Why great businesses *choose to start* with BBB Accrediation.
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BBB’s mission is to be a leader in advancing marketplace trust. As an organization, we accomplish this by:
2. Encouraging and supporting best practices by engaging with and educating consumers and businesses.
3. Celebrating marketplace role models.
4. Calling out and addressing substandard marketplace behavior.
5. Creating a community of trustworthy businesses and charities.

Trust is viewed by BBB as a function of integrity and performance. Integrity is built on respect, ethics, and intent. Performance is essentially a business’s track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

BBB ensures that clear standards for trust are set and maintained. BBB provides an unbiased source on matters of trust to consumers and businesses alike.
Many studies show the influence BBB ratings and online reviews have in converting consumers into buyers.

For instance, BBB’s website (bbb.org) has seen significant growth in visits, **up 70% from May 2014 to 10 million visits per month**—beating out Yelp (+6%), Whitepages.com (+2%), Angies List (-14%), and Manta (-45%).

 Millions and millions of people visit bbb.org every year to check out which businesses they can trust and report on those they can’t.

Source: searchengineland.com, 2015, Myles Anderson, Founder & CEO of BrightLocal
The BBB brand has stood for trust in the marketplace for 100 years. More than 90% of consumers recognize the BBB logo and what it stands for. When they see it attached to your brand, they know you are a business they can trust. A company of any size that carries the internationally recognized BBB Accreditation Seal inherits the added advantage of over 100 years of trusted goodwill in all forms of commerce.

“BBB is based on facts and not opinions. That’s why I am Accredited with BBB.”

AROUND THE EDGE BARBER
Julian V.

“It’s very important to be BBB Accredited. There are so many factors customers look at when making a purchase. You want to be different and unique and you want to stand out. And, I think being BBB Accredited allows you do do that as a business.”

ADVANCE ELECTRONICS
Rob O.
NATIONAL BBB ACCREDITED COMPANIES

390,000 BUSINESSES

Whether you’re a large multi-national organization or a one-person company, BBB Accreditation will help you influence your customers and prospects—showing them you are a business they can trust.
The BBB Accreditation Seal gives you the advantage you need to win a contract or attract consumers. When it’s neck-and-neck, most consumers will pick a BBB Accredited Business over its non-accredited competitors.

Accreditation also gives small businesses that compete against household names a competitive boost. If you are Accredited and your competitors are not, you will stand out.

“We feel that our Accreditation has put us into an elite group of people who are shown to be the best in the industry.”

AIROOM
Tom, G.

“What makes the BBB link so great? Think two words—Trust and Authority.”

Moz

“Having a BBB logo on your site can build trust and improve conversions.”

Optimizely

“BBB.org has a high trust factor. Google likes sites it can trust.”

Search Engine Land
“81% of shoppers do research online before buying.”

About 45% of traffic on bbb.org comes through Google and other search engines. Most often, BBB Accredited Business Profiles (Business Reviews) are found on the first page of Google search results.

Accredited Businesses have access to the “best link” out there in pushing their websites to the top of search engines. When Accredited Businesses put the BBB Seal on their website, it links directly to their Business Review page on bbb.org.

“Before choosing a business, most folks will search social media or go to bbb.org. If you are not on one of those, you may be overlooked.”

BASS TIRE BRAKE & ALIGNMENT
Steve, B.
Search engines like Google, Yahoo, and Bing are constantly scouring the Internet for trustworthy sites. Because bbb.org has High Domain Authority and High Page Authority, any business linked to it will benefit significantly. Many Accredited Businesses have found that their Accreditation has significantly boosted their online presence.

“Being on BBB’s website as an Accredited Business has really enhanced our SEO and Web presence.”

SCHAFFER AUTOBODY CENTERS
Scott, S.

“BBB drives leads to Accredited Businesses through their quote system. Last year, we received $36,000 in business, and our membership costs $650.”

HOFFMAN BROTHERS
Robert, H.
“Building the right relationships — networking — is critical in business.”

99% of Networking is a Waste of Time, Greg McKeown
Harvard Business Review

Venture capitalist and entrepreneur Rich Stromback said about his unconventional but successful approach to offline networking at the World Economic Forum, “Opportunities do not float like clouds in the sky. They are attached to people.”

Nobody wants to be “networked.” It’s about building real relationships with the right people. Being Accredited puts you in an elite group of businesses that have proven to be some of the best in their respective industries. This gives you opportunities to learn and interact with other great businesses.

If you want to rub shoulders with other reputable and well-respected businesses, then you want to get to know the decision makers who run BBB Accredited businesses.
BBB Accredited Businesses not only benefit from being associated with BBB, they also benefit from the many educational and training opportunities that BBB offers. These include access to webinars, monthly newsletters with useful industry-targeted information, workshops, networking events, and more. BBB also makes sure its Accredited Businesses have the resources they need to become the type of businesses that deliver the best methods, practices, and value to customers.

“If you want to be any type of credible business and recognized as a leader in your community, you need to be very active and a part of BBB.”

BEST TRANSPORTATION
Kim, G.

“If you’re around smart people who understand business, it’s a great way to accelerate growth. You’re on the right track with best values, practices, and methods.”

MOSBY
Scott, M.
“Since there is so little trust in the marketplace, its value grows ever greater. Trust should be the next big thing.”

Michael Wolff, USA Today

Trust is more than some warm and fuzzy idea. Trust is the foundation of successful companies. BBB Accreditation helps companies communicate trust to customers and prospects; as well, it helps companies understand the best practices that will help them maintain a trustworthy organization.

In a 2014 survey with more than 3,000 BBB Accredited businesses throughout North America, 81% said that BBB had a direct impact on their business growth. Survey respondents said that BBB helped them: 1) build trust, 2) stand out from the competition, and 3) find new customers.

4 out of 5 said BBB had a DIRECT IMPACT on their growth.
BBB offers the power of an international organization combined with local offices full of real, live, people to help your business succeed.

Every Accredited Business is assigned a rep that they can interact with. This rep will answer questions, send reports, and provide information to make sure businesses get the most from their Accreditation.

Every month, businesses receive a monthly industry report with information specifically for your industry. It will include a link to your Business Profile Analysis.
Benefit from traffic on bbb.org.

Join some of the best businesses.

90% of consumers recognize BBB.

BBB is synonymous with trust.

Gain better exposure on Google.

Use BBB Accreditation Seal everywhere.

Network with industry leaders.

Build a better business.

Gain real support from real people.
If you run a great business, applying for BBB Accreditation is easy. Start with talking to a BBB representative at your local office. Get all of your questions answered and get help submitting your information.

If you’re ready to get things rolling, you can fill out the application form right away. It takes about 10 minutes. Then, staff at your local BBB will get to work and have an answer for you in as little as a few days (some applications may take longer to review).

You’ll get access to the BBB Accreditation Seal within a day of being approved. We’ll even provide tips as to where and how you should display the seal to maximize its influence.

01 FREE CONSULTATION
Find out more about BBB Accreditation and what it could mean for your business.

02 SUBMIT APPLICATION
Tell us about your business. This should only take you a few minutes to complete.

03 AWAIT RESPONSE
We will review your information and respond within a few days.

TELL THE WORLD
If you’re approved, we’ll help you make the most of your Accreditation.