

reliability report with a rank associated with it.

Q: Is the rating based just on self-reported information, or is there verification that you do?

A: We verify the information provided and validate it through cross-checking information we get from local, state, and federal agencies. We also check with other agencies to find complaints that may have been filed against the business.

Q: How long does it take to get a business rated?

A: It depends on the volume of requests we get, but typically it's probably six to eight weeks.

Q: How can small companies that get good ratings use them strategically in their marketing and sales efforts?

A: We encourage companies to advertise their letter grade in their marketing and in their business. Be proud of it! Mention it to your customers and potential customers. Sometimes consumers are more wary of small businesses that they don't know as well as the larger brands. Getting a good grade can really help.

We also like them to take the next step and become an accredited member of the BBB.

Q: What does that involve?

A: It's a more thorough evaluation and a more in-depth process. Accredited firms sign a contract that says they agree to adhere to BBB standards, including resolving consumer complaints with BBB. It involves a fee that varies, depending on the size of the business and other factors.

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