



# CONGRATULATIONS!

You've been approved as a BBB Accredited Business.

CA

AZ



# TABLE OF CONTENTS



President’s Letter ..... 1

BBB Accredited Business Portal..... 2

BBB Trust Seal..... 3

BBB Accreditation Standards ..... 4

BBB Accreditation Benefits ..... 7

BBB Accreditation Agreement..... 9

# PRESIDENT'S LETTER



WELCOME TO OUR

## Community of Trustworthy Businesses



When BBB Accreditation is earned, it tells a story about your belief in creating and maintaining trust in business. Reputations are built on standards like: Build Trust, Advertise Honestly, Tell the Truth, Be Transparent, Honor Promises, Be Responsive, Safeguard Privacy, and Embody Integrity. Thank you for living these BBB Standards For Trust.

It is an exciting time for BBB and our Accredited Businesses around the Pacific Southwest. Our campuses in Maricopa, Mohave, Yavapai, Yuma, San Diego, and Orange counties are a tangible gift to support our community of trustworthy businesses. From educational to networking opportunities, each campus features event, meeting, and training space to accommodate your business needs.

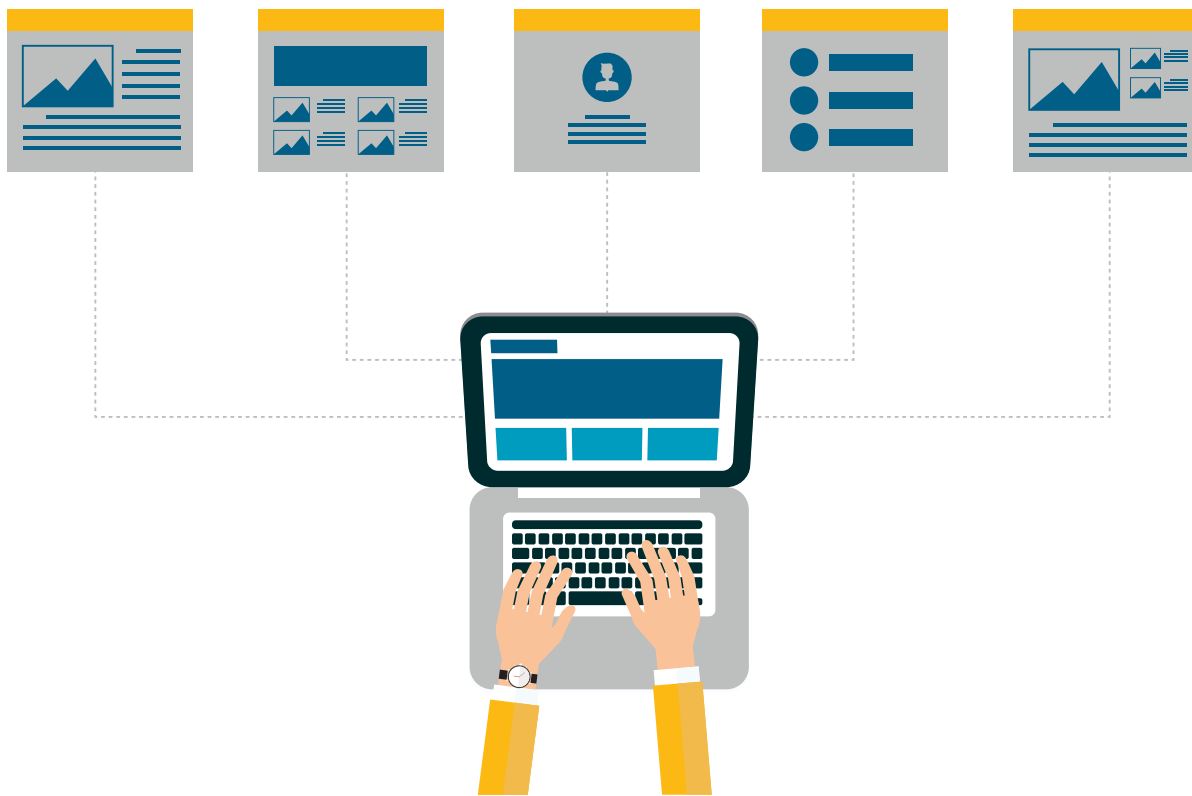
Since you've earned accreditation by a non-profit with over 100 years of experience, you should know that BBB's recognition speaks for itself. We've been recognized as the 2014 SDX Cause Marketing Brand of the Year, 2015 Brand Diego Non-Profit Brand of the Year, azcentral.com Top Company to Work for in Arizona since 2013, and #1 Trade Association by the Phoenix Business Journal since 2008.

