

Your Guide to BBB[®] Accreditation

Learn more about the resources and programs
available exclusively to BBB Accredited Businesses



THE SIGN OF A
**BETTER
BUSINESS**SM

BBB of Los Angeles & Silicon Valley

Congratulations

on your BBB Accreditation!

Your investment in accreditation makes it possible for the BBB to continue and improve its service to you, your employees and our community.

To maintain trust, integrity and the value of your investment, every BBB Accredited Business must adhere to BBB's Accreditation Standards, which can be found at bbb.org/bbb-accreditation-standards. The bbb.org site also includes your company's Business Review Report and other valuable information.



If you have questions or comments (or simply need to update your business information), please contact BBB Onboarding Specialist [Richard Sayers](mailto:richardsay@lasvbbb.org) at (213) 631-3604 / richardsay@lasvbbb.org.

Again, welcome to the Better Business Bureau! Be sure to proudly display your Accredited Business placard and BBB decal to inform customers of your commitment to ethical business practices.

Sincerely,

A handwritten signature in black ink that reads "Steve McFarland".

Steve McFarland
President/CEO
Better Business Bureau of Los Angeles & Silicon Valley

In this guide:

- Welcome
- BBB 8 Standards for Trust
- Value of your BBB Accreditation
- Logging in to your account
- Downloading the Accredited Business Seal
- Promoting your BBB Accreditation
- Setting up your BBB Business Profile
- BBB Customer Reviews

You are now part of a group of outstanding businesses committed to advancing trust in our community.

At BBB, we believe in the power of trust, and our mission is to advance trust in business.

We believe that businesses who embrace trust as a core value in their organization will see that it leads to growth in employees, customers, community, and their bottom line. To us, trust is the glue that holds communities together; it's the principle BBB was founded on, and it's what continues to motivate us today.

BBB is proud to work with organizations like yours, that lead with integrity and high ethical standards. As a BBB Accredited Business, you help support the programs and services BBB provides to consumers and businesses – from helping people find businesses and charities they can trust to sharing best practices in advertising, customer service, ethics in business, and much, much more.

We are committed to helping your business take full advantage of all the benefits that come with BBB Accreditation. **This guide is to help you get started, and highlights some of our most popular tools, programs, and services.** Please keep it close and reference it often.

BBB is a community-based resource, a trusted advisor, and a partner in business – please reach out to us with any questions or if we can help in any way.



