

# JONOCHS.COM

ELITE PROVEN STRATEGIES TO SKYROCKET YOUR BUSINESS ONLINE

[Jon Ochs](#)

Internet Attraction Marketing & Social Media Networking Trainer

- 
- 
- 
- 

- [Home](#)
- [About Jon](#)
- [Contact Jon](#)
- [Work With Jon](#)
- [Recommended](#)

Search...

You are here: [Home](#) » [Rants](#) » **Why I hate The BBB: Better Business Bureau (BBB) Finally Exposed For Selling Grades**

## Why I hate The BBB: Better Business Bureau (BBB) Finally Exposed For Selling Grades

22. Nov, 2010 Categories: [Rants](#) by [Jon Ochs](#) [14 Comments](#)

If you're new here, be sure to get your FREE instant access to my **Social Media Traffic Formula** training course



Like

52 people like this.

This post is a more of a rant than anything else, but after seeing some recently released information, I could not resist writing about it.

9  
tweets  
retweet

52

Share

Those who know my background know that from 2001 to 2009, I ran a very successful online financial services firm. In that industry I had the misfortune to become intimately familiar with the Better Business Bureau (BBB). It did not take long for us to realize that the BBB was operating a “Pay For Grade” system.

After repeated sales calls from the BBB, my company refused to become a paid “accredited” member. We were then put through an “advertising compliance review”. This process was a ridiculous administrative excuse to re-grade our company from an “A” to a “F”. During this “review” we were asked to make a few meaningless wording changes to our website. After making the requested changes immediately, our company was assigned the new failing grade anyway, in spite of the fact that we had over 7 years in business, and not one single consumer complaint.

After providing the BBB with ample examples of other companies with “A” or “B” grades in our industry that had less time in business; some with as many as 300+ complaints, they simply told me that I should consider becoming an accredited member.

Since that time I have been very outspoken about the deceiving practices of the Better Business Bureau, but have been amazed by how many consumers still rely on their grading system to make buying decisions. I cannot tell you how happy I am to finally see this information coming to light.

Watch this short video presentation excerpt from abc’s 20/20 and be sure to share this with everyone you know and help me further expose the BBB for what it is... a “Pay For Grade” scheme.



To Your Success,

*Jon Ochs*

**P.S.** Seriously!... Please share this post with everyone you know and help expose one of the largest consumer deception scams in America. Voice your feelings about this by leaving me a comment below.

9 tweets  
retweet  
**52** **3**

Share



Like

52 people like this.

Tags: [bbb](#), [bbb 20/20](#), [bbb grade](#), [bbb grading system](#), [bbb pay for grade](#), [bbb ratings scam](#), [bbb scam](#), [better business bureau](#), [unfair bbb rating](#)

### 14 Comments

[Leave a comment](#)

1.



[Nate Holland](#) 22. Nov, 2010 at 12:12 pm #

Isn't it great to see this joke of an organization finally being exposed. I love it! lol Thanks for posting, Jon!

Nate Holland recently posted..[Are You Wasting Your Leads](#)

[\[Reply\]](#)



[Jon Ochs](#) Reply:  
November 22nd, 2010 at 12:32 pm

Nate,

Absolutely! I was literally jumping up and down when I saw the 20/20 video. I hate the BBB with a passion!

Thanks for the comment.

Jon

[\[Reply\]](#)



[Vitalii Jidkov](#) Reply:

November 23rd, 2010 at 7:52 am

Hi, Jon. Is it so necessary to deal with them? I would not advise to damage a soul with hate just because of that situation. I knew that before and it is how they try to make money, I guess. If there is a demand there will be a service, even this kind. I also heard that it was created by one of the big mafia guys in the first place, to kill his competition. Is it true?

[\[Reply\]](#)



[Jon Ochs](#) Reply:

November 23rd, 2010 at 9:14 am

If you are a small business owner and do any significant volume of business using a company name, chances are the BBB will develop a listing for you and the solicitation calls will begin. Depending on the industry you are in, you may or may not be graded favorably right out of the gate.

Jon

2.



[Krystine](#) 22. Nov, 2010 at 2:00 pm <#>

Oh dear. What an unpleasant surprise—although, in this age of damaged ethics, IS is really that much of a surprise? It is, however, still a disappointment.

Fortunately, we have many places around the web to look for better, more accurate information, like troubleshooter.com.

