

WHAT IS? BBB.ORG

BBB SERVING CT

MISSION: to be the leader in advancing marketplace trust

A non-profit organization that reports on both Accredited and Non-Accredited Businesses. **So what do we actually do?**



BBB INVOLVEMENT IN OUR COMMUNITY



inspire business ethics



be in the know



spread awareness



check bbb.org

BBB MILITARY LINE®

FINANCIAL READINESS = MISSION READINESS

FREE resources to our military communities regarding financial literacy & consumer protection

YOU CARE & WE CARE

our community matters

WHAT IS BBB ACCREDITATION?

To be accredited by BBB a business must abide by the following standards:

Standards for Trust®



- Build Trust
- Advertise Honestly
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity

CUSTOMER REVIEWS



Allow customers to post reviews. Reviews are vetted by BBB team members to ensure there was a marketplace interaction before they are published online.

ADVERTISING REVIEW

BBB monitors advertising of companies in its service area.

BBB Accredited Businesses pledge to adhere to the BBB Code of Advertising.

did you know?

bbb was initially founded as a response to deceptive advertising

COMPLAINT PROCESS



- 1 Complaints forwarded to business (2 days)
- 2 Business asked to respond (14 days)
- 3 Notified of business' response (or not)
- 4 Closed within 30 bus. day (typically)

we do not handle

- discrimination claims
- workplace disputes
- matters that are or have been litigated
- claims about the quality of health or legal services.

for more information regarding our Accreditation Services visit ct.bbb.org