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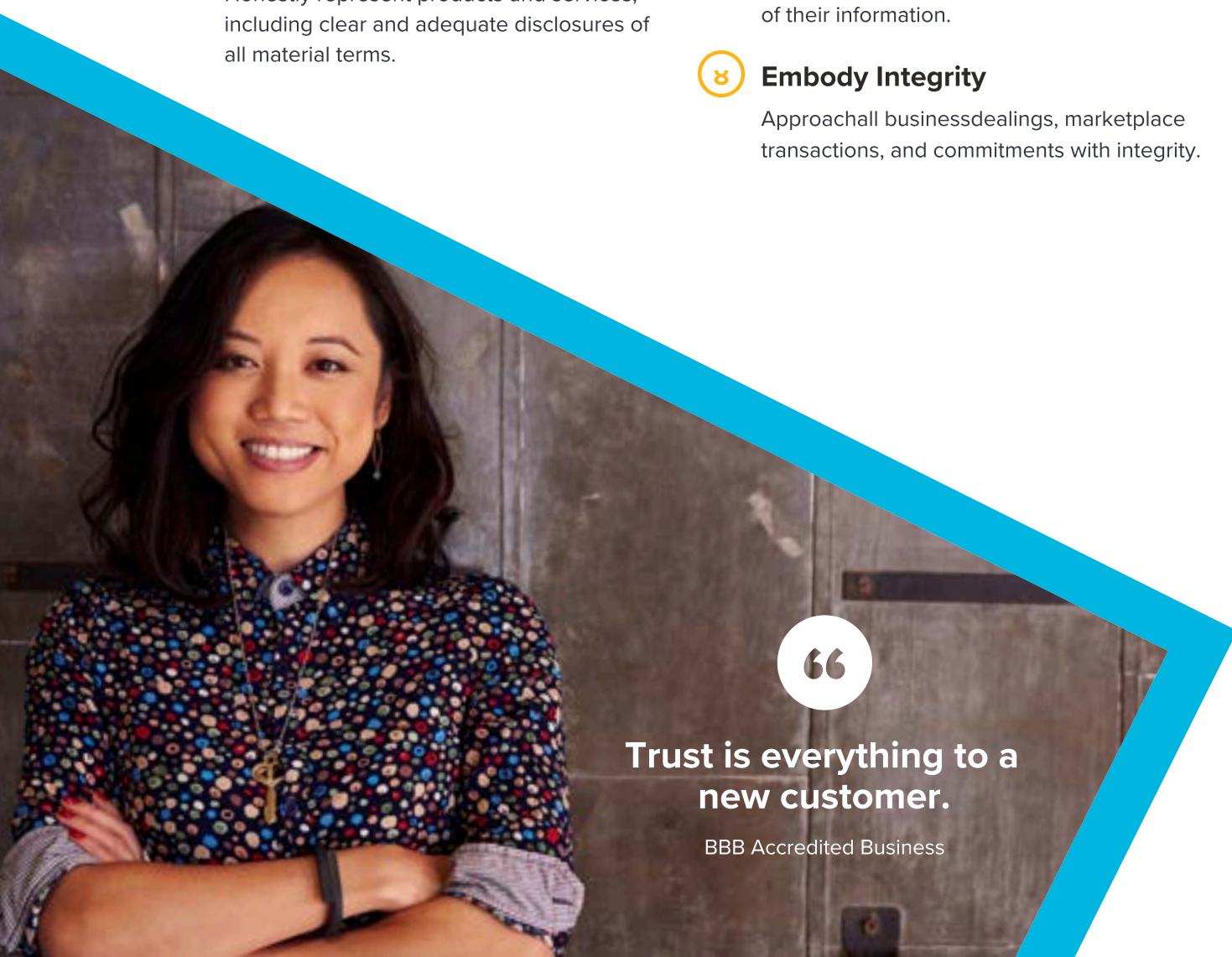


BBB's 8 Standards for Trust

Trust is a differentiator, and at the core of the BBB mission is building a community of **business leaders who have agreed to uphold our 8 Standards of Trust when operating their business, which ultimately sets them apart from their competition.**

- 1 Build Trust**
Establish and maintain a positive track record in the marketplace.
- 2 Advertise Honestly**
Adhere to established standards of advertising and selling.
- 3 Tell the Truth**
Honestly represent products and services, including clear and adequate disclosures of all material terms.

- 4 Be Transparent**
Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.
- 5 Honor Promises**
Abide by all written agreements and verbal representations.
- 6 Be Responsive**
Address marketplace disputes quickly, professionally, and in good faith.
- 7 Safeguard Privacy**
Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of customers regarding the use of their information.
- 8 Embody Integrity**
Approach all business dealings, marketplace transactions, and commitments with integrity.



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Trust is everything to a new customer.

BBB Accredited Business

On average, Accredited Businesses are likely to receive **7 times as many inquiries** than non-Accredited Businesses, per year.

IABBB Research, 2020

Value of BBB Accreditation

The importance of trust in business

BBB Accredited Businesses are a select group of companies committed to high standards and best practices in customer service, sales, advertising, data privacy, and ethics. Not every company is eligible to become BBB Accredited, but those that meet our Code of Business Practices, pass a rigorous evaluation process, are approved by our local Board of Directors, and submit their accreditation fee, are **welcomed into one of the most respected and well-known business communities in North America.**

BBB Accreditation gives your business a competitive edge by showcasing your commitment to outstanding business practices, increasing your credibility with consumers and setting you apart from your competition. BBB also offers helpful business tools and resources, and access to a network of like-minded business professionals.

