

# Benefits of ACCREDITATION

Top reasons any business should want to be accredited.



Stand out from the competition—become accredited.

Customers are increasingly researching on bbb.org.

7 out of 10 consumers prefer Accredited Businesses.\*



## One of the most trusted seals

For more than 100 years, customers have looked to BBB's Seal as a symbol of trust. As an Accredited Business, you have the exclusive use of BBB's Seal on your marketing materials, fleet vehicles, store windows and more (see below for details).



### BBB.org is a high-traffic site

Your BBB receives more than 11,000 requests for information each day.



### Customers prefer YOU

7 in 10 of consumers say they are more likely to purchase from a company designated as a BBB Accredited Business, according to Princeton Research 2007.

### Promote your accreditation

As an Accredited Business, you have the exclusive right to use BBB's Seal to promote your accreditation. Let your customers know you support marketplace trust. You may use BBB's Seal on:

- Print advertising and marketing materials
- Business cards, letterhead, invoices and envelopes
- Fleet vehicles, storefront signage and banners
- Local television ads
- Online advertising, your website and your social media pages (with participation in BBB's online seal program)



### Manage complaints with ease

MyComplaints is a convenient service that is offered free of charge to Accredited Businesses. This system allows you to easily view and manage all of your complaints online from one portal, rather than having to log in to each individual complaint on bbb.org. Non-accredited businesses who wish to use this service must pay a fee.



### Resolve disputes without litigation

Use BBB's neutral third-party mediation and arbitration services—which are available to BBB Accredited Businesses for free—to resolve consumer complaints.



### Stand out from the competition

You are listed in BBB's Accredited Business online directory, which gives you great exposure. BBB provided more than 1.4 million BBB Business Reviews on BBB Accredited Businesses in Alaska, Oregon & Western Washington in 2013.

### Participate in BBB events

Every year, BBB hosts numerous community outreach, education and networking events. These are invaluable opportunities for you to partner up with BBB and meet potential customers. Visit bbb.org to view our event and news calendar. Events include:

- Webinars
- Trade shows
- Accredited Business orientation
- BBB Speaker Series
- Secure Your ID Day
- BBB Business of the Year



### Utilize BBB's custom advertising and review services

Through BBB you have a multitude of advertising opportunities, which are sure to fit budgets of all sizes. Specialized pricing may be available. Custom text, design and creation of your advertisement is included in pricing. Contact Programs@thebbb.org for more details. Opportunities include:

- Exclusive bbb.org online advertising
- Google Ads (Accredited Business pricing)
- Local event sponsorships
- Trade show advertising, booths and sponsorships
- Sporting event advertisements
- Radio advertising



Additionally, BBB's in-house Advertising Review team will review your advertising collateral free of charge to ensure it meets the Code of Advertising standards. Before anything goes to print, feel free to use AB.Services@thebbb.org as a sounding board.



### Boost your online reputation

On your business listing, BBB offers verified reviews from a brand customers trust. All reviews are from real people who had real experiences.



### Receive Torch Talk, an eNewsletter

Every month you will receive Torch Talk, BBB's eNewsletter. Topics include the latest scams, consumer trends, upcoming events, marketing ideas and more.



### Use BBB's Request a Quote program

Leads will be sent direct to your email inbox from potential customers who are looking to do business with you now.

## Promote marketplace trust with BBB

Promote your business on bbb.org. Invite your customers to check out your listing, make a verified review, and use the tools BBB provides to get the full value and grow your business.