Congratulations and thank you for helping BBB fulfill our mission to be the leader in advancing marketplace trust.

Sincerely,

Matthew Fehling, President/Chief Executive Officer

# BBB ACCREDITED BUSINESS PORTAL



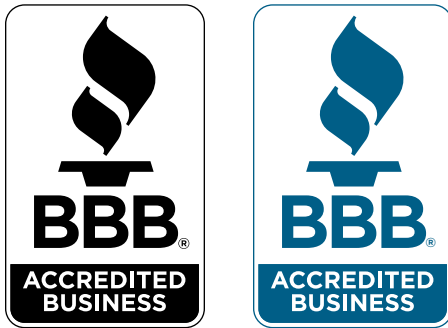
Managing your BBB Accreditation is easy. The Accredited Business Portal gives you 24/7 access for all of your accreditation needs. With a click of a button, you can download BBB Trust Seals, update company information, renew your accreditation, respond to customer reviews, view analytics for your BBB Business Profile, and more!

Visit [login.bbbcommunity.org](https://login.bbbcommunity.org) today.

# BBB TRUST SEAL



## English



## Spanish



Attract potential customers by showcasing your commitment to ethics with your BBB Trust Seal (logo).

To market your business as BBB Accredited, download the BBB Trust Seal from the Accredited Business Portal: [login.bbbcommunity.org](https://login.bbbcommunity.org).

The BBB Trust Seal is available in several options for print and web.

## A **BBB Accredited Business**

AGREES TO:

### **BUILD TRUST**

*Establish and maintain a positive track record in the marketplace.*

- A. Have been operational (actively selling products or services) in any BBB service area for at least the most recent 6 months, unless the principal(s) previously operated a similar business with an eligible record (one that qualifies for BBB Accreditation).
- B. Fulfill all licensing and bonding requirements of applicable jurisdictions; provide all license and bonding information upon application for BBB Accreditation; and provide periodic updates upon request of BBB.
- C. Be free from government action that demonstrates a significant failure to support BBB ethical principles in marketplace transactions (this requires a determination by BBB as to the nature of any violation, whether it was caused or condoned by management, and actions taken to resolve underlying issues that led to the government action).
- D. Maintain at least a B rating at the accrediting BBB and the BBB where it is headquartered, if different.
- E. In its relationship with BBB:
  - Meet all applicable BBB Accreditation standards.
  - Cooperate with BBB's activities and efforts to promote voluntary self-regulation within the business' industry.

- Honor any settlements, agreements or decisions reached as an outcome of a BBB dispute resolution process.
- Complete the required application and pay all monetary obligations to BBB in a timely manner.

### **ADVERTISE HONESTLY**

*Adhere to established standards of advertising and selling.*

- A. Follow federal, state/provincial and local advertising laws.
- B. Abide by the BBB Code of Advertising, which can be found at <https://www.bbb.org/code-of-advertising>. Supply, upon request, substantiation for advertising and selling claims. Correct advertising and selling practices, when recommended by BBB.
- C. Adhere to applicable BBB industry codes of advertising.
- D. Cooperate with BBB self-regulatory programs for the resolution of advertising disputes.
- E. Use the BBB name and logos in accordance with BBB policy.

# BBB ACCREDITATION STANDARDS

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- F. Avoid misleading customers by creating the false impression of sponsorship, endorsement, popularity, trustworthiness, product quality or business size through the misuse of logos, trustmarks, pictures, testimonials, or other means.

