

# What is the BBB? And, who is saying all those good things about it?



# BUYERS & BUSINESS BOTH

## BY solving disputes.

In the Detroit area last year, the BBB answered over 40,000 consumer complaints. That's 150 different solutions a day ranging from good advice and counseling to mediation and arbitration. The BBB makes sure buyers get what they pay for. No more. Certainly, no less.

## BY providing "before-you-buy" information.

The best time to use the BBB is before you buy something. Last year over 200,000 people did. We'll tell you everything we know about a store, an investment, a service or whatever. Call the BBB before you buy it. (313) 962-7566.

## BY watching ads.

Last year, Detroiters could have seen over 70,000 different advertisements. The BBB saw them all. And, we cited hundreds who didn't meet the BBB code. The BBB... so that what you see is what you get, as advertised.

## BY solving disputes.

It's easy to forget that every seller buys everything he sells. So remember that the BBB acts for all buyers, consumers AND BUSINESS ALIKE. The BBB... when you're buying stock, donating to a charity or just buying a T.V.

## BY setting industry standards.

What's good? What's fair? What's unfair competition? The BBB knows the answer. We provide business and buyers with the benchmark by which both can measure quality, performance and the truth.

## BY allowing business to effectively regulate itself.

Yes. Businesses pay for the BBB. And that means, so do consumers. It's the most efficient, responsive way to make doing business better for business and buyers both.



**Benefiting  
buyers & business  
both.**

150 Michigan Ave., Detroit, MI 48226

The BBB (Better Business Bureau) is the non-government, non-profit organization for people dedicated to making doing business better for buyers and business both.  
This week is Better Business Bureau Week. Contact your  
Better Business Bureau and find out how they can benefit you!