



THE BBB® ADVANTAGE AND WHY IT MATTERS IN BUSINESS

Trust matters. In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business.

Brand Impact

82%

of people are familiar with BBB*

88%

of consumers who are familiar with the BBB letter grade are more likely to purchase from a business with an A rating or higher*

70%

of consumers familiar with the BBB Accreditation seal are more likely to perceive the company as a good business*

81%

of consumers familiar with the BBB seal are more likely to trust the business is honest and ethical*

*Source: IABBB 2021 Consumer Survey

Start With Trust.®

How BBB Accreditation Works



Greater Exposure

Your company is listed as a BBB Accredited Business, putting you in front of potential customers looking for a trustworthy business.



Enhanced Credibility

The BBB Accreditation seal adds additional credibility to more than 400,000 businesses across North America.



Differentiation

Accreditation shows that your company is committed to the BBB Standards for Trust, fueling customer confidence and standing out from the competition.



Business Tools

BBB provides access to business tools and resources to make it easier for you to run your company and thrive in a competitive marketplace.



BBB Referral Program

Consumers can instantly get a quote from BBB Accredited Businesses directly from your customized business profile page.



BBB Business Profile Page

Build your BBB Business Profile to showcase your products, services, and track record in the marketplace.

Exclusive Programs and Services

- ✓ The BBB seal for your marketing materials and website (with link to and from BBB.org)
- ✓ Access to BBB marketing tools and programs
- ✓ News and information from your local BBB office
- ✓ Get a Quote program to help attract new customers



The BBB has a reputation of always doing the right thing, being there for business. We value that as a company and we are very proud to be a BBB Accredited Business.

Lore Oelhafen,
BBB Accredited Business owner



Our affiliation with BBB gives us an efficient means of showing prospective clients the high level of customer satisfaction that we provide.

Mathew Ward,
BBB Accredited Business owner

BBB: This is why we are here

[BBB.org/get-accredited](https://www.bbb.org/get-accredited)