

Make a Great First Impression

With Your Customers



What is in a BBB® Business Profile?

More people are using the online BBB Accredited Business Directory to find trustworthy businesses. In 2025, the BBB had more than 20 million inquiries and web visits, and sent thousands of Request-a-Quote (BBB lead generation program) emails to Accredited Businesses. Because of this activity, your BBB Business Profile should include information to give potential customers a great first impression. Use your Business Portal to enhance your BBB Business Profile today.

1 Business Overview
Business name, logo, and description

2 Business Overview
Business address, website, email address, phone number, and hours of operation

3 Accredited Business Seal
Exclusive seal to designate a business has earned BBB Accreditation

4 BBB Rating
Letter grade based on information the BBB is able to obtain about the business, including advertising issues, business practices, and customer complaints

5 Customer Reviews and Stars
Reviews verified by the BBB to ensure person submitting the review is an actual customer

6 Request a Quote
Messaging tool for prospective customers to request information about products and services

7 Products and Services Overview
Description of the business's products and services, including photos and videos

8 Complaints
Customer issues along with the company response

9 Business Details
Additional business information including years in business, type of business, and business owner(s)

10 Business Categories
Categories assigned by the BBB to describe the business and which search terms it is relevant to

Keep Your Information Up-to-Date: Accurate information helps consumers contact you and ensures the BBB is able to notify you of new customer reviews and complaints. To make changes to your BBB Business Profile, please visit your Business Portal: go.bbb.org/login.