Earned What?

In today’s world, it’s harder than ever to run a business. The business landscape is increasingly dynamic, and marketplace trends are as transient as ever. The conversation between businesses and those they do business with has changed dramatically - in tone, in pace, in content, and even in platform.

But there’s good news for good business owners. Your BBB is here to ensure that you don’t have to explore the uncharted territory all by yourself - we’re navigating the landscape with you. And as a BBB Accredited Business, you always have a good icebreaker - BBB’s seal is the best way to start a conversation with your customers.

With a reputation over 100 years in the making and a network of support and resources unparalleled in the community, we’re equipped to do our best to make yours even better.

What do BBB Accredited Business earn?

- **Accreditation Certificate & Decals** - It’s a centuries-old emblem of good business. It’s yours to display however you want. And most importantly - it’s the first thing your people see (and with the BBB seal, seeing is believing).

- **BBB Dynamic Seal** - We want to keep you sharp in all of your business mediums. Trust us - your website has never looked better than when it started promoting your Accreditation status.

- **Personalized Business Reviews** - We don’t mean to brag, but we’re kind of a big deal with consumers. When they want to know about you and your competitors, they come to us. As proponents of empowerment, we want you to have the tools you need to put your best foot forward in those indirect interactions. Personalize your BBB Business Review to reflect products and services, your hours of operation, and your service area. Add photos and videos to make a lasting first impression. Make Search Engine Optimization (SEO) work for you.
- **QR Codes** - Once you have claimed your Business Review, click on the Basic Business Information and scroll down to download your QR Code. You’ll receive your own customized QR code to place on your door, your advertising, and all of your marketing materials. When consumers scan it, they will go directly to your Business Review. It’s that simple.

- **Accredited Business Lists** - Callers ask us for the names of honest companies every single day. While we can't recommend a company, we can provide lists of our Accredited Businesses in your business category. It just might be how your next customer finds you.

- **BBB Logo Advertising** - You have access to BBB's seal for any offline advertising in our twenty-county service area: display ads, phone directories, business cards, letterhead . . . make the most of the best.

- **Request-a-Quote** - Customers can also access our website to request job estimates for products and services. We do the work for you by sending your potential client’s proposal to eligible Accredited Businesses like yours.

- **BBB Principles of Trust** - By promoting BBB’s globally-renowned Principles of Trust, you can show your customers that you subscribe to the highest standards of business ethics: equal treatment, truth in advertising, honesty, integrity, courtesy, and customer service.

- **Investigations** - BBB investigates and takes action against schemes that unfairly compete with legitimate businesses like yours.

- **Accredited Business Reports** - Every prospective customer who calls to checks your reputation is told that you are a BBB Accredited Business. When they request a competitor’s report, your Accreditation speaks volumes.

- **Tax Deduction** - The United States government recognizes support of your BBB as a reasonable and necessary business
expense and therefore, allows Accredited Business dues as a tax deduction.

- **Mediation Services**- are offered when a dispute between two parties cannot be resolved. Informal proceedings are held before the mediator and both parties work to reach an agreement. The program can save accredited business court costs, time and money in settling complaints. This service is available to all employees of the Accredited Business.

- **Arbitration Services**- are offered when phone and other channels of communication fail to bring resolution to the problem. Arbitration is a formal process where the parties involved sign binding agreements and place disputed funds in an escrow account. Both parties have the opportunity to state their case before a trained, professional arbitrator who will make a final, binding decision after hearing both sides.

- **Advertising Guidelines and Advertising Review**- The guidelines help members avoid violating federal, state, and local laws. The BBB encourages accuracy and truth in advertising which builds consumer confidence. Local advertisements are reviewed by the BBB for truth and accuracy to help your company stay on an even playing field with the competitors.

- **Business self-regulation** - Voluntary business self-regulation is a fundamental purpose of the BBB. It is more efficient and costs less for business to regulate itself than for government to do the job.

- **Integrity and Public Trust**- BBB Accreditation is by invitation. Many firms are not eligible to join because they do not meet BBB Standards for business performance. The BBB builds the public’s confidence in business by demonstrating that legitimate business firms do care about good public relations.

So . . . **have you earned it?**