

Why Choose a BBB Accredited Business?

[Tools |](#)[Print](#)[Bookmark & Share](#)

BBB Accreditation does not mean that the business's products or services have been evaluated or endorsed by BBB, or that BBB has made a determination as to the business's product quality or competency in performing services. BBB Accreditation is more than a seal of approval. Companies displaying the BBB seal stand for something much greater; a commitment and devotion to fairness and honesty.

If a business has been accredited by BBB, it means BBB has determined that the business meets accreditation standards which include a commitment to make a good faith effort to resolve any consumer complaints. BBB accredited businesses pay a fee for accreditation review/ monitoring and for support of BBB services to the public. The following BBB Accreditation Standards are reflective of that agreement.

BBB Accreditation Standards:

Build Trust

Establish and maintain a positive track record in the marketplace.

Advertise Honestly

Adhere to established standards of advertising and selling.

Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms

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.

Honor Promises

Abide by all written and verbal representations

Be Responsive

Address marketplace disputes quickly, professionally and in good faith.

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.

Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity. An accredited business or organization agrees to avoid involvement by the business or its principals, in activities that reflect unfavorably on or otherwise adversely affect the public image of BBB or its accredited businesses.