## TELL THE TRUTH

*Honestly represent products and services, including clear and adequate disclosures of all material terms.*

- A. Make known all material facts in both written and verbal representations, remembering that misrepresentation may result not only from direct statements but by omitting or obscuring relevant facts.
  - B. Ensure that any written materials are readily available, clear, accurate and complete.
- Any recurring commitment into which the customer may be entering, including information on how future billing will occur.
  - Total cost of the transaction, including tax, shipping and handling, and other related charges.
- C. If selling products or providing services on web sites or via other electronic means:
    - Provide any required product labeling information.
    - Disclose the nature and terms of shipping, including any known delays or shortages of stock.
    - Provide an opportunity to review and confirm the transaction before the sale is completed.
    - Provide a receipt summarizing the transaction after the purchase.

## BE TRANSPARENT

*Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.*

- A. Upon request, provide BBB with all information BBB requires to evaluate compliance with BBB standards. This may include, but is not limited to business name, address and contact information; names and background of principals; business and banking references; licensing and/or professional accreditation; and a complete description of the nature of the business.
- B. Clearly disclose to customers:
  - Direct and effective means to contact the business.
  - Terms of any written contract.
  - Any guarantees or warranties accompanying a product.
  - Any restrictions or limitations imposed (e.g. limited supply, maximum number available per customer).
  - The business's return/refund policy.

## HONOR PROMISES

*Abide by all written agreements and verbal representations.*

- A. Fulfill contracts signed and agreements reached.
- B. Honor representations by correcting mistakes as quickly as possible.

## BE RESPONSIVE

*Address marketplace disputes quickly, professionally, and in good faith.*

- A. Promptly respond to all complaints forwarded by BBB by:
  1. Resolving the complaint directly with the complainant and notifying BBB, or
  2. Providing BBB with a response that BBB determines:
    - Is professional.
    - Addresses all of the issues raised by the complainant.
    - Includes appropriate evidence and documents supporting the business' position.
    - Explains why any relief sought by the complainant cannot or should not be granted.

# BBB ACCREDITATION STANDARDS

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- B. Make a good faith effort to resolve disputes, which includes mediation if requested by BBB. Other dispute resolution options, including arbitration, may be recommended by BBB when other efforts to resolve a dispute have failed. BBB may consider a business' willingness to participate in recommended dispute resolution options in determining compliance with these standards.
  - C. Comply with any settlements, agreements or decisions reached as an outcome of a BBB dispute resolution process.
  - D. Cooperate with BBB in efforts to eliminate the underlying cause of patterns of customer complaints that are identified by BBB.
- B. Secure Sensitive Data  
Businesses that collect sensitive data online (credit card, bank account numbers, Social Security number, salary or other personal financial information, medical history or records, etc) will ensure that it is transmitted via secure means.  
  
Businesses will make best efforts to comply with industry standards for the protection and proper disposal of all sensitive data, both online and offline.
  - C. Honor Customer Preferences  
Businesses agree to respect customer preferences regarding contact by telephone, fax and e-mail, and agree to remedy the underlying cause of any failure to do so.

## SAFEGUARD PRIVACY

*Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of customers regarding the use of their information.*

- A. Respect Privacy  
Businesses conducting e-commerce agree to disclose on their web site the following:
  - What information they collect.
  - With whom it is shared.
  - How it can be corrected.
  - How it is secured.
  - How policy changes will be communicated.
  - How to address concerns over misuse of personal data.

## EMBODY INTEGRITY

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

Avoid involvement, by the business or its principals, in activities that reflect unfavorably on, or otherwise adversely affect the public image of BBB or its Accredited Businesses.



# BBB ACCREDITATION BENEFITS



*BBB Accredited Businesses support the mission of trust and are committed to operating with ethical standards. Congratulations on earning your BBB Accreditation.*

## GAIN PUBLIC CONFIDENCE

### BBB Trust Seal

Showcase your commitment to ethics by including the BBB Trust Seal on printed materials and on your website. Consumers search for the seal before choosing to do business. Get your seal by logging in to the Accredited Business Portal at [login.bbbcommunity.org](http://login.bbbcommunity.org).

