

BBB



Long before Bed Bath & Beyond arrived on the scene, BBB was recognized and trusted by shoppers or consumers as the acronym for The Better Business Bureau.

The BBB was founded in 1912 as a non-profit organization formed to help promote and drive forward the concept of “truth in advertising.” While it has no governmental affiliations and thus no ability to enforce laws or impose penalties, it wields considerable influence in the marketplace as consumers have learned to trust its accreditation services.

A business is eligible for BBB Accreditation if it meets, in the opinion of the BBB, the “BBB Standards for Trust”. There are eight BBB Standards for Trust that the BBB expects its Accredited Businesses to adhere to: Build Trust (“maintain a positive track record in the marketplace”), Advertise Honestly, Tell the Truth, Be