



WELCOME BACK!



ABOUT BBB SERVING NORTH CENTRAL TEXAS

For nearly 100 years, Better Business Bureau Serving North Central Texas has been helping people throughout the Dallas and Wichita Falls areas find businesses and brands they can trust. Our two offices serve nearly 7,000 BBB Accredited Businesses in 29 counties. In 2018, people turned to BBB|NCTX over 10 million times for BBB Business Profiles on North Central Texas businesses, information about advertising and trade practice investigations, to request service quotes, dispute resolution services, and more.



Thank You from BBB.

Thank you for supporting our mission of advancing trust in the marketplace. Renewing your BBB Accreditation is a milestone, and you can expect that your commitment to ethical business practices will strengthen your company. You can continue to advertise your BBB Accreditation throughout our service area, which covers 29 counties in North Central Texas.

This guide will help you learn more about the benefits that come along with Accreditation. Following these easy recommendations will help maximize your BBB Accreditation.

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Reputation Management Tools

GENERATE BBB REVIEWS WITH REVIEW SOLUTION APP

Leverage the power of your promoters. Positive customer reviews enhance your online presence and strengthen your online reputation. BBB provides an easy to set-up app for your smart phone that will send your customers to bbb.org to leave feedback. Send a quick text message to your customers and promote trust.

Learn more at yourcustomerrviews.com.

Have questions about the Review Solution App? Call us at **(214) 220-2000**.

BBB ACCREDITED BUSINESS SEAL ON MARKETING MATERIALS AND POINT OF SALE



Earning BBB Accreditation is a great achievement. Customers recognize the BBB torch. Let them know that you are part of an elite group of businesses that care by featuring the BBB Accredited Business Seal in your marketing and at your storefront.

Need more window clings or magnetic decals?
Email us at businessrelations@nctx.bbb.org.

DON'T CONCEAL THE SEAL. SHOW IT EVERYWHERE!



THE BBB DYNAMIC SEAL & ITS BENEFITS

The BBB Dynamic Seal is the online version of the BBB Accredited Business Seal. The seal allows you promote trust online. This instantly recognized seal will add credibility to your website and social media accounts.



BBB RATING IN REAL TIME

By toggling over the BBB Dynamic Seal, customers can see your BBB Rating in real time and how long you have been a BBB Accredited Business with BBB Serving North Central Texas.

MAXIMIZES EXPOSURE

By installing the BBB Dynamic Seal, more customers will know that you are a BBB Accredited Business.

PROMOTES TRUST

Becoming a BBB Accredited Business involves a thorough vetting process and a promise to uphold BBB Standards. The BBB Dynamic Seal shows that you are committed to integrity and reliability.

Log in to your BBB account to get your seal.
dallas.app.bbb.org/accounts/login.html

LINKS TO YOUR BUSINESS PROFILE

The BBB Dynamic Seal links directly to your BBB Business Profile. This helps enhance overall confidence in your products and services.

CUSTOMIZED TO YOUR PLATFORM

Whether you want to show the Dynamic Seal on Facebook, in your email signature, or on your website, BBB will provide it in the electronic format that best fits the intended destination.

Need help installing the seal? We can help.
Call us at **(214) 220-2020**.

Get More Exposure

HOW TO OPTIMIZE YOUR BBB BUSINESS PROFILE

Your BBB Business Profile is a powerful marketing tool. Millions of visitors trusted BBB Serving North Central Texas last year to provide specific and accurate information about local businesses. Increase your visibility by adding details about your services, hours, and refund policy. You can also upload photos and videos.

- ✓ Add up to 20 photos
- ✓ Add up to 3 videos to describe your services
- ✓ Detail your services and your products
- ✓ Add your hours of operation and service area
- ✓ Add your refund policy

DIGITAL ADVERTISING OPPORTUNITIES ON BBB.ORG

The screenshot shows the BBB.org website interface. At the top, it says "Better Business Bureau" and "Get Accredited | Contact | Business Login | Garland, TX, USA". Below that, there's a search bar with "Find roofing" and "Near Garland, TX USA". The main content area shows search results for "roofing near Garland, TX" with 2162 results. It lists several businesses with their names, addresses, phone numbers, and BBB Accredited logos. For example, "Kiker Roofing & Construction, LLC" is listed with address "9525 Bradford Grove Drive, Frisco, TX 75035" and phone "972-670-8200". Other businesses include "Bold Roofing Company, Inc." and "Weatherbuilt".

