



## WELCOME GUIDE

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*Welcome to BBB! This resource guide  
is for new Accredited Businesses  
like yours. Congratulations!*



## Table of Contents

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## A MESSAGE FROM YOUR BBB PRESIDENT & CEO

**Congratulations** on becoming an Accredited Business (AB) with your Better Business Bureau (BBB)! **You are part of a select group of business leaders that have earned accreditation.** Share your achievement with your employees, customers, and vendors! There are digital materials in this guide that you can put on your social media and website. Promoting your accreditation tells your customers that you're committed to ethical business.

BBB is one of the most historic, widely recognized brands in America, and the BBB Seal is the ultimate symbol of trust. That's your sign to proudly display the BBB Seal on your website, social media, business cards, promo materials, and all of your marketing and advertising.

This is just the first of many advantages and resources you can now access as an AB. This digital resource kit will guide you on that, so take a look now and bookmark it for later. If you have any questions, please reach out to the representatives assigned to your business and introduced in this guide.

On behalf of our Board of Directors and our staff, I commend your commitment to a market built on trust. Congratulations, and welcome to the BBB family!



Jocile Ehrlich,  
President and CEO

## MEET YOUR **AB SERVICES TEAM**

These representatives will help you get the most value out of your accreditation. From utilizing your benefits to managing your profile, these BBB professionals are here to help your company!



LEONIE CARTER

Accreditation  
Support Coordinator



PRISCILLA RUSSELL

Director, Strategic  
& Digital Alliances



## BBB ACCREDITED BUSINESS (AB) CHECKLIST



Check out this digital Welcome Guide!  
This document has lots of important info and instructions — keep it handy.



Log into your BBB Business Account. (Instructions on page 5). This is where you can add details to your Business Profile, download the BBB Seal for your website or print materials, and more.



Display the door decals and vehicle stickers provided in your Welcome Packet. BBB Seals are useful for customers to quickly identify that a business is BBB Accredited.



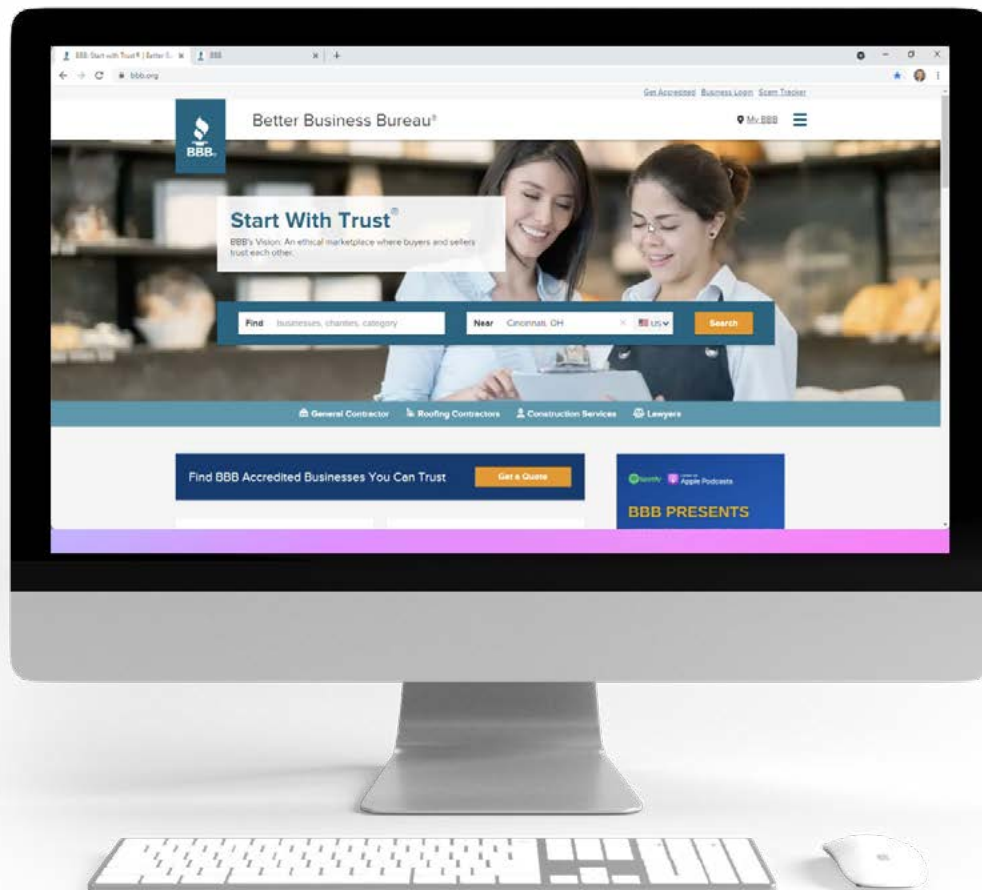
If your business has social media accounts, connect with @BBBCincinnati on Facebook, Instagram, LinkedIn, Youtube, and TikTok.



