

They need to recognize a web site as a "place of business" and stop treating it like it is some kind of special privilege. It is not that they are charging an exorbitant amount of money - rather it is the principle of the matter. There are so many businesses these days that only have online presence. Sure they may have an office somewhere or even a distribution center where they ship product. However real customers never visit those locations. Instead they rely on the Internet to attract and conduct business. Until the BBB changes their policy, they themselves are not being honest, fair, or providing the best level of customer service to their members.

Postscript: As an update to this, I was contacted a few weeks after originally posting this article later by someone from the BBB whom I originally expected to inform me to cease and desist but actually had congratulated me on writing a post that was a pet peeve of his. He said that he had been pushing for the BBB to change their policy concerning the use of their logo online and that my post was helping to speed up the process.

So to my surprise I just recently received (April 2007) a bill from the BBB to renew the program for another year which tells me that they are not only still discriminating against online business but they have also raised the fee from \$135 a year to \$177.50.

I'm refusing to pay this but will continue to use the logo until they revoke my membership, I guess. I'm not going to be subject to discrimination simply because our web sites are the only means we have of announcing our membership.

 [Digg It](#) |  [Post to del.icio.us](#) |  [Post to Reddit](#) |  [Post to Furl](#)

Posted by [David Wallace](#) on January 11, 2007 02:46 PM | [Permalink](#)

COMMENTS

I've had BBB on my site in the past... I never had much reaction to it overtly as I never had any complaints.