### BBB Business Profile

Your Business Profile is now listed on bbb.org. It can be personalized and include photos and videos. It also displays confirmed consumer reviews. As a BBB Accredited Business, your profile shows potential customers you adhere to BBB's Standards for Trust. Login at [login.bbbcommunity.org](http://login.bbbcommunity.org).

### BBB Accredited Business Certificate & Promotional Materials

People are searching for trust, so give them a beacon. As a BBB Accredited Business, we help you promote it through seals, vehicle magnets, virtual meeting backgrounds, bumper stickers, uniform patches, and more. You may order materials by logging in to the Accredited Business Portal at [login.bbbcommunity.org](http://login.bbbcommunity.org).

### Ethical Community Website

Your online presence is crucial. A complimentary, customizable website is included with BBB Accreditation. To view an example, visit [www.ethicalcommunity.org/dircksmovingservices](http://www.ethicalcommunity.org/dircksmovingservices).

## MAINTAIN YOUR REPUTATION

### On-demand Support

Our dedicated BBB Accredited Business Team is ready to support your business needs. Update company information, download BBB Trust Seals, renew accreditation, view benefits, share business to business offers, and more. Login to the Accredited Business Portal at [login.bbbcommunity.org](http://login.bbbcommunity.org), call 844-220-8730, email [yourbbb@bbbcommunity.org](mailto:yourbbb@bbbcommunity.org), or chat with us online at [bbb.org](http://bbb.org).

### Customer Review Toolkit

With so many review sites out there, encourage customers to write about their positive experience on BBB's trusted, verified website. This toolkit includes an HTML-coded customer review button for your website and can be accessed through the Accredited Business Portal at [login.bbbcommunity.org](http://login.bbbcommunity.org).

### Arbitration

BBB offers neutral, third-party arbitration services to help consumers and businesses settle disputes privately. Email [leslie.miranda@bbbcommunity.org](mailto:leslie.miranda@bbbcommunity.org) or call 858-427-1157 for assistance.

## ACCESS EXCLUSIVE DISCOUNTS

### BBB Accredited Business Only Discounts

BBB Accredited Business receive exclusive discounts through various BBB partners that are continuously refreshed in our Accredited Business Portal. Elevate your company's visibility by promoting your offers

# BBB ACCREDITATION BENEFITS

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within our BBB community of trustworthy businesses, and support other BBB Accredited Business by redeeming special promotions. Email [yourbbb@bbbcommunity.org](mailto:yourbbb@bbbcommunity.org) or call 844-220-8730 to submit a discount.

## Free and Discounted Meeting Space

Host your next event at BBB! BBB Accredited Business can reserve a meeting room at our campus nearest you free of charge during business hours. BBB is also a proud partner of Premier Workspaces, which offers discounted co-working and meeting spaces throughout the country. Email [reservations@bbbcommunity.org](mailto:reservations@bbbcommunity.org) or call 602-212-2201 for details.

## ACCELERATE YOUR GROWTH

### ignite sparked by BBB Connection & Co-Working

BBB Accredited Business receive a discounted membership to ignite sparked by BBB, a modern co-working space. This one-stop shop for small businesses and entrepreneurs helps build better businesses in a diverse and collaborative space. Visit [ignitesparkedbybbb.org](http://ignitesparkedbybbb.org) for details.

### Entrepreneur Success Support

BBB partners with industry experts to help businesses secure the resources they need to ignite their success. Programs include mentorship, online products, and access to capital. Email [innovation@bbbcommunity.org](mailto:innovation@bbbcommunity.org) for details.

## DRIVE MORE BUSINESS

### THRIVE Business Management System

Creating an effective and trustworthy business presence online is imperative. BBB Accredited Business have access to our exclusive digital management platform, THRIVE, a simple and cost-effective system that helps companies drive new business through multiple marketing channels. Visit [bit.ly/bbbthrive](http://bit.ly/bbbthrive) for more details.

