



These 4 Accredited Business Owners All Swear by This ONE Thing



How much is the Better Business Bureau® Accredited Business Seal worth to your business? Everything. The BBB Accredited Business Seal creates a positive first impression and instills consumer confidence in your company.

Every Accredited Business owner Streampage spoke with on behalf of BBB said they have experienced measurable results from displaying BBB's recognizable trustmark. According to a recent Nielsen survey, 81 percent of consumers familiar with the BBB Accredited Business Seal are more likely to trust a business if it carries the seal.

"It may seem like Accreditation has no importance to you as a business, but that could not be further from the truth," says Kami Zargari, President of [Triumph Property Management](#), an 11-year veteran of accreditation with [Better Business Bureau® Serving Las Vegas](#). "My clients do not question the reliability of our services once they see our BBB Accreditation."

Several other business owners have told us how the BBB Accredited Business Seal has strengthened their brand, provided a competitive advantage, and even opened up new markets. Discover new ways you can use the seal to your advantage and draw insight from these companies that have experienced the powerful influence of the BBB Accredited Business Seal.

Building a Better Customer Base

Business Name: [S H & S Construction](#)

Accredited Since: 2012

- BBB Accreditation enables construction company to avoid the red tape of municipal contracts
- Lapse in accreditation threatens livelihood of small business
- Trusted relationships are key to future success

Before joining [Better Business Bureau® Serving Northern Indiana](#) in 2006, S H & S Construction primarily relied on city contracts for revenue. There weren't many other companies on the municipality's list of approved contractors and, because of their quality craftsmanship, the company was the city's go-to contractor for most jobs. S H & S Construction was even hired to fix some subpar work other contractors did.

As time went on, the city's regulations continued to increase, as did the paperwork involved with each job. "We wanted to get away from that," said Arthur Stewart, co-owner. "BBB Accreditation afforded us the privilege of leaving the city and focusing on residential and light commercial jobs."

As soon as they joined BBB, the company noticed an increase in the quality of their leads. Business was good. Eventually they let their accreditation lapse, however, and saw an immediate drop off in leads and conversions. "That was a real eye opener," Stewart lamented.

The company renewed their accreditation and business picked up again. "I'd estimate in the past five years it has increased maybe 80 percent directly from BBB. When customers see our A+ rating, they know we come highly recommended."

S H & S Construction currently displays the BBB Accredited Business Seal on its website and is considering putting magnets with the recognizable trustmark on its company vehicle as well.

The company has been approached by other third-party validation businesses, but feel that BBB is more credible. His instinct is right—BBB.org boasts a [domain authority](#) of 93 and is ranked as [one of the most trusted online business directories](#), while the other organization that approached Stewart only had a domain authority of 85. Moreover, Stewart considers his BBB reps as friends and trusts their professional advice.

Reassurance for a Vulnerable Market

Business Name: [Creative Moves, LLC](#)

Accredited Since: 2017

- Start-up business gains national credibility in short period of time with BBB Accreditation
- Creative use of the BBB Accredited Business Seal during in-home consultations enhances trust
- Active participation in BBB strategy to further increase online reach

Moving is an emotionally charged process, but there's an added layer of stress when dealing with a physical health crisis or cognitive disability that necessitates a significant lifestyle change. Hilary Mason King, CEO of Creative Moves, LLC, found a niche in this market helping seniors with their living arrangements through decluttering, sustainable rightsizing, thriving-in-place solutions, and relocation services.

King has deep roots in the Cleveland community and has already established a strong reputation there. Her biggest challenge, however, was extending her brand outside the local area and reaching not only seniors, but also their adult children who are faced with the challenge of quickly putting a parental move together from out of state.

King understands it is imperative that potential clients can quickly identify ethical businesses during the vetting process, especially when it comes to the elderly—a population more susceptible to scams and frauds. Creative Moves uses a three-pronged approach to do this: the company belongs to the National Association of Senior Move Managers, is licensed and bonded, and is accredited with [Better Business Bureau® Serving Greater Cleveland](#). "BBB Accreditation is something people expect, especially because we serve a vulnerable market," King said. "It raises questions if you're NOT accredited."