Share the exciting news of your accreditation! Announce your accreditation with our press release template (link on page 20). Make a copy, fill in your company's details, add the release to your website, and share it with any relevant trade associations. Post the news on your social media accounts!

**Email [marketing@cincinnati.bbb.org](mailto:marketing@cincinnati.bbb.org) if you would like to change the main point of contact for receiving newsletters and updates.**

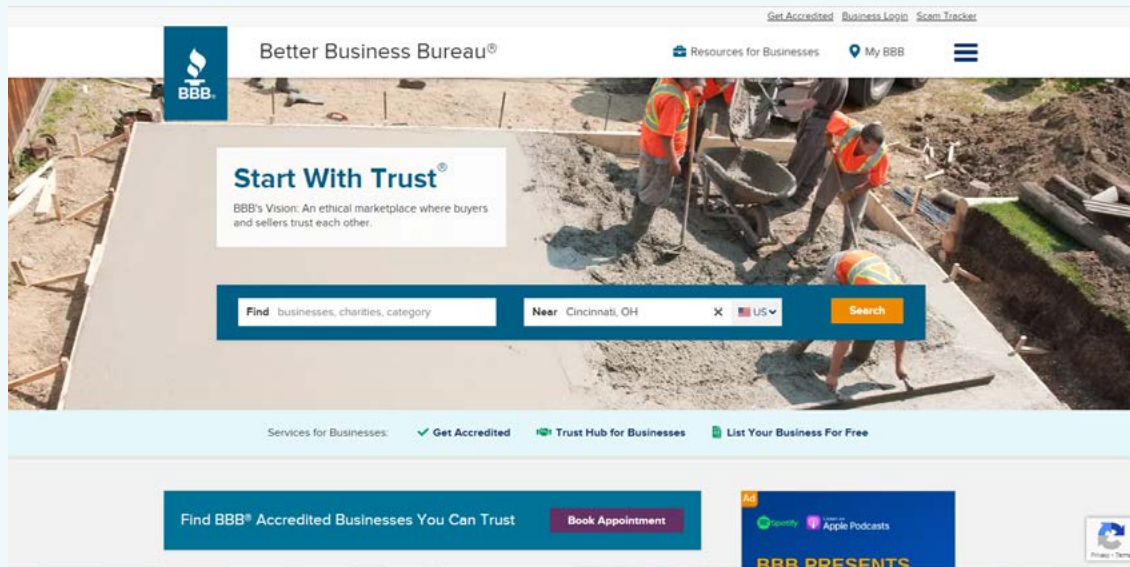
# BBB BUSINESS PROFILE VIDEO TUTORIALS



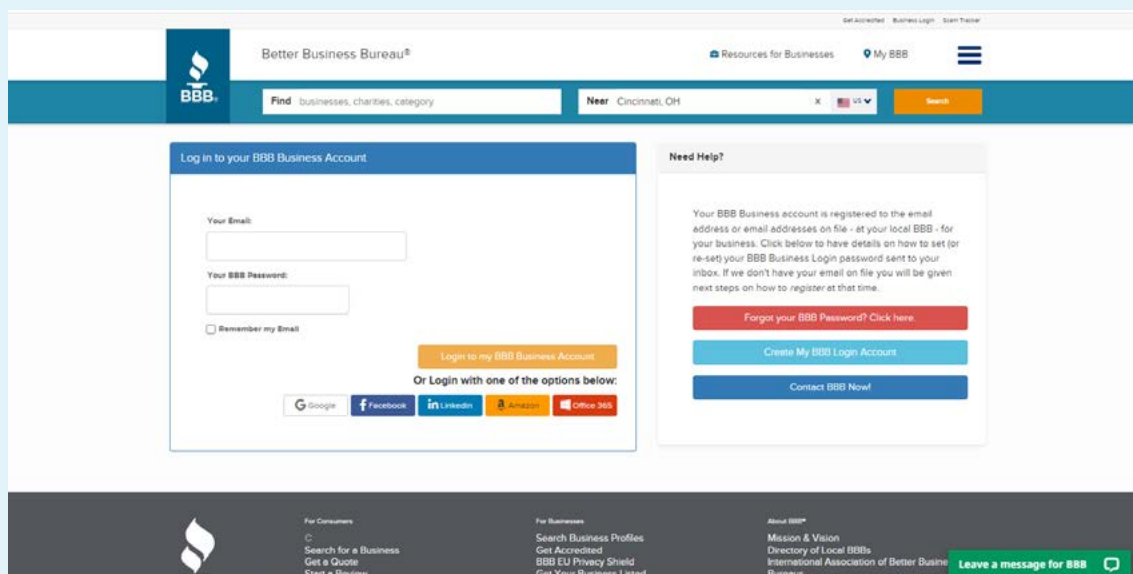
Click the links below to watch video tutorials on  
how to build out your BBB Business Profile

# BBB BUSINESS PROFILE

## 1. Go to



2. Click “Business Login” in top right corner
3. Click “Create My BBB Login Account”





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Journal compilation © 2006 Blackwell Publishing Ltd

6. Go to your email and follow instructions to set up password  
7. You have successfully accessed your Home Page

## BBB® WELCOME GUIDE





# ACCREDITATION BENEFITS

## BBB Seal

- It's the ultimate historic emblem of good business. ABs have exclusive access to display the seal anywhere they do business. It's credibility at a glance, and the most effective and least expensive marketing tool around.
- Display your certificate in your business and put stickers on windows and vehicles. Put the seal on invoices, business cards, and ads. Display it at trade shows and online. It's worth a thousand words and can be used everywhere.
- The dynamic seal is an interactive button for your website. Users can click and go directly to your profile on BBB.org to see your accreditation status and rating.

## Customer Reviews

- Researching online before you shop is the new norm, and customers prefer neutral third-party sources. In the public's eye, BBB is the authority. For businesses, BBB is a reliable vetter. We verify all reviews, notify you, and post your response.