Businesses across the U.S. and Canada told us how BBB Accreditation benefits their business:



Increases the credibility of my business



Demonstrates integrity in our business practices



Builds customer trust

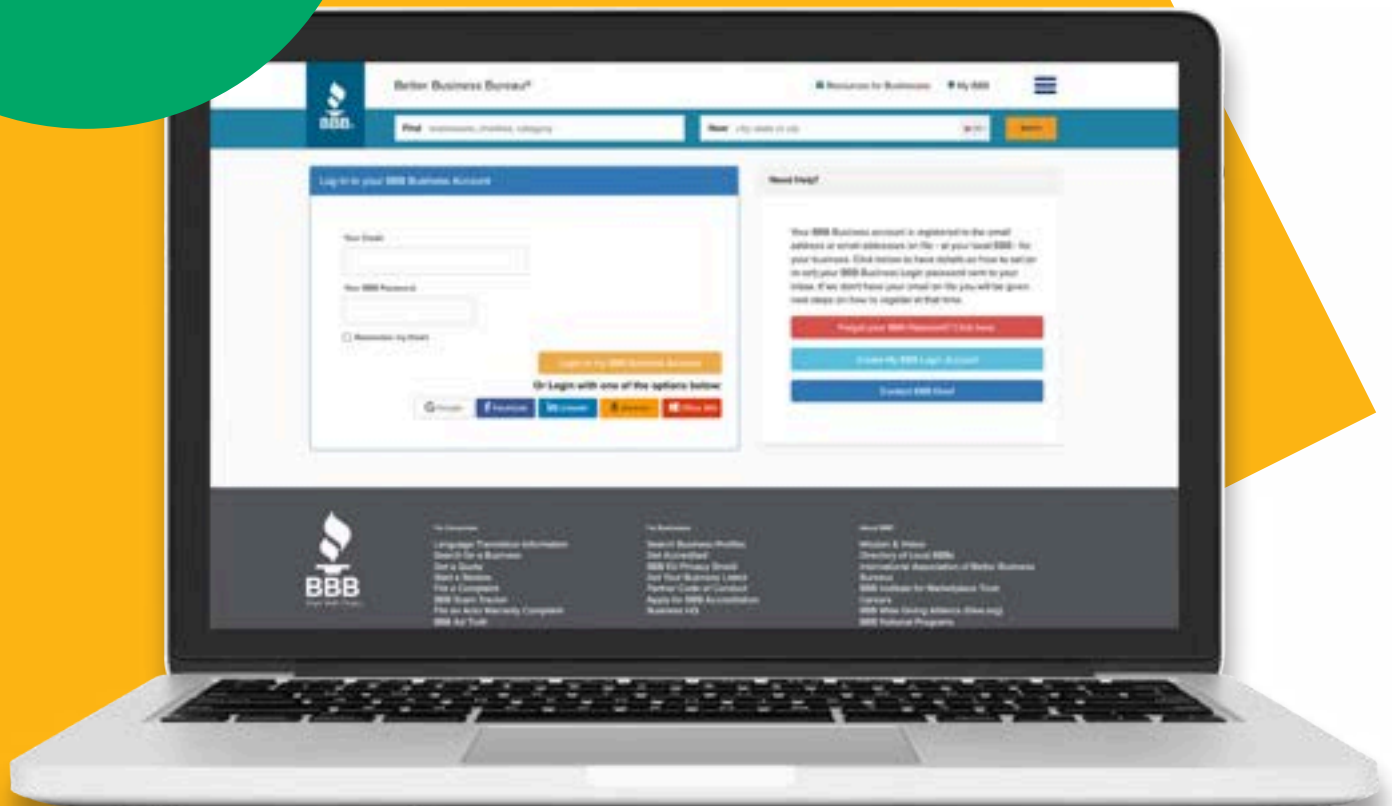


Enhances my visibility as reputable business



Shows we care about our customers

Your **business login** gives you access to all of your account information



Get Started

Log in to your business account

Follow the steps below to log in to your business account:

- 1 Go to bbb.org/losangelessiliconvalley and click on “Business Login” in the upper right corner of the screen
- 2 Create an account using an email address you provided BBB, or contact BBB Onboarding Specialist [Richard Sayers](mailto:richardsay@lasvbbb.org) at (213) 631-3604 / richardsay@lasvbbb.org to have a password created for you

Once logged in, download the BBB Accredited Business Seal, edit your business profile, respond to customers, and more!

Accredited Business Seal

Downloading and using the Accredited Business Seal

Download the Accredited Business Seal for print and digital use by logging in to your business account on sanjose.app.bbb.org/dynamic-seal.

