

How BBB Moves Your Business Forward



Better Business Bureau®
Start With Trust®

1996 – A Mixed Year



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Canadian BBB CEOs

Len Andrusiak
BBB Serving Manitoba & Northwest Ontario

Ric Borski
BBB of Central Ontario

Deborah Brady
BBB of Western Ontario

Sandra Crozier-McKee
BBB Serving Southern Alberta
and East Kootenay

Patrick Heffernan
BBB of Saskatchewan

Diane Iadeluca
BBB of Eastern & Northern Ontario
& the Outaouais

Christine Lawrence
BBB of Central & Northern Alberta

Peter Moorhouse
BBB Serving the Atlantic Provinces

Danielle Primrose
BBB of Mainland British Columbia

Rosalind Scott
BBB of Vancouver Island



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BBB Standards for Trust

The BBB Standards for Trust are eight principles that summarize important elements of creating and maintaining trust in business. The BBB Code of Business Practices is built on these standards.

1. Build Trust
2. Advertise Honestly
3. Tell the Truth
4. Be Transparent
5. Honor Promises
6. Be Responsive
7. Safeguard Privacy
8. Embody Integrity



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The Value of BBB To Your Business



Value of BBB.mp4



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Who are we?

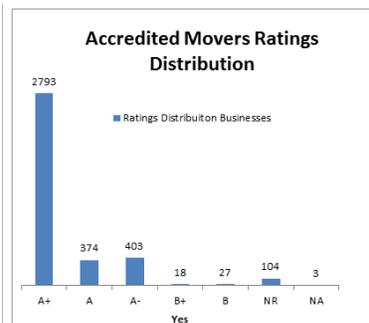
- Established in 1912
- 112 independent organizations across Canada and the U.S. (and soon Mexico)
- BBB's mission is to be the leader in advancing marketplace trust
- 501(c)6 federation
- Built on the idea businesses should embrace voluntary self regulation and truth in advertising



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BBB & the Moving Industry



- 18,948 moving companies have a BBB Business Review
- 27% are A+ rated
- 3,012 national/international moving companies are BBB Accredited Businesses
- 76% of Accredited movers are A+ rated



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BBB & the Moving Industry



In 2013...

- BBB received over **9,000** customer complaints on moving companies
- Consumers requested information about moving companies **1.7 million** times (9th highest ranking industry for number of inquiries)



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BBB Ratings System

- Businesses, accredited and non-accredited, are rated by BBB
- Based on 16 factors that are consistent across all 112 BBBs including: time in business, complaint history/volume, & adherence to BBB standards



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Understanding Your Grade

Want to improve your grade?

- Give us your background information
- Respond to outstanding complaints
- Verify your time in business
- Keep all licensing up to date



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Creating A Safe Atmosphere For Consumers

The collage features three news articles:

- ConsumerReports.org:** "Don't be scammed by moving companies. Checking out movers is critical before booking." The article discusses how to avoid scams by checking out movers before booking and mentions that the state attorney general accused the company of "padding other things, taking in better customer belongings after moving them up, collecting money for services that were never provided, and refusing to pay for damage to customer property."
- CBCnews:** "Beware of unreliable moving companies, warns BBB. Fee jumped once mover had Ontario couple's belongings." The article reports that a fee jumped once a mover had a couple's belongings.
- The Globe and Mail:** "Smooth moves: How to spot a moving day scam." The article provides tips on how to spot a moving day scam, including checking for a license and asking for references.

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Is BBB accreditation right for you?



- Free dispute resolution
- Free arbitration & mediation

- Valuable 3rd party validation
 - Trusted BBB seal use
 - Request-A-Quote service



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How can we work together?



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Thank you!



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