## Dispute Resolution

- ABs that have issues with customers can reach out to the BBB and receive free complaint counseling. We provide direction based on more than a century of experience in managing complaints.
- When conflict can't be resolved, ABs can use the informal process of BBB mediation. A trained mediator guides parties to a mutually agreeable resolution, saving court costs and time.

- ABs can also use the more formal BBB arbitration. Parties state their cases before arbitrators, who are trained to make final, binding decisions in the pursuit of resolution.

## Ad Review

- BBB was founded in 1912 to help regulate advertising within the marketplace. Today, the BBB Ad Review program continues to review local ads to keep the playing field even and the market transparent.
- Unsure about an upcoming advertisement or just want an objective eye? BBB offers prior-to-publication ad reviews! If there is something that may need further clarification we will work with you to come up with an effective solution. Through prior-to-publication ad reviews, we verify that all information is in compliance with the BBB's Code of Advertising. By doing so, we hope this will lead to less customer confusion and less complaints resulting in a confusing advertisement.
- If you would like to take advantage of prior-to-publication ad review services or if you believe that you have encountered a potentially deceptive ad within the Greater Cincinnati, Ohio area, please follow the following instructions.
- Please forward a copy of the advertising in question to [info@cincinnati.bbb.org](mailto:info@cincinnati.bbb.org) or by mailing the information to the address below:

BBB Serving Southern Ohio, Northern Kentucky,  
Southeast Indiana  
1 E. 4th Street • Suite 600 • Cincinnati, OH 45202  
513-421-3015

# ACCREDITATION BENEFITS



## Financial Savings

- Ohio ABs can get significant savings off their Workers' Comp premiums through BBB's group rating program with Sheakley. Eligible employers could save up to 53% and quotes are always complimentary.
- The US government recognizes support of BBB as a reasonable and necessary business expense. Your accreditation fees may be tax deductible.

