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Better Business Bureau® Assurance on the Internet

BBBOnLine: A reliable answer for more and more customers.

- **The Internet offers a big base of potential customers**

More than 40% of all households in the U.S. are connected to the Net - that's a big base of potential customers! (Source: U.S. Census Bureau data).

- **They need assurance from a trusted source**

The Better Business Bureau name is almost universally recognized by online users. Just under 90% of online shoppers say they would feel more confident buying from a site displaying the BBB OnLine Reliability seal, than from one that does not. (Source: Greenfield Online Survey - 2001)



The BBBOnLine Reliability seal tells potential customers that your company:

- Makes a commitment to high levels of ethical business practices and customer satisfaction.
- Has been in business for more than a year.
- Has a satisfactory record with the Better Business Bureau.
- Commits to work with its customers and the Better Business Bureau to resolve disputes that might arise.

Why you need the BBBOnLine Reliability seal on your site:

- **Confidence in the Better Business Bureau name**

Even if they aren't yet buying online, consumers are gathering information from web sites to make purchasing decisions. The BBB OnLine Reliability seal sets your site apart from other sites and boosts the trust and confidence of potential customers.

- **Inclusion in the BBBOnLine safe shopping site**

Your company will be listed in the **BBBOnLine safe shopping site**, providing a quick, handy resource for anyone seeking trustworthy businesses.

- **Protection for your customers and your business**

The Better Business Bureau will work with you to resolve any disputes that might arise, including offering an arbitration process managed by the Better Business Bureau should it be necessary.

The BBBOnLine Reliability seal is backed by the credibility and high name recognition of the Better Business Bureau system, which brings 90 years of trust to the newest marketplace — the Internet.

[Apply for BBBOnLine Reliability program.](#)

"The BBBOnLine Reliability seal adds value to a merchant's web site whether or not the business sells products online. Many consumers use the Internet to gather information before making a traditional transaction by phone, fax or in person at a retail outlet. The BBBOnLine seal tells potential customers that the business will deliver on its promises in the real world and the virtual world."

- Ken Hunter
President

Council of Better Business Bureaus