### Get a Quote

Your business can gain quick consumer communications through our convenient quote request feature. Consumers visiting [bbb.org](http://bbb.org) can request bids from BBB Accredited Businesses in a particular industry and ZIP code. Once submitted, get your potential customer's contact information emailed and/or texted directly to you. To sign up for this free service, please visit [bit.ly/textequote](http://bit.ly/textequote).

### Maximize BBB Accreditation

Schedule a call to explore all the resources to maximize your BBB Accreditation. There are many different programs and resources to help support your business. We have a team dedicated to helping you amplify your reputation and be more visible with potential clients through BBB. For more information about maximizing your BBB Accreditation, please call 602-212-2242 or email [sponsorship@bbbcommunity.org](mailto:sponsorship@bbbcommunity.org).

## STAY CONNECTED

### BBB Business Events & Education

Expert guided webinars, educational seminars, and business events provide opportunities to learn about ethical behavior and how to build stronger, more trustworthy relationships with customers. Additional signature events include our Integrity Golf Classics and BBB Torch Awards for Ethics. Visit [events.bbbcommunity.org](http://events.bbbcommunity.org) for more information.

### Tips to Better Your Business

Tailored email communications for BBB Accredited Business that provide up-to-date marketplace news, business tips, events, BBB benefits, networking, and much more. Connect with us through social media, blogs, and our podcast at [connect.bbbcommunity.org](http://connect.bbbcommunity.org).

### Business & Consumer Safety

With our mission to be the leader in advancing marketplace trust, we ensure your business, employees, and consumers are informed about the latest scams to protect your marketplace safety. Sign up for email communications and to report and see trends in your area at [bbb.org/scamtracker](http://bbb.org/scamtracker).

# BBB ACCREDITATION AGREEMENT



*You have applied for annual BBB Accreditation and want to advertise your BBB Accreditation and accordingly agree to abide by the terms and conditions set forth below. You understand that the rights of BBB Accreditation, including the right to identify BBB Accreditation, and by agreeing to maintain BBB's Code of Business Practices, have agreed to abide by this agreement. You agree you will notify BBB if you merge, get acquired or consolidate with another business, and acknowledge that any resulting new business must re-qualify for BBB Accreditation.*

## **1. Compliance with BBB Code of Business Practices (BBB Accreditation Standards)**

You agree you have read and understand the attached BBB Code of Business Practices (“the Code”) (Attachment 1) [bbb.org/bbb-accreditation-standards](http://bbb.org/bbb-accreditation-standards) and certify that you meet the standards set out in the Code. You agree to comply with the Code, as it may be amended from time to time by BBB.

## **2. Authorization to Use BBB Trademarks**

### **a. General authorization.**

During the term of this agreement, BBB grants you a nonexclusive, non-assignable and nontransferable license to advertise your BBB Accreditation and use BBB trademarks only as set out in this agreement. You agree that BBB trademarks may not be otherwise used, copied, reproduced, or altered in any manner.

**b. Use of Accreditation Plaques and Decals.** You may display the BBB Accreditation

plaque and decal at your place of business and at trade shows. You may also display the decal on your business-owned vehicles.

**c. Use of BBB Seal.** You may, within the scope of permission granted below, advertise your BBB Accreditation by using the BBB Accredited Business seal (“the seal”) (Attachment 2), as it may be modified by BBB. BBB will provide the seal in various sizes to you. You must receive prior written permission to use another size, and approval will not be granted unless the new size meets minimum height requirement for “BBB” of 1/8 inches tall. Nothing in this agreement or in your use of the seal or BBB name will give you any right whatsoever in the BBB name or seal, or in similar names or seals, beyond the right granted in this agreement.

**d. Advertising BBB rating.** You may, within the scope of permission granted below, advertise your BBB rating. Upon learning of a change in your BBB rating, you must immediately correct any advertising that

includes the rating. You are encouraged to include the seal in conjunction with advertising your BBB rating.