## Workshops & Events

- BBB offers webinars, workshops, virtual training, and networking events throughout the year.
- ABs get free/discounted access to all our events, plus news about professional functions put on by BBB partners.

## Business Profile

It's like a free website for your business! Your BBB Business Profile is the perfect overview of your company for prospective customers. It features your:

- Accreditation Seal
- BBB rating
- Business name & logo
- Description of services
- Type of business
- Business owners/leaders
- Years in business & date of accreditation
- Contact information
- Address & service area
- Website & social media
- Photos & videos!
- Hours of operation
- Get a Quote! A button on your profile allows users to request estimates for products and services. We do the work for you by notifying you of the request and sending potential client proposals your way.

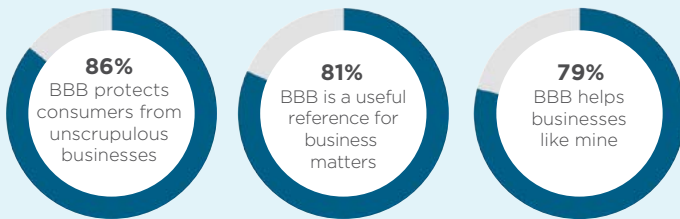
# VALUE OF BBB ACCREDITATION

IABBB Research, 2022 Survey of BBB Accredited Business

## HOW BBB ACCREDITATION BENEFITS MY BUSINESS

- 1 Increases the **credibility** of my business
- 2 Demonstrates **integrity** in our business practices
- 3 Builds customer **trust**
- 4 Enhances my **visibility** as a reputable business
- 5 Shows we **care** about our customers

## ACCREDITED BUSINESSES AGREE



## WHAT THE BBB SEAL SYMBOLIZES



- 1 That we are a **reputable** business
- 2 That we are a **trustworthy** business
- 3 That we are an **honest** business

## 5 CHALLENGES FACING BUSINESS OWNERS



**54%**  
Managing costs



**44%**  
Hiring and keeping employees



**34%**  
Attracting new customers



**32%**  
Growing the business



**27%**  
Keeping up with customer demand

## THINGS I LIKE ABOUT BBB



Accredited Business status on [BBB.org](https://www.bbb.org)



Use of **Accredited Business Seal**



BBB **Customer Reviews**



BBB **Dispute Resolution**

# VALUE OF BBB ACCREDITATION

## HOW BBB ADDS VALUE



## LOCAL IMPACT AND VALUE IN 2023



6,369  
Accredited Businesses

5,935  
Get a Quote Requests

11,054  
Closed complaints

2,396,318  
Visits to BBB.org





# Why BBB®? Trust matters.

In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business.

In a survey of 14,000 BBB Accredited Businesses, here's what businesses say about their BBB Accreditation:

**69%**

say BBB Accreditation increases the **credibility** of their business

**66%**

say BBB Accreditation demonstrates **integrity** in their business practices

**65%**

say BBB Accreditation builds consumer **trust**

**63%**

say BBB Accreditation increases their **visibility** as a reputable business

**52%**

say BBB Accreditation **differentiates** their business

**VISIT [BBB.ORG](https://www.bbb.org)**

BBB® WELCOME GUIDE



# STANDARDS FOR TRUST

## Self-Regulation

We promote voluntary business self-regulation. It's one of BBB's foundational purposes. We believe it's more efficient and costs less for the marketplace to regulate itself than for the government to do the job. That's why the services we provide for both businesses and consumers are essential.

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## Standards for Trust

By promoting BBB's globally-renowned Standards for Trust, you show your customers that you subscribe to the highest standard of business ethics, and publicly commit to building trust, advertising honestly, being transparent, honoring promises, being responsible, safeguarding privacy, and embodying integrity.