Though King's business is relatively new and has only been accredited for about nine months, she has received positive reactions from clients on both a local and a national level. "It's good to be able to provide that added assurance in addition to all the other things that Creative Moves does to provide excellent service that is sensitive and respectful of the needs of the people we serve," King says.

King uses the BBB Accredited Business Seal on her online marketing and print advertising, and also displays it on a business card sleeve on the back of her phone. “It’s a way to naturally introduce accreditation to the conversation since most of our consultations occur in people’s homes rather than in an office,” she says.

That sleeve was a handout from a BBB training she recently attended. King stated that these networking opportunities have introduced her business to a new group of people. In the future, she plans to attend more training events where she can learn to use BBB’s online services more thoroughly than she already is, noting “there’s quite a range of possibilities on the website.”

Steady Growth and a Competitive Advantage

Business Name: [Zuendt Engineering](#)

Accredited Since: 2016

- Engineering firm gains entry into an exclusive industry with BBB Accreditation
- Stats show steady growth over two-year period
- Plans for national expansion include publicizing accreditation

Zuendt Engineering entered a highly competitive field when starting the business in 2014. Other firms had well-established relationships in the industry, making it difficult to even get appointments with potential clients. “We had to get creative with our marketing,” says Angela Gardner, the firm’s Business Development Director.

As a current board member with [Better Business Bureau® of Upstate South Carolina](#), Gardner knew accreditation was a branding initiative that would separate Zuendt Engineering from the competition; the firm is one of just two in the area that has earned the privilege of using the BBB Accredited Business Seal. This gives Zuendt Engineering a significant advantage when networking with economic development entities.

Additionally, Gardner reports that Zuendt Engineering has seen measurable progress with its stats on their Accredited Business Dashboard. “We have gone from maybe three [profile] views each quarter to nine views in one month,” Gardner says. “That is awesome to us! Small, steady growth is our goal.” The firm hopes to expand into the national market and sees BBB Accreditation as one of the many tools that will enable it to achieve that goal.

Zuendt Engineering prominently displays the seal in their new office in downtown Greenville. They are working to get it up on their website and have plans to add it to email signatures and invoices in the near future. The firm is also working on a press release to publicize its accreditation.

Past, Present, and Future of Accreditation

Business Name: [D. Patrick, Inc.](#)

Accredited Since: 1934

- Auto dealership saw value in accreditation, became a Charter Member in 1934
- Consumer reviews in neutral forum enable company to improve processes
- Plan to continue BBB membership for as long as business is operational

D. Patrick, Inc. is a third-generation, multi-franchise auto dealership. The founder was approached to join BBB in 1934 and immediately recognized the benefit of being a part of a respected community of businesses. The company’s business model aligned seamlessly with everything BBB stood for.

“We are proud of our roots and the fact that our company was a Charter Member of [Better Business Bureau® Serving Evansville](#),” said Ray Farabaugh, President of D. Patrick. “We display the BBB Accredited Business Seal prominently wherever we can.” Consumers are greeted by the recognizable trustmark on digital signage outside D. Patrick’s car lots, and the message is reinforced with the BBB Logo on window clings placed on the front doors of each dealership.

The company is always looking for ways to enhance its reputation. Beyond seal, Farabaugh appreciates having a neutral forum for consumer reviews on BBB.org. It allows the company to identify areas of excellence, as well as where there may be gaps in communication.

“Understanding the customer is important,” Farabaugh says. “We don’t get many complaints, but when we do we can respond intelligently and use it as a learning opportunity to improve internal processes.” He also notes that the BBB reps are always advocating the success of local businesses and sharing helpful information.

D. Patrick will always be an Accredited Business. “It doesn’t matter if you sell cars or books—there is value in the BBB Accredited Business Seal,” Farabaugh stated. “It gives me confidence as both a business owner and a consumer.”

Benefits in Every Stage of Business

Whether you’re a start-up company or a multi-generational franchise, it pays to use the BBB Accredited Business Seal to [boost your credibility](#). Trust is worth everything in the business world.

Contact your local BBB to discover new ways your business can [use the seal](#).



The State of Small Business Failure in the U.S.

Read about some of the common pitfalls causing small businesses to fail so that you can steer clear of them.

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