

<http://bizop.ca/blog2/due-diligence/10-reasons-why-the-bbb-promote.html>

Why BBB Promotes Fraud

The BBB innocently enables fraud by allowing this sort of nonsense to be part of the "received wisdom" Troy Franklin's Business Blog: **Choosing An MLM Business Opportunity Wisely**

Troy Franklin writes: "Check with the Better Business Bureau since they know if a company is legitimate or not.

If the company is legitimate, check the site.

Make sure that BBB symbols or other protection symbols appear on the site. Look for money-back guarantees or trial period offers.

Companies who are true have no concerns about posting this information.

Fraud sites could care less to take the time to include this feature.

Once you feel safe that the company and site are valid, you want to read over the full details of the MLM business."

There is no polite way to say this: Mr. Franklin is an idiot at best, and a BBB shill at worst.

The BBB is a franchised business designed to mediate consumer disputes.

It does not investigate fraud, its symbol is not meant to be a representation that a company is legitimate.

Any company can pay to become a BBB member.

Any fraud will be in business for less than a year, so it makes sense for them to acquire the reputation conferred upon them by being a BBB member.

Many frauds have been innocently endorsed by the BBB- you cannot blame the BBB, it is not their job to identify frauds.

Do not believe that there is some agency out there that will tell you for free that a company is a fraud.