

BBB just another business who milks off the rest

I am part owner of a company who was a BBB member for several years, our company has been in business for over 50 years, and has a good reputation in the area, and community. Because of changes to my franchise, and their biased rating system based on how much money a business pays them to get a good rating, we opted for BBB membership 10 years ago.

In the 10 years of our membership, did we see any benefits of our membership?

Emphatically No!

We are located in Ohio, and the key selling points for membership are as follows:

- Mediation
- Internet Leads
- Advertising
- Rating

That is it, and even those services are very weak. We have been contacted to resolve 3 complaints in 10 years, and of those complaints the BBB did nothing to help us other than provide a sounding board for complaints. We take pride in our business, and handle customers appropriately, but this service is vastly over-rated.

The internet leads they provided amounted to less than 5% of our hits for the month, with none resulting in more growth.

Advertising amounts to the BBB listing all area members in two major papers twice a year, why would anyone read that listing in the first place, and or care?

Ratings, just as stated one of our competitors who has triple our complaints, gets the same rating as we do with the extortion fee of being a member. Benefit to a business none.

Lastly, yes businesses pay money to be rated, only for it to have no merit on their status. Consumers, trust a business who makes their living providing ratings which have no real meaning to businesses or consumers alike.

In my opinion, the BBB is no better than the Welcome Wagon, which is yet another shyster business which sells themselves to consumers or businesses, but is nothing more than a marketing company sponging off of others to survive.