

Dow Jones	S&P	Nasdaq
↑ 12,876.31 +130.43	↑ 1,403.58 +15.30	↑ 2,488.49 +42.97

FIRST-RATE REFERENCE

Former clothier launches listing

By Richard Lee
Business Editor

People looking for a top-flight restaurant or tradesman in Greenwich soon will have another option with the arrival of a new Web site and reference guide.

Greenwich resident Ted Fisher has set aside his needle and thread, the tools of his previous trade as a custom clothier, to develop "Best in Town," a listing of highly regarded businesses covering more than 200 categories.

"About a year ago, I came up with this idea. I wanted it to have substance, and we created a unique rating and qualification process. It will probably be one of the most exclusive listings in the country," said Fisher, 41, who is drawing upon the relationships he has made as a clothier to promote his new business. "In my past life, I acted like a personal concierge service."

"Best in Town" will be comparable to a combination of the Zagat Guide, the Yellow Pages, the Robb Report and the United Way, he said, adding that the Web site and annual reference guide are being developed.

The annual membership fee for businesses will start at \$1,200, depending on the number of employees. The guide will be free to consumers.

To be considered for inclusion in the listing, businesses must meet certain criteria, and be reviewed by an independent panel, said Fisher, one



Dru Nadler/Staff photo

Ted Fisher, creator of 'Best in Town,' a listing of Greenwich businesses, stands yesterday on Greenwich Avenue.

of five individuals involved in the business. He declined to identify the other participants. Businesses listed will be evaluated every year.

"A good part of my day is interviewing companies," Fisher said, adding that he is interviewing about three a day.

Greenwich residents also will be able to sign up for a preferred card

from "Best in Town," which offers members discounts and incentives with participating businesses.

Fisher said the business will donate a percentage of its fees to each member's Greenwich charity of choice.

Simultaneous with the Greenwich program, he also is launching a Web site

Please see **LISTING**, Page A15