continuing to uphold the standards of Accreditation. Now, you can truly see how it sets you apart! Anytime we can be of service, please feel free to call me using your Accredited Business Hotline, 800-675-8118, ext. 330, 559-222-8408 or 661-322-2077.

Sincerely,

Douglas C. Broten
President/CEO
doug@bbbcencal.org

1601 H Street Suite 101 • Bakersfield, CA • 93301 Phone: 800.675.8118 • Fax: 661.322.8318

4201 W. Shaw Suite 107 • Fresno, CA 93722 • Phone: 800.675.8118 • Fax: 559.228.6518