



Companies authorized to use this logo have been evaluated by the BBB and have made a commitment to maintain BBB standards for marketplace trust.

Emails

- Ad Review - bbbads@iserv.net
- Complaints - bbbprob@iserv.net
- Operations - bbbops@iserv.net
- Information - bbbinfo@iserv.net
- CEO - bbbceo@iserv.net

- Role
- Goal
- Principles of Trust
- Standards for Accreditation



www.bbb.org

www.westernmichigan.bbb.org

BBB of Western Michigan, Inc.
40 Pearl NW STE 354
Grand Rapids MI 49503
616.774.8236 – 1.800.684.3222
FAX - 616.774.2014
Email - bbbinfo@iserv.net

Role:

As a non-profit association the BBB provides services that

- Promotes ethical business practices.
- Encourages self regulation vs. litigation for disputes.
- Educates and alerts businesses & consumers about the reliability of businesses and charities.

Services:

- Issues reports on local & national companies & charities.
- Assists in resolving complaints with conciliation and arbitration services.
- Monitors & corrects local & national advertising to promote truth in advertising.
- Evaluates companies & charities based on consistent standards.
- Investigates frauds and scams which occur in our 38 county service area.
- Issues news releases to all local media and community groups.
- **Request a Quote** offers consumers direct information from BBB Accredited Businesses.

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Goal:

"To deliver consumers to trustworthy businesses & charities"

- 95% of all contacts are now via the internet.
- 75% of all disputes get resolved, another 20% get referred to BBB arbitration.

Principles of Trust:

- **Start With Trust** – establish & maintain a positive track record in the marketplace.
- **Advertise Honestly** – adhere to established standards of advertising & selling.
- **Tell the Truth** – reveal all conditions or exceptions regarding products or services offered.
- **Be Transparent** – identify nature, location, ownership of business and clearly disclose all policies, guarantees and procedures that impact a consumer's decision to buy or donate.
- **Honor Promises** – abide by all written or verbal agreements.
- **Be Responsive** – address marketplace disputes quickly, respectfully and reasonably.

Accreditation Standards:

- 1) Minimum of 1 year in business.
- 2) Provide background information on business & owners.
- 3) Fulfill all state & local licensing and bonding requirements.
- 4) Respond to all complaints or concerns from BBB.
- 5) Agree to use mediation/arbitration for dispute resolution as needed.
- 6) Comply with dispute resolution decisions.
- 7) Cooperate with BBB to eliminate a pattern of customer complaints.
- 8) Promote self regulation within your industry.
- 9) Adhere to BBB standards for advertising and eliminate misleading claims.
- 10) Be free of significant governmental actions re marketplace practices.
- 11) Only use BBB name/logo as authorized.
- 12) Support principles & practices of BBB.
- 13) Provide timely & accurate information to BBB as needed.
- 14) Prior year's history must be without any questionable practices.
- 15) If a branch operation, home office must have satisfactory BBB report.
- 16) If BBB On Line used, must adhere to all Online policies.
- 17) Sign BBB application and pay appropriate dues.