

organization and that something might be done about their business practices. This is not the case, for the BBB has no authority over businesses and no significant legal influence with state or county authorities. Yet arguably, they market themselves as having that kind of authority.

This succeeds to dupe consumers into thinking that their complaints will actually be heard by someone who can or will do something about it. In the case of my friend, this stopped him from taking the complaint to an authority, such as the state Attorney General.

There are numerous other resources and anecdotes about the BBB out there on the web. This article aims only to raise a healthy suspicion about the organization and to encourage business owners and consumers to proceed with caution when doing business with the Better Business Bureau.

One final irony: if you have a complaint against the Better Business Bureau, you can't file it with the Better Business Bureau. And just as Groucho Marx once quipped that he would never join a club that would have him as a member, the Better Business Bureau is not a member of its own organization.

Maybe it's all a big joke?

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