Approved Colors

PMS 7469 C	CMYK: 100/31/8/42	RGB: 0, 95, 134	HEX CODE: #005F86
PRINT Pantone ink number	PRINT Four-color process	DIGITAL Monitor color space	DIGITAL Web color equivalent

The Accredited Business seal may also be reproduced in black for such applications as newspaper or flyers. Although reproduction in color is preferred, you may reproduce the seal in black when color options are unavailable or impractical.

Minimum Size Requirement

To maintain legibility in print format, the minimum size to reproduce the seal must have the height of the BBB no smaller than 1/8" tall.

1/8" or greater



Available Options

There are several seal options available for you to download:

- Dynamic Seal (for your website)
- Vertical Accredited Business Seal
- Horizontal Accredited Business Seal
- Color, black and white, and inverted

If you have any questions about your Accredited Business account or need help, please contact us at 408.278.7400 or accreditation@lasvbbb.org.

The BBB Accredited Business Seal is one of the most respected symbols in business; use it to showcase your commitment to trust!

You've earned The Sign of a Better BusinessSM

Display it proudly for your customers to see!

As an Accredited Business, you have earned the right to use the **BBBAccreditedBusinessSeal – one of the most respected and trusted symbols in business**. When customers see the BBB Accredited Business Seal, they know your business is committed to the highest standards of ethical business practices. Stand out from the competition and enhance your credibility by referencing your BBB Accreditation and using the BBB Accredited Business Seal wherever you promote your business.



Website

Let potential customers verify your status without leaving your website by installing BBB's dynamic seal



Email Signature

Insert "BBB Accredited Business" after the contact details in your business email signature



Company Vehicles

Get more mileage out of your seal - display it on company vehicles!



Social Media

Add the Accredited Business Seal to your social media profiles



Videos

Reference your BBB Accreditation in videos promoting your business



Business Cards & Invoices

Include the seal on your business cards, invoices, estimates, etc.



Print & Digital Ads

Include the seal in print and digital ads



Business Location

Display the seal on signage around your building



Radio Ads

Mention your BBB Accreditation in radio ads

BBB has a variety of office and business products imprinted with the Accredited Business Seal, available for purchase. Reach out to your local BBB for details.





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BBB provides customers with knowledge about the companies they are going to possibly do business with, which makes people feel safe and sure in their decision.

BBB Accredited Business

BBB Business Profile

The importance of an accurate business profile on BBB.org

Millions of consumers visit [BBB.org](https://www.bbb.org) every week to find trusted businesses and nonprofits. When your business appears in the search results on BBB's website, it's important to make sure your BBB Business Profile makes the best impression possible. **A complete profile with details about your products and services, reviews from customers, and accurate and up-to-date information, is one of the key ways to leverage your BBB Accreditation.** Make it easy for a potential customer to quickly find everything they need to know about your organization through your business profile.

A robust, fully completed BBB Business Profile is good for SEO and helps your company stand out from competitors.

Need help updating your business profile?

Please contact us at **(408) 278-7400** or accreditation@lasvbbb.org and someone from our Accredited Business Services team will be happy to help.

Business Profile Checklist:

