



# TRUSTWORTHY

Why great businesses **choose to start** with BBB Accreditation.



## **Be More Trustworthy**

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### **Design by StreamPage.**

Visit BBB's website at [www.bbb.org](http://www.bbb.org)





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# 1 BBB'S MISSION

BBB's mission is to be a leader in advancing marketplace trust. As an organization, we accomplish this by:

1. Setting standards for marketplace trust.
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.



BBB stands as a leader, setting clear standards that lead businesses and consumers toward a marketplace of trust.

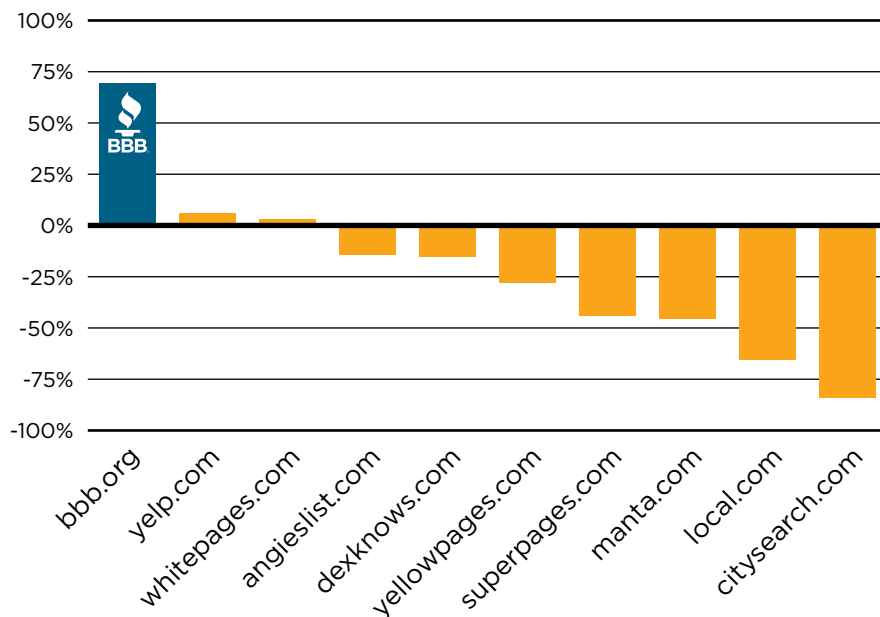


# 2 HIGHLY INFLUENTIAL

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%).

NOW SERVING  
129,839,345



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

# 90% OF CONSUMERS RECOGNIZE



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.



SCHAEFER  
AUTOBODY CENTERS



BRAKE & ALIGNMENT



Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

CARNIVALE



LIVE A COLORFUL LIFE.

LOCAL & REGIONAL BBB ACCREDITED BUSINESSES

# 3 COMPETITIVE EDGE

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.



Every business needs a competitive edge. BBB Accreditation helps give you an edge to help you stand out from the crowd.



“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**







# 4

# INCREASED EXPOSURE

“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.



BBB offers a variety of tools for BBB Accredited Businesses to gain increased exposure.



“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.



# SEO

## ONLINE QUOTES

### ACCREDITED BUSINESS DIRECTORY

[bbb.org](http://bbb.org)

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.



# 5 EXCLUSIVE NETWORK

“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.



As a BBB Accredited Business, you are a part of an exclusive group of great businesses.



# BEST VALUES PRACTICES METHODS

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.





# 6 BUILDING ON TRUST

“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



# 7 PERSONAL ATTENTION

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.



Ask Me

Each BBB Accredited Business has a dedicated representative to help answer questions and provide useful information.



Get Help With Your BBB Business Profile



Anthony Benvenuti  
Business Relations Manager

Ask Me

Monthly 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**.

# 8 HOW DO I APPLY?

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.

