



Start With Trust[®]

How BBB accreditation can help your business



Why BBB?



Use our Torch!

You work hard every day to give your customers the best possible service. **Better Business Bureau[®] of Upstate New York** helps you be found by people who want to work with trustworthy businesses.

There are thousands of free and subscription websites that offer a range of information, but BBB is the one place you can find it all.



According to Nielsen research, 83% of consumers surveyed said they are familiar with BBB's torch seal and would likely do business with a BBB Accredited Business.*



Our Standards

All Accredited Businesses meet and uphold BBB's 8 Standards of Trust

Build Trust

Honor Promises

Advertise Honestly

Be Responsive

Tell the Truth

Safeguard Privacy

Be Transparent

Embody Integrity

2 ways our seal works for you!

1. You can use the torch in advertising, on your marketing materials and on your social media accounts.
2. Placing the torch on your website will take people to your BBB Business Review. We can track how many people click over for you. Also, BBB's torch is a trust mark that helps improve a page's search engine optimization (SEO). By linking your page to bbb.org, search engines such as Google, Yahoo and Bing could rank your business page higher in search results.



Accreditation Benefits



Use your **BBB Business Review** to your advantage. Enhance your online presence with your Business Review in addition to your website to show your Customer Reviews and business information. Your BBB Business Review will also help people find you on the web.

Request a Quote brings potential customers looking for businesses like yours right to your inbox from your Business Review.



Our **Customer Reviews** are a great way for you to highlight some of your customers' positive experiences on your BBB Business Review. We do not post anonymous reviews.

Dispute Resolution & Arbitration are free services to help you solve any challenging customer issues.

Contact us today!

*The Consumer Journey Survey 2015

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