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## Ethics-Based Recognition Programs

We run programs for business and nonprofits of all sizes and industries to distinguish those that operate with ethics. BBB Spark Awards are for startups, new businesses, and young entrepreneurs. BBB Torch Awards are for established businesses and nonprofits that meet high standards of character, culture, and community. The Students of Integrity Scholarship is for area high school seniors that respond to ethics-based essay prompts and receive scholarships for post-secondary education. Our programs advance individuals that study, work, and lead with integrity.

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## Community Services

The impact we have on our community is enormous. The resources we provide to consumers are free, and we target those resources to your community. The services we offer to individuals that work for you and buy from you are worth investing in, and they're possible because of the support of ethical businesses like yours. Accreditation is about more than the bottom line for your company; it's about the well-being of the entire community.

# ADVERTISING AND SPONSOR OPPORTUNITIES



**PRISCILLA RUSSELL**  
Director, Strategic & Digital Alliances

## Google Display Ads

### **Your BBB Accreditation gets you access to the Google Display Network!**

Through the BBB + Google partnership, you can invest in your business with affordable digital marketing that actively targets consumers in your area looking for your services.

Your custom ads will appear throughout the Google Display Network while consumers are checking email, watching YouTube, or looking at their favorite sites or apps. Each campaign targets consumers who have recently searched for the specific services your business provides.

With this program, you can capture prospective customers with the intent to buy, and spotlight your business at exactly the right time. This program is exclusively available to ABs for one flat rate and no contract, and your custom ad will be created and managed entirely by BBB ad experts.

## YouTube Ads Program

YouTube is the second highest visited website on the internet with 14 billion visits monthly. And now, because you are a BBB Accredited Business, you can advertise your brand on this search engine with a video of your choice to display your BBB Seal of Accreditation.

### **HERE'S HOW IT WORKS**

- You can choose the counties or city radiuses to target and the specific audience to target.
- BBB ad experts design and coordinate digital marketing customized to your business.
- Traffic from listings goes straight to your website or BBB business profile.
- Ads are seen multiple times and retargeted to people whose total browsing history shows an interest in your industry and services.

**Contact Priscilla Russell, Director, Strategic & Digital Alliances,** to learn more about these and other opportunities to maximize your BBB Accreditation.



# ENHANCED LISTINGS

Millions of consumers go to [BBB.org](http://BBB.org) every year to look up businesses in their area. Enhanced Listings are prominently placed ads in BBB's search directory. These targeted banner ads give you a guaranteed position in our online directory on [BBB.org](http://BBB.org).

The screenshot displays the BBB.org search results for 'roofer' near 'Mt Auburn, OH'. The page features a list of businesses with enhanced listings highlighted by red arrows. The enhanced listings include DeVore Roofing, Feazel Inc., and Patriot Roofing Company, Inc. A video display ad for GoRoof1.com is also visible on the right side of the page.

**Listing Ad - Spot 1** → **DeVore Roofing**  
(513) 821-2985  
1688 E Galbraith Rd Cincinnati, OH 45215  
BBB Accredited A+

**Listing Ad - Spot 2** → **Feazel Inc.**  
(513) 433-2935  
11550 Enterprise Park Dr Cincinnati, OH 45241  
BBB Accredited NR

**Listing Ad - Spot 3** → **Patriot Roofing Company, Inc.**  
(513) 469-7663  
11524 Grooms Rd Ste A Blue Ash, OH 45242  
BBB Accredited A+

**Video Display Ad** → **GoRoof1.com**  
sponsored by  
ROOFING AND HOME EXTENSIONS  
513-467-6631  
www.GoRoof1.com

**Side Display Ad** → **HAVE YOU? EARNEDIT.ORG**  
BBB

**Accreditation and Ratings Overview**  
Select businesses earn BBB Accreditation by undergoing a thorough evaluation and upholding the BBB Code of Business Practices.  
BBB assigns ratings from A+ (highest) to F (lowest). In some cases, BBB will not rate the business (indicated by an NR, or "No Rating") for reasons that include insufficient information about a business or ongoing review/update of the business's file.

**Related Categories**  
Siding Contractors  
Construction Services



2023  
PATRONS

BBB Patrons are a select group of local leaders who see ethics as the key factor in creating a strong business community. They lead by example in their commitment to an ethical market.

