



## Better Business Bureau (BBB)

The Better Business Bureau (BBB) has been a trusted source to consumers for many years. All businesses receive ratings from consumers. Certain types of contractors rely on their rating to gain new customers.

One thing that sets the BBB apart from similar ranking agencies is that they will investigate suspicious and/or fraudulent businesses. Much like a mediator, the BBB will gather information from both sides of the issues and render a finding. The arbitration process is very interactive with the business and the consumer.

The BBB has improved their ranking system for business. Prior to 2012, only accredited businesses could claim an A+ rating. This requires yearly dues paid to the BBB. Now all companies can receive an A+ rating based on complaint activity and corrective action taken by non-accredited companies.

The BBB has made some improvements to processes to assist consumers and businesses to connect more effectively. These features are available to accredited businesses only.

- Request an e-quote – Online request for a quote or direct link to business website
- Customer reviews – Previously, only complaints could be posted on BBB but now favorable reviews can be posted by consumers as well.

### How Do I Get on BBB?

All businesses can be listed on the BBB website. You can also contact your regional BBB office about joining as an accredited business, which requires yearly dues paid to the BBB. Accredited businesses will receive special notification on the BBB website as well as the opportunity to use the special BBB logo on company letterhead and other media sources. The cost of the dues will vary by region.

A company profile will be required on the BBB website. Information included on the profile varies between accredited and non-accredited businesses.



## How to Raise Your Ranking

- All businesses start with an “A” rating until some history – good or bad – can be populated. Being unresponsive to customer complaints that have been filed with the BBB will affect your ranking negatively. This applies to accredited businesses as well, but the credibility gained by becoming accredited may affect the decision granted by the BBB.
- The level of activity in your regional BBB office within your community may determine how much credibility they provide for you. Talk with other service businesses and see what they say about local BBB activity.
- After your company is active with the BBB, consider applying for the annual BBB Integrity Award. If selected, the BBB will provide free publicity through different media outlets about your company.
- Follow the FISH system