Krystine recently posted..[On The Illusion of Safety](#) 🗨️

[\[Reply\]](#)



[Jon Ochs](#) Reply:

November 22nd, 2010 at 2:09 pm

Hi Krystine,

You are right, but I am not familiar with troubleshooter.com. I will check it out.

Thanks for the comment 😊

Jon

[\[Reply\]](#)

3.



[Randy Lyons](#) 22. Nov, 2010 at 2:27 pm #

Wow, sorry to hear that tale. I guess I am one of the lucky ones. I have had deadbeats try to get out of paying for services by making a complaint at the BBB. Even though I am not a paying customer of the BBB, they mediated payment for services rendered and I maintain an A rating.

[\[Reply\]](#)



[Jon Ochs](#) Reply:

November 22nd, 2010 at 2:48 pm

Yes, it seems you are one of the lucky ones Randy.

There is also some difference between BBB chapters in how they are run. Smaller communities tend to have more small businesses, and the BBB seems to be better suited to small “mom and pop” style business.

Thanks for stopping by 😊

Jon

[\[Reply\]](#)

4.



[Ana](#) 22. Nov, 2010 at 4:04 pm #

Pay to get an "A".....where does consumer protection fits here!!!! This is terrible!!!

You can tell they felt trapped, after they cut the interview short.

[[Reply](#)]



[Jon Ochs](#) Reply:  
November 23rd, 2010 at 9:16 am

Yes, I absolutely loved the video. You could almost see the words "Oh S\*\*t" going through his head as he was shown the proof. I loved it!

Jon 😊

[[Reply](#)]

5.



[Jimmie Rivers](#) 22. Nov, 2010 at 7:35 pm #

Hey Jon,  
Thanks for spreading the story. By the way, noticed an error message about not finding a feed at bbbroundup.com

try this: [http://www.bbbroundup.com/BBBblog/blog1.php?tempskin=\\_rss2](http://www.bbbroundup.com/BBBblog/blog1.php?tempskin=_rss2)

the main bbbroundup site is html and has no feed. The feed above is only for the blog portion of the website.  
Jimmie

[[Reply](#)]



[Jon Ochs](#) Reply:  
November 23rd, 2010 at 10:50 am

Jimmie,

Thanks for the feed link and the comment.

regards,  
Jon

[\[Reply\]](#)

6.



[Deawn](#) 24. Nov, 2010 at 12:13 pm #

Jon- I am so glad you have this up. People always think the BBB is a government ran agency, and to prove that they are not ONLY A regular operating business like the rest of us, but GREEDY at that! It is sad to abuse the system that they had in place. Too bad greed got in the way of morals here!

[\[Reply\]](#)



[Jon Ochs](#) Reply:  
November 24th, 2010 at 12:23 pm

Deawn,

You are exactly right... many people do think the BBB is a Govt agency watch-dog for consumers. In fact, I am always amazed at how many people rely on the BBB for info. Looks like that is about to change 😊

Thanks for the comment.  
Jon

[\[Reply\]](#)

### Leave a Reply

Name (required)

Mail (Required)

Website

[Empty comment box]

Submit Comment

CAPTCHA Code

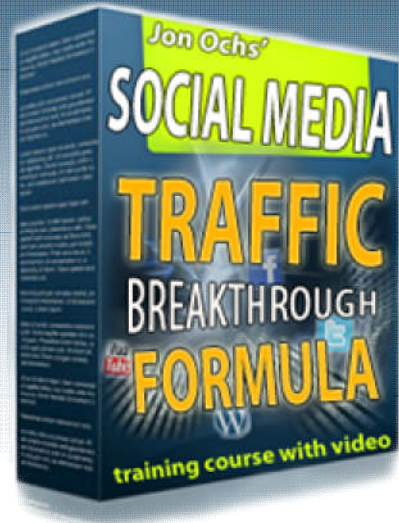


Powered by [WP Hashcash](#)

0 to 300+ **FREE** Visitors Per Day  
In 6 Weeks!



Stop Spinning & Start *Really*  
Building Your Business Online!



FILL IN THE FORM RIGHT NOW  
For **INSTANT FREE** Access!



Name:

Email:

Phone:

**GET STARTED!**

\*Your information is secure and will never be sold or shared.

## Connect With Me



## Recent Posts

- [Why I hate The BBB: Better Business Bureau \(BBB\) Finally Exposed For Selling Grades](#)
- [Current Top Link Building Techniques To Get More Traffic To Your Blog](#)
- [How To Make A Fan Page On Facebook And What You Need To Know To Be Effective](#)
- [The Popup Domination Plugin Can Double Your Leads But It Has One Big Problem \(Here's How To Fix It\)](#)
- [MLM Lead System Pro Attraction Marketing System Review](#)

## Get Notified!

Enter your email address below and get notified of my posts before anyone else.

