

Start With Trust[®]

There's Value to your BBB Accreditation!

Trust has a definite economic value in today's marketplace!

BBB Business Review

**YOUR COMPANY
NAME HERE**



A **BBB Accredited business**
since 10-01-1939

BBB Business Reviews:

BBB Business Reviews:

- Instill confidence in consumers who may be considering doing business with your company.
- Contain:
 - Contact Information
 - Year's in Business
 - Nature of Your Business
 - Hyperlink to your website
 - Business rating
 - complaint history
 - Photos & coupons
- Available 24 hours a day, 7 days a week on www.wisconsin.bbb.org connecting consumers who use the BBB as a research tool to make buying decisions with BBB Accredited Businesses.
- Searchable on Google Search Engine

COMPETITIVE EDGE

7 out of 10 Americans prefer to do business with a BBB Accredited Business!*

ONLINE PRESENCE

Your report is searchable thru Google, the BBB website and a logo on your website

CO-BRANDING

BBB logo usage in your marketing creates trust and a stable image for your business

INCREASED VISIBILITY

Over 1 Million people contacted the WI BBB in 2010!

REFERRALS

Consumers can "Request a Quote" directly from accredited Businesses in their area

BUSINESS SUPPORT TOOLS

Your personal login page includes:

- Latest stats
- Trust Briefs and newsletters
- Networking events calendar
- Member-to-member discount program
- Co-op Advertising Programs
- Business resources on customer service

In today's tough economy, when consumers are watching every penny, people are asking "Who can I trust?" Corporate scandals, investment schemes and other infamous ethical shortcomings have resulted in consumers' confidence in businesses at an all-time low. So, in short, your timing could not be better! It has never been more important for companies to make a public commitment to ethics and integrity, and affiliate themselves with the Better Business Bureau. That's why your consideration of accreditation with the BBB is so important.

Since the Wisconsin BBB was formed in 1939, it has been the leader in promoting trust in the marketplace. Everyday, thousands of consumers contact the BBB looking for businesses with a proven track record for being dependable and responsive. We have the ability to connect these consumers to your business.

If you are looking for a way to grow your customer base, compete while maintaining your company's integrity and show you care about your community, there is a way to do it all with one simple act, apply for accreditation with the Better Business Bureau today!



wisconsin.bbb.org

To apply for BBB Accreditation, please contact your BBB Business Relations Consultant or phone 414-847-6060.

*According to a 2007 Princeton Research Survey