Business and Consumer Confidence:
For 100 years, BBB has helped consumers make smarter buying decisions, and is constantly evolving to meet the changing marketplace. Consumers are overwhelmed with choices—and often unsure about where to find reliable unbiased information. That’s why we tell the public to Start with Trust®—start with the Better Business Bureau. Our Accredited Businesses have made a pledge to adhere to the Standards of Trust®—a comprehensive set of principles of ethical business conduct, and consumers value your commitment, especially today.

Eligibility
• BBB Accreditation is an honor—Not every business is eligible for BBB Accreditation
  - Businesses that appear to meet BBB Standards for Trust® may be invited to provide more information, which enables BBB to better evaluate their eligibility.
  - Businesses that meet all BBB Standards are presented to our local Board of Directors for final review and acceptance as an Accredited Business.

Benefits to your Business
• Visibility & Crédibility
  - The BBB enjoys a 98% name recognition - Gallup Organization
  - 7 in 10 consumers say they are more likely to buy from a company designated as a BBB Accredited Business - Princeton Survey Research Associates

• Business Review
  - Set yourself apart, by posting photos and videos to your Business Review, as well as your services and hours of operation
  - Your web address will be listed on your Business Review, and will link to your website
  - BBB Business Reviews are based on factual information— not consumer opinions

• Online Accredited Business Directory
  - Consumers can search for you by Type of Business (TOB), and by specific Name
  - Request a Quote: Potential customers can use a single form to obtain estimates from multiple Accredited Businesses; these requests are then forwarded to the email or mobile device of the participating Accredited Business.
  - Consumers can even search for you on their mobile phone using our Mobile Search, the mobile internet version of our website.

• BBB Online Trustmark
  - Promote trust and confidence online by displaying the dynamic BBB Seal on your website and your Facebook page. This allows potential customers to access your Business Review at the right moment when they may be considering doing business with you.
● Marketing Tools
  - Display the trademarked BBB Accredited Business Trustmark in advertising throughout Connecticut: newspaper ads, direct mail pieces, invoices, proposals, telephone directories, stationery, business cards, radio, and television.
  - Advertise your Accreditation with our BBB Accredited Business Decal for doors/windows on company vehicles.
  - Upon acceptance, Accredited Businesses receive a BBB Accreditation Certificate. This certificate demonstrates the company’s commitment to ethical business practices and conduct.

● Accredited Business-Only Section
  - Manage your Accreditation participation electronically! Update your Business Profile information, pay your dues with our secure online payment, download our seals and logos for print advertising, and get information about upcoming events.

● Accredited Business Service Line
  - Accredited Businesses receive direct, live assistance weekdays at (203) 269-2700 ext. 104. Call in with any of your Accredited Business questions and concerns!

● Relevant News & Information
  - The BBB Insider is a bimonthly BBB Accredited-Businesses-only publication focused on business news, marketplace activity, and scams that can directly affect industry atmosphere.
  - The BBB TrustBrief is a weekly briefing of small business news, where the arduous work of deciding what information and articles are vital to keeping your business ahead of the pack, is already done for you!

● Advertising Opportunities
  - Pop to the top of our Accredited Businesses with BBB’s Directory Listing program, or gain more visibility with BBB’s Google Search Engine Solutions.

● Business Ethics Awards
  - The annual Torch Award recognizes the BBB Accredited Business whose business practices and related activities exemplify the BBB’s vision and principles of promoting the highest standard of ethics and marketplace excellence.

● Dispute Resolution
  - We help to facilitate communication between businesses and customers. Should any disputes arise, we offer conciliation, and serve as a helpful intermediary for you and your customer. If necessary, we can provide mediation and arbitration services at a nominal cost; this provides you with a fair and equitable way to resolve disputes, and avoids high legal costs.

● Tax Deductibility
  - Accreditation Dues are 100% tax deductible as a reasonable and necessary business expense.

By committing to the Better Business Bureau’s Standards of Trust, you can provide your business community and consumers with the greatest amount of confidence in your products and services, as well as your business practices.