## Popular Posts

-  [How To Fix The Employer Links In Your FaceBook Profile](#)
-  [Why I hate The BBB: Better Business Bureau \(BBB\) Finally Exposed For Selling Grades](#)
-  [A Complete Overview Of My Social Media Marketing Plan](#)
-  [The Popup Domination Plugin Can Double Your Leads But It Has One Big Problem \(Here's How To Fix It\)](#)
-  [How To Make A Fan Page On Facebook And What You Need To Know To Be Effective](#)

## Post Categories

- [Blogging](#) (17)
- [Facebook](#) (3)
- [Fatherhood](#) (1)
- [Network Marketing](#) (5)
- [Organic Traffic \(SEO\)](#) (4)

- [Paid Traffic](#) (2)
- [Pay Per Click](#) (1)
- [Pay Per View](#) (1)
- [Personal Development](#) (1)
- [Rants](#) (1)
- [Social Bookmarking](#) (1)
- [Social Media Traffic](#) (8)
- [Twitter](#) (2)

## Jon on Twitter!

- From brand new blog to 300+ visitors per day in only 6-weeks! - <http://bit.ly/dAfWiR> 19 minutes ago
- Can you really use the internet to build your MLM? - <http://bit.ly/dAfWiR> about 5 hours ago
- If you are struggling to get traffic to your website, check this out - <http://bit.ly/dAfWiR> about 11 hours ago
- Are you current on the new FTC regulations for affiliates and home business owners? - <http://bit.ly/bOaNE7> about 15 hours ago
- Connect with me on facebook to share marketing tips - <http://bit.ly/9kHM7b> about 22 hours ago

## Join My New Facebook!



**Jon Ochs** on Facebook

Like

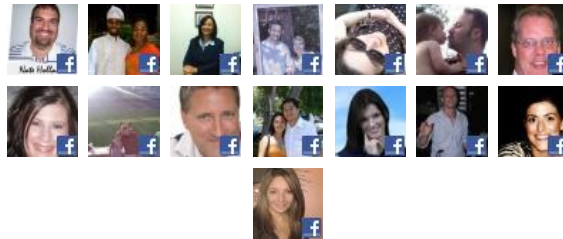
314 people like Jon Ochs

 <p>Terre</p>	 <p>Beverly</p>	 <p>Keysha</p>	 <p>Saber</p>
 <p>Kristine</p>	 <p>Gina</p>	 <p>Michael</p>	 <p>Marla</p>

Facebook social plugin



Followers (15)



Follow this blog

## Recommended



**NOMIS™**  
N E T W O R K

**Make Money**  
**Selling Money**  
**Now You Can Too!**

**Click here for FREE INFO**



Still Doing **Social Media** Alone?

**JOIN**

Our Unified Tribe  
& **Get Discovered**

Disclosure of Material Connection: Some or all of the links in the "Recommended" section above are "affiliate links." This means if you click on the link and purchase the item, I will receive an affiliate commission. Regardless, I only recommend products or services I use personally and believe will add value to my readers. I am disclosing this in accordance with the Federal Trade Commission's [16 CFR, Part 255](#): "Guides Concerning the Use of Endorsements and Testimonials in Advertising."

## A Few Of My Twitter Fans...



**WorkWithGabriel**

@Jon\_Ochs You are welcome, thanks for the great content!



**LearnIt2EarnIt**

RT @jon\_ochs Current Top Link Building Techniques To Get More Traffic To Your Blog http://bit.ly/aqlihn This is really good into!



**RyanYokome**

@Jon\_Ochs Hye no problem man, you're always providing GREAT content!



**SteveHReed**

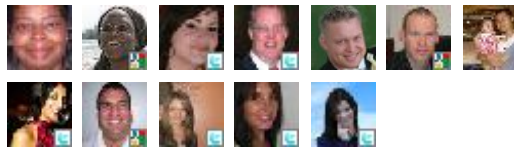
Day1 Welcome | Jon Ochs http://t.co/M26SsWc via @jon\_ochs. Great training program!!!

Join this site



with Google Friend Connect

Members (12)



Already a member? [Sign in](#)



[Home](#) | [About Jon](#) | [Work With Jon](#) | [Privacy Policy](#)

---

© 2010 Jon Ochs. All Rights Reserved.