CHAIRMAN



PRESIDENTIAL



PRINCIPAL



DIRECTOR



EXECUTIVE



OFFICER



# ABOUT YOUR BETTER BUSINESS BUREAU

BBB is a 501(c)(6) not-for-profit corporation serving 22 counties in Southern Ohio, Northern Kentucky, and Southeast Indiana.



## BBB Vision

An ethical marketplace where buyers and sellers trust each other.

## BBB Mission

Our mission is to be the leader in advancing marketplace trust. We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

BBB sees trust as a function of two primary factors: integrity and performance. Integrity comes from respect, ethics, positive intent, and working toward a diverse, inclusive and equitable marketplace. Performance speaks to an organization's track record of delivering results in accordance with BBB standards and addressing customer concerns in a timely, satisfactory manner.

Learn more here:

## Counties We Serve

**Indiana** - Dearborn, Franklin, Ohio, Ripley, Switzerland, Union

**Kentucky** - Boone, Campbell, Kenton

**Ohio** - Adams, Brown, Butler, Clermont, Clinton, Gallia, Hamilton, Highland, Jackson, Pike, Lawrence, Scioto, and most of Warren.



Follow us:





# BBB STANDARDS FOR TRUST

These eight principles cover business practices that build and maintain trust, credibility, and a good reputation. BBB's standards serve as the foundation for the BBB Code of Business Practices that Accredited Businesses must meet and maintain.

## 1 BUILD TRUST

Establish and maintain a positive track record in the marketplace.

## 2 ADVERTISE HONESTLY

Adhere to established standards of advertising and selling.

## 3 TELL THE TRUTH

Honestly represent products and services, clearly stating any conditions that would impact a consumer's decision to buy.

## 4 BE TRANSPARENT

Openly identify the nature, location, and ownership of the business. Clearly disclose all policies, guarantees, and procedures that may impact a customer's decision to buy.

## 5 HONOR PROMISES

Abide by all written agreements and verbal representations.

## 6 BE RESPONSIVE

Respond to customer complaints and reviews quickly and professionally.

## 7 SAFEGUARD PRIVACY

Protect data collected against mishandling and fraud; collect personal information only as needed; and respect the preferences of consumers regarding the use of their information.

## 8 EMBODY INTEGRITY

Approach all business dealings, marketplace transactions, and commitments with integrity.

## USE THESE LINKS TO GET SOME **FREE PROMO FOR YOUR BUSINESS!**



DOWNLOAD THIS PRESS RELEASE AND SUBMIT IT  
TO YOUR TRADE PUBLICATION OR PUT IT ONLINE.

Use the social media shoutout request form to submit a request for your business to be featured on @bbbcincinnati's social media.

Don't forget to use the sticker/decal order form to order free vehicle stickers, door decals, and more to promote your BBB Accreditation.

Links

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# YOUR BBB BOARD OF DIRECTORS

Your Board of Directors is dedicated to providing the leadership needed to get you the best return on your investment, and make sure your voice is heard. Together we can create and serve a community of trustworthy businesses advocating integrity.

**Aaron Stapleton**

Board Chair  
Trinity In Home Care

**Richard Barbercheck**

Vice Chair/Treasurer  
Queen City Homecare

**Jocile Ehrlich**

President & CEO  
BBB Cincinnati

## DIRECTORS

**Ron Auer**

Auer Kitchens

**Jim Collins**

FocusCFO

**John Fittro**

Fifth Third Bank

**Jim Hedrick**

Oswald Companies

**Gregory Hyland**

Cooper Electric

**David Keiser**

CBTS

**Lori Krafte**

Wood Herron & Evans, LLP

**Heather Langster**

Epiphany HR Solutions

**Summer Lattimore**

Sum Smart Solutions

**Greg Livingston**

Curiosity Advertising

**Angelita Moreno-Jones**

Eastern Personnel Services

**Jason Nintrup**

Performance Automotive Network

**Joey Peters**

HealthWarehouse.com

**Carlos Sanchez**

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**Jamie Smith**

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**Sedra Taylor**

Total Training Services, LLC

**Randy Williams**

A Debt Coach Credit Counseling Service

**Tim Zeis**

Game Changer Solutions, LLC