ABOUT SUSAN’S GREEN CLEANING

With a reputation for some of the most courteous cleaning technicians in Seattle, Susan’s Green Cleaning is a locally owned and operated, environmentally-friendly cleaning service. They opened their doors in 2014, and pride themselves on using all-natural, non-toxic, active ingredients.

Owner Susan Stocker started her business with an online ad, a car magnet, and a cell phone. Her first week in business, she made $120. Five years later, Susan says her business is a multi-million-dollar company with more than 350 customers.

A COMMITMENT TO HIGHER STANDARDS

Susan’s Green Cleaning didn’t qualify for BBB Accreditation until after it had been in business for more than a year and met each of BBB’s Standards for Trust. For Susan, this illustrated BBB’s commitment to its high standards and dedication in helping small businesses succeed. As a house cleaning service, Susan says running an honest and ethical company is essential.

HOW BBB ACCREDITATION HELPED

Susan’s Green Cleaning became BBB Accredited in 2016. She says accreditation gives her customers security and assurance that they can trust her. You can find the BBB seal proudly displayed on her website, in advertisements, mentioned during phone calls, and posted on her storefront window.

"The BBB Seal is something not every business has, and when customers know you care enough to be part of an organization with high values and cares about consumers, that’s a real feather in your cap." - Susan Stocker
CASE STUDY:
SUSAN'S GREEN CLEANING
Susan Stocker
Owner

AWARDS & HONORS:
- BBB 2017 Torch Award Recipient
- 2016-19 Angie's List Super Service Award
- 2016-2020 Three Best Rated
- 2019 Best Seattle House Cleaners Fresh Chalk Winner
- 2019 King County Best Small Business Finalist
- 2019 Chinook Book Best Sustainable Small Business Finalist

For more information, visit BBB.org

WHY THE BBB STANDARDS FOR TRUST MATTER
The BBB Standards for Trust guide Susan’s Green Cleaning in just about every aspect of its business. Susan says before becoming accredited, she received a letter from the BBB about a misleading advertisement in which she claimed to be the best cleaning company in Seattle. After reviewing the ad against BBB’s standards, she changed it, realizing she needed to back that claim up with hard facts. Today, Susan touts her business as one of the highest-rated cleaning companies in Seattle and credits the BBB’s hard stance on truth in advertising – one of the eight BBB standards. She says the process was eye-opening and has helped her be a better business.

HOW BBB ACCREDITATION DIFFERENTIATES BUSINESSES
There are several services and recourse BB provides businesses, including mediation and arbitration. While Susan hasn’t had a dispute escalate to that level, it has given her reassurance that if a problem surfaces, it will be dealt with fairly.

Here are other BBB Accreditation benefits Susan Green Cleaning uses to help differentiate its business:

- Greater Exposure
- Enhanced Credibility
- Marketing Assets

FINAL RESULTS
Susan started her business with a vision of providing green house cleaning for people who care about not filling up their bodies with toxins and protecting the environment. It took her five years to grow into the multi-million-dollar business she runs now. Susan credits much of her success to BBB’s high standards and her obsession in caring for the customer.

Today, Susan continues to work and grow her business. She says treating people right and aligning her business with BBB’s standards makes reaching her business goals possible.