GOOD

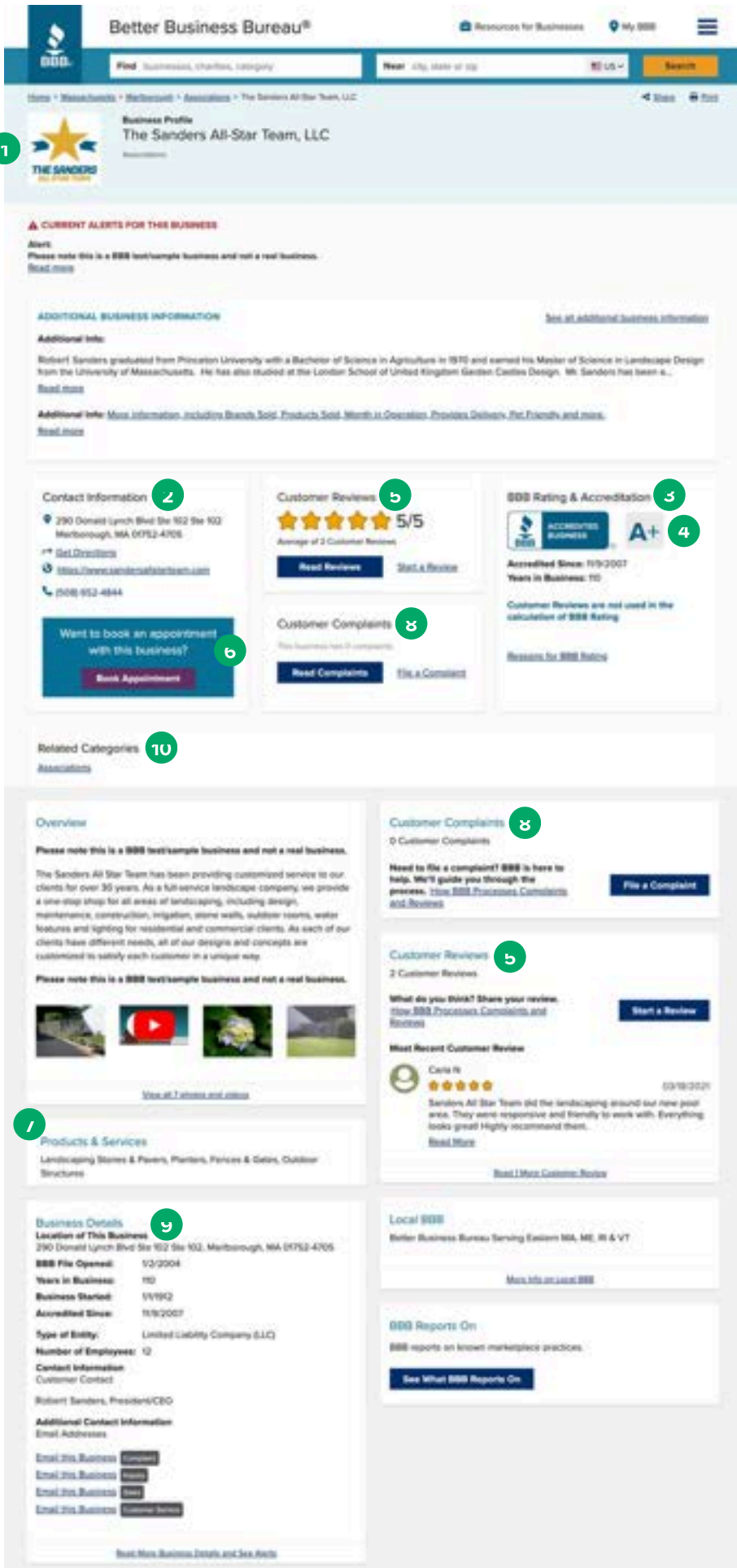
- Business address and phone number
- Business logo Website and email address

BETTER

- Products and/or services offered
- Social media handles
- Hours of operation
- Service area

BEST

- Photo and videos
- Refund or other customer service policies



Business Profile Features

- 1 **Business Overview**
Business name, logo, and description
- 2 **Business Contact Overview**
Business address, website, email address, phone number and hours of operation
- 3 **Accredited Business Seal**
Exclusive seal to designate a business has earned BBB Accreditation
- 4 **BBB Rating**
Letter grade based on information BBB is able to obtain about the business, including advertising issues, business practices, and customer complaints
- 5 **Customer Reviews**
Reviewers are verified by BBB to ensure the person submitting the review is an actual customer
- 6 **Get a Quote**
Messaging tool for prospective customers to request information about products and services
- 7 **Products and Services Overview**
Description of the products and services offered, including photos and videos
- 8 **Complaints**
Customer reports of marketplace experience and requests for the resolution of disputes
- 9 **Business Details**
Additional business information including years in business, type of business and business owner(s)
- 10 **Business Categories**
Categories assigned by BBB to describe the business relevant search terms to find you

**BBB Business Profile layout may vary as we make on-going improvements and updates to these pages.*

BBB Customer Reviews

Managing your online reputation

BBB uses a proprietary algorithm to aid in identifying fake reviews and makes every effort to verify that a review is based on a real marketplace interaction.

BBB also alerts you when reviews are filed so you can engage in the process, respond, and let us know if you question the reviewer's legitimacy, so BBB can investigate before posting the review.

