

04-10-2009, 07:29 AM

#10

punkinkng 

Junior Member

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Posts: 1

**Re: The BBB is a Scam!**

Let's see if this changes any of your minds...

I own a roofing company in the United States. The owner of the city's BBB is on my payroll. I pay the BBB a yearly fee to show that I have been in business longer than I have been. I have been in business less than one year, but that scares a lot of consumers when there are a lot of competitors who have been around much longer, so I pay the BBB to show that I have been in business for more than 10 years.

As for the poster 'Maria', or anyone else who would ask, "Why do you care about being part of the BBB?" Most consumers swear by the BBB as the source for credibility. If you were comparing companies to do business with, I assume you would start with the BBB as well. The BBB is the most welcomed endorsement for most companies- especially when advertising on the internet. Most people automatically assume that everything on the internet is a SCAM, and look to the BBB for any sort of reassurance.

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