



Better Business Bureau Accreditation Brings Trust To Your Business

by Dr. John D'Ambrosio, *President/CEO, Better Business Bureau of Coastal Carolina*

Trust is defined as confidence in and reliance on good qualities, especially fairness, truth, honor, or ability. In today's business world, trust is more important than ever if you want to not just maintain, but grow your business. In fact, trust is a strategic asset in growing your business.

Do your customers trust you? They trust us, the Better Business Bureau. A large part of that trust is in our Accredited Businesses. More than 400,000 companies are members of the BBB, and enjoy a number of benefits due to their status as Accredited members.

The Edelman Trust Barometer revealed that trust in institutions has declined broadly; people have lost trust in government, media and business, leaving trust at a crossroad. However, we know that consumers are searching for trustworthy businesses, and studies have noted that consumers feel that it is important to trust a business before buying products or services.

In a world that's full of information from different online and offline sources, a BBB mark of accreditation is something that can't be discounted. A Nielsen study found that eight out of 10 consumers recognize the BBB seal and are likely to purchase from a business that displays it. Consumers particularly relate the BBB symbol to honesty.

The BBB provides Accreditation only to businesses that can prove their merit by showing

they offer reliable products and valuable services, show a dedication to customer satisfaction and resolving customer complaints. When a business has this logo it means the Better Business Bureau has checked their license and history and that they've pledged to be honest and transparent.

The BBB seal gives customers assurance that you were accredited by an established not-for-profit and non-biased accreditation body.

If your business offers products and services in an industry that is saturated with other players, having a BBB accreditation badge can give you an edge, especially if you're offering highly specialized services; it is a strong reason for customers to choose you over other competitors.

Are you looking for an opportunity to reach new customers? Consumers can request bids from BBB Accredited Businesses in a particular industry and zip code. Once a bid is submitted, it is emailed to all BBB Accredited Businesses in that industry with the consumer's contact information.

And unfortunately, we all know that occasionally a customer isn't satisfied. The BBB

can assist in dispute resolution. The BBB offers arbitration and mediation services to all Accredited Businesses as a method to resolve consumer disagreements.

We want to help you to build a better business. The BBB offers workshops, webinars, training, monthly newsletters and other resources to your help your business excel and be the type of business consumers are searching to find.

Don't just tell consumers you are trustworthy. Show them proudly by becoming an Accredited Business and display the seal on every consumer touch point including your website, business cards, social media accounts, email signature, digital advertisements, company vehicles and more. There are several versions of the BBB Accreditation Seal (digital and printed) available to Accredited Businesses at no cost.

Our motto is START WITH TRUST®. Let us help you give your business an edge with the empowerment of being a Better Business Bureau Accredited Business.

About the BBB: The Better Business Bureau of Coastal Carolina is located at 1121 Third Ave., in Conway, SC and covers the counties of Darlington, Dillon, Florence, Georgetown, Horry, Marion, and Williamsburg in South Carolina and Bladen, Brunswick, Columbus, Cumberland, New Hanover, Pender, Robeson, and Sampson in North Carolina. For more information about becoming an Accredited Business, call (843) 488-2227 or visit <https://www.bbb.org/myrtle-beach/accreditation-application>.

25 Years Working With New Construction Builders & Property Management Companies Across The Grand Strand

SECURITY VISION



- Camera Surveillance
- Gated Entries
- Telephone Entry
- Access Controls
- Structured Wiring
- Life Safety
- Surround Sound
- Security Packages
- Central Vacuum Systems
- Smart Home Ready Packages

Builder Packages Available



(843) 839-4238 | info@SecurityVisionMB.com | www.SecurityVisionMB.com

— Enjoy The Casual Elegance Of Your Backyard Retreat —



In Ground Custom Residential & Commercial Pools Complete Custom Backyard Retreats

Outdoor Kitchens - Fireplaces - Hot Tubs & Pavers

The General Pool Company, Inc.

Since 1987

(843) 626-7283

For Further Information Visit

<http://www.buildingindustrysynergy.com/item/the-general-pool-company-inc/>

Email: PJSUNIM@SC.RR.COM