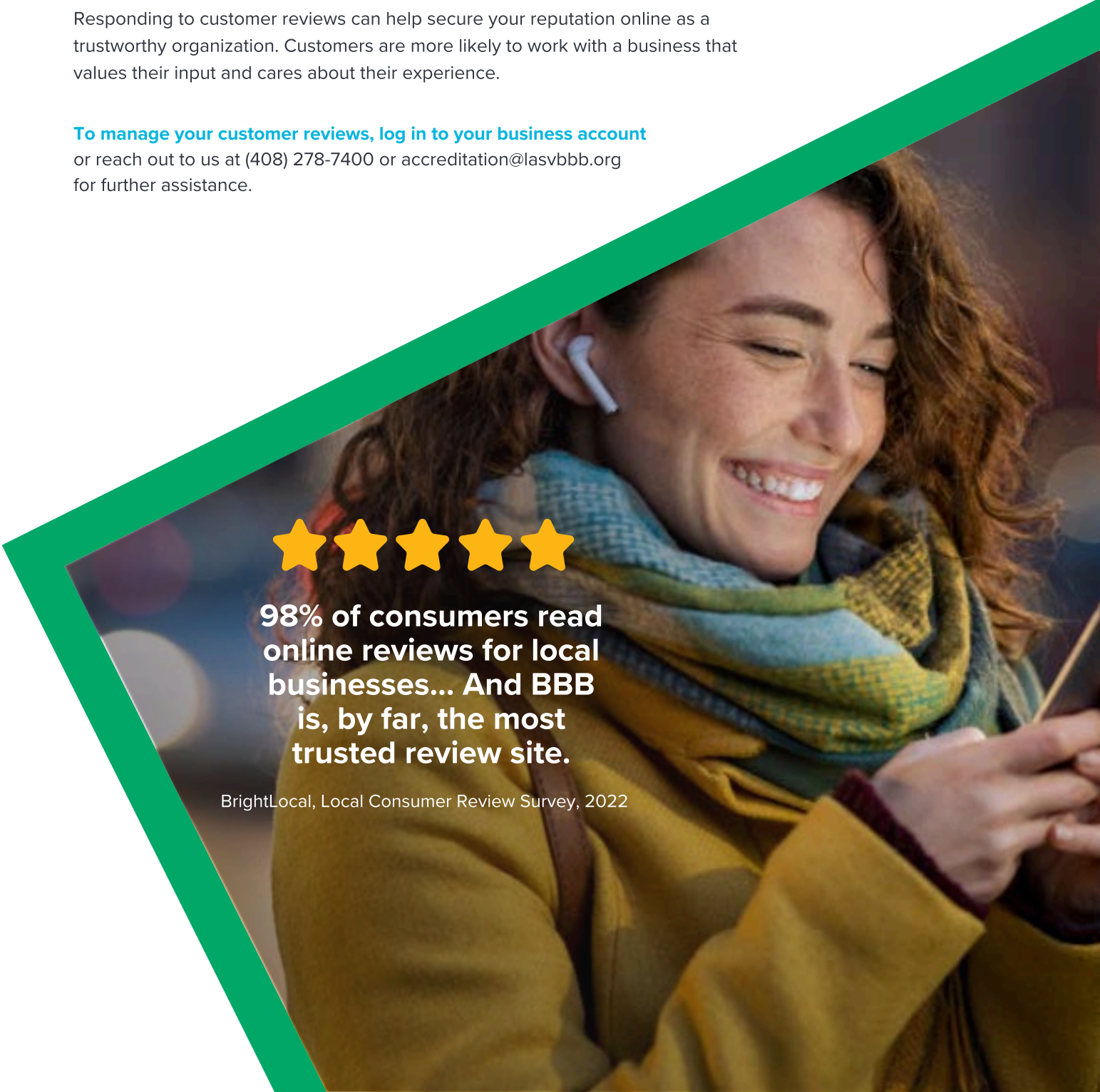
Responding to customer reviews can help secure your reputation online as a trustworthy organization. Customers are more likely to work with a business that values their input and cares about their experience.

To manage your customer reviews, log in to your business account or reach out to us at (408) 278-7400 or accreditation@lasvbbb.org for further assistance.



98% of consumers read online reviews for local businesses... And BBB is, by far, the most trusted review site.

BrightLocal, Local Consumer Review Survey, 2022





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bbb.org/losangelessiliconvalley

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