BBB.org receives over 160 million website visits annually and has over 4.9 million searchable BBB Business Profiles. BBB|NCTX offers several levels of online sponsorship for our Accredited Businesses.

Get prime placement on our online directory. Your ads will appear when customers search for a business on BBB.org.

Interested? Call us at **(214) 220-2000**.

BBB CLEAR CHANNEL DIGITAL OUTDOOR BILLBOARD CAMPAIGN

For many businesses, outdoor advertising is key. Get noticed with digital billboards. BBB will design co-branded billboard advertising exclusively for your business. The ads will highlight your BBB Accreditation. Enjoy a significant discount due to BBB's non-profit status.

- ✓ Get noticed
- ✓ Increase brand exposure
- ✓ Enjoy discounted rates

BBB RADIO ADVERTISING CAMPAIGNS

Be heard and increase your brand relevance with co-branding radio advertising. Traditional radio is still an important way to reach your potential customers. BBB offers co-branded radio advertising spots seasonally, that will reach thousands. Enjoy discounted rates for partnering with BBB.

Interested in radio advertising? Ask for additional details. Email us at businessrelations@nctx.bbb.org.

Exclusive Promotional Offers



BBB Advantages For Your Business

Personalized Account Management: Your Service Representative

Once you are part of our network of trustworthy businesses, you will have access to a District Manager that will help you maximize the benefits of BBB Accreditation and promote trust with your customers. Your District Manager is always here to help.

Want to contact your District Manager? Call us at **(214) 220-2000**.

Arbitration & Mediation Services

Arbitration is a fast and inexpensive way to obtain a final resolution to a dispute and keep it out of litigation. One arbitration a year is included with your BBB Accreditation at no additional cost to you. BBB Arbitrators are qualified and highly trained independent third-party volunteers that have backgrounds in dispute resolution. BBB Arbitration decisions are legally binding. Save time and money with BBB Arbitration.

- ✓ Save time
- ✓ Avoid legal fees
- ✓ Get results

Interested in using our arbitration services? We are ready to help. Email us at **arbitrations@nctx.bbb.org**.

Prior to Publication Advertising Review

Our award-winning team of advertising specialists and investigators are available to provide education regarding best practices in advertising. By providing free prior to publication review services, we will review any content you like, to ensure that materials meet BBB standards. We will also warn against potential advertising pitfalls that could result in liability for your company.

- ✓ Avoid potential pit falls
- ✓ Learn advertising best practices by industry
- ✓ Get useful marketing guidance
- ✓ Learn more about advertising regulations

Want to talk to an advertising specialist? Call us today at **(214) 220-2000**.

Request-A-Quote

Get more leads with BBB Request-a-Quote. Customers are looking for businesses that they can trust. Now, they can request a quick quote online from a BBB Accredited Business. This is a great way to get qualified leads from serious customers.

- ✓ Generate more leads
- ✓ Text notifications about new customers
- ✓ Close deals faster

Monthly Stats and Newsletters

BBB sends industry tips and growth tools. As a BBB Accredited Business, you will receive monthly stats about the online impact of your BBB Profile. BBB provides a customized status report of how well your business has leveraged BBB tools to gain online exposure.

- ✓ Stats on your BBB Business Profile traffic
- ✓ Industry Insights
- ✓ Timely warnings and alerts

Start receiving quotes. Call us at **(214) 220-2000** to set up your account.



BBB Serving North Central Texas | Dallas

1601 Elm St., Suite 1600
Dallas, TX 75201
(214) 220-2020

BBB Serving North Central Texas | Wichita Falls

2107 Kemp Blvd.
Wichita Falls, TX 76309
(940) 691-1172