

BENEFITS OF BBB BUSINESS ACCREDITATION



“The BBB Seal adds credibility, trust, integrity, and a voice for small businesses”

The BBB in the New York area chapter alone gets **3 million site views** annually

93% of consumers said they would be more likely to do business with a BBB Accredited business

You can list your business under as many category types as your firm offers

Consumers can fill out **Quote Requests** on your firm’s BBB Business review!

On the go? Available **ONLY** to BBB Accredited Businesses, **Request a Quote** is a valuable tool that can help generate sales leads. This way you will be sure to get **quote requests by email and/or text message**

You can **Add Photos/Video** to your Business Review and have your customers submit **“Customer Reviews”**

You can use the **“BBB Accredited Business Dynamic Seal”** (interactive logo) on your website. Consumers can click on it and immediately get your BBB Business Review!

You will receive a **full-page color ad with YPC Media (\$299 value)**.

If you don’t have a website, the BBB will create one for you

We will give you **Quick Response Codes (QRC)**. These are like Bar Codes at check-out counters. You can put these in any print advertising or promotional material. Consumers can scan the code with a smart phone and immediately see your company’s Business Review right on their phone!

Your firm receives a **BBB Accredited Business Certificate** that you can display at your business

Your firm receives **BBB Accredited Window Decals** for your vehicles or office

You can use the **BBB Accredited Business logo** on all of your printed material

Participate in all of the BBB’s Sponsorship programs:

A listing on our online **Buyer’s Guide**, Advertising on the **BBB Homepage**, and advertising in special sections on our website **www.newyork.bbb.org**

You will receive a monthly **Hot Topics** newsletter from the BBB which includes marketplace updates. This is sent via email to all BBB Accredited Businesses

Your BBB Accredited Business Review on our website has password protected access to special dynamic information and **statistics available to you at your corporate domain**

Admission to **BBB Business Events** like our complimentary Monthly Networking Business Briefings

Discounts to all **BBB Education and Research Programs**

Accreditation is a tax-deductible expense

Diane Malyszka
Business Development Associate
Tel.: 914.333.0550, Ext. 212
Fax: 914.333.7519
Email: dmalyszka@newyork.bbb.org

Both your business and your website will be accredited. If you don’t have a website, the BBB will create one for your company and install the consumer interactive BBB seal on it for you. Keep in mind that, depending on the type of business, just one consumer who finds you on the BBB website can more than cover the annual investment.