### **e. Scope of Permission.**

#### **i. Offline advertising media.**

You may state “BBB Accredited Business” or you may display the seal in the following media: newspapers, periodicals, billboards, posters, direct mail, flyers, yellow pages or other directory advertising, telephone, TV or radio spots, business cards, stationery, invoices, facsimile cover sheets, other business documents, and patches. Accredited Business patches may be placed only on company owned clothing. If all your physical locations are within this BBB's service area, you may advertise your accreditation wherever you do business. If you have physical locations in other BBBs' service areas, your advertising rights are restricted to this BBB's service area unless permitted by agreement(s) with other BBBs.

You may advertise your BBB rating wherever you are permitted

# BBB ACCREDITATION AGREEMENT

to display the seal in offline advertising media except that you may not advertise your BBB rating in yellow pages or any other directory that cannot be immediately revised if your BBB rating changes.

## ii. Online advertising.

You may also display the seal to identify your BBB Accreditation on your web site and on web sites where you advertise so long as (1) you include the words "Click for Review" adjacent to or below the seal as shown in Attachment 2 and (2) the seal hyperlinks to your BBB Business Profile.

You may advertise your BBB rating on your web site and on web sites where you advertise as long as the advertising can be immediately revised if your BBB rating changes.

**iii. Email signatures.** You may also display the seal, with a hyperlink to your BBB Business Profile, as part of your signature block in business emails.

## 3. Termination/Suspension

**a. By BBB.** BBB may suspend and/or terminate this agreement at any time if you violate the terms of this agreement or if the trademarks licensed herein are invalidated or cancelled. If this agreement is suspended or terminated, you agree to immediately cease using the seal and/or BBB trademarks. If suspended, you may request review of the suspension under applicable procedures set forth in our Bylaws. Unless the suspension is set aside following a review, suspension will become final and this agreement will be terminated.

**b. By You.** You may terminate this agreement on thirty (30) days written notice to BBB.

## c. Following termination, you agree to immediately:

- stop using BBB trademarks in all media;
- destroy any materials bearing BBB trademarks;
- remove BBB plaque and decals from display;
- return BBB plaque and decals to BBB; and
- remove all online identification or affiliation with BBB.

## 4. Fees

You agree to pay fees as set by BBB's Board. All fees shall be deemed fully earned once paid and shall be non-refundable.

## 5. Term

The term of this agreement begins when accepted by BBB and continues unless terminated by either party or you fail to pay required fees.

## 6. Indemnification

You agree to indemnify and hold BBB and the International Association of Better Business Bureaus, Inc. (as trademark owner on behalf of the BBB system)(IABBB) including their employees/officers/directors harmless against any loss, damage or expense (whether direct, indirect or consequential), including reasonable attorney's fees, arising out of any misuse of BBB trademarks or of any violation of the terms and conditions of this agreement. You also agree to indemnify and hold BBB and

IABBB harmless against any loss, damage or expense, including reasonable attorney's fees, with respect to all third party claims of any kind, including product liability, arising in connection with your BBB Accreditation or participation in a related BBB program.

## 7. Limitation of Liability

You agree you will not sue BBB and/or IABBB, including their employees/officers/directors, for monetary damages on any matter concerning this agreement. BBB makes no representations, warranties, or covenants of any kind, either expressed or implied, regarding title to or ownership of any rights in any marks, validity of any marks, the right to license any marks or non-infringement of the rights of others in any marks.

## 8. Relationship of Parties

**a.** You are not and will not represent yourself as an agent, representative, partner, subsidiary, joint venture, or employee of BBB, nor can you represent that you have any authority to bind or obligate BBB in any manner or in any thing. You shall not challenge the rights of BBB and/or IABBB in and to their trademarks, or take any action inconsistent with such rights.

**b.** Nothing in this agreement or in your use of BBB trademarks shall confer any endorsement or approval of your products or services. Your use of these marks is intended only to convey BBB Accreditation and a commitment to abide by the Code, and you agree to only use BBB marks in such a manner.

# THANK YOU

for being part of  
our community  
of trustworthy  
businesses.



## CONTACT US

844-220-8730

[yourbbb@bbbcommunity.org](mailto:yourbbb@bbbcommunity.org)

[bbb.org](http://bbb.org)

