

When good won't do

Rating service seeks the best

BY RYAN DORAN

rdoran@westfairinc.com

It's a superlative thing.

A new rating and resource service of local businesses, The Best in Town, is establishing itself in Fairfield County, Conn., and Westchester's Sound shore communities.

The Greenwich, Conn.-based business has started its search for the best businesses in Greenwich.

According to Best in Town, it will select only two businesses for each of nearly 200 different categories.

The launch is scheduled for September.

"It's like the Zagat Guide, the Yellow Pages and the Robb Report all put together," said Ted Fisher, Best in Town creator.

Fisher grew up in Rye and now lives in Greenwich. Fisher, once in the business of high-end men's clothing, had been asked time and again for referrals and saw a need.

"Do you know a good this, do you know a good that?" he said. "There was no source to get a good recommendation for best business in town. You give a referral, it's got to be someone you trust and you rely on. You need to really have faith in the business and the person."

The resource findings are posted to the Best in Town Web site and are collected in an annual publication, the Best in Town Greenwich Guide, once a year to be sent to all 22,000 residents of Greenwich.

"We're not ad driven, but we award select membership to businesses looking to take part in the Best in Town process," said Fisher.

Fisher's goal is to ensure the reviews are impartial yet sought after by businesses.

Each industry is independently looked at, rated and reviewed. According to Best in Town, its rating service is stringent and comprehensive, including resident surveys, independent



inspectors, previous ratings and personal interviews.

"Home-based businesses, electricians, plumbers, etc. – they have to pass an even more stringent process because we're qualifying them to go into people's homes," said Fisher. "We do the due diligence in each industry. When people pick up Best in Town, they know everyone in the guide is credible and reliable."

The resource also offers Greenwich residents the opportunity to sign up for the Best in Town's Preferred Card, a card that allows members special discounts and incentives with participating businesses.

Best in Town also offers support to Greenwich charities by donating a percentage of its fees to each participant's Greenwich charity of choice.

The first areas to be rated will be the Greenwich and the Westchester Sound shore communities, including Rye, Mamaroneck, Larchmont, New Rochelle and Pelham.

The rating resource has plans to expand to other affluent communities throughout the Connecticut-New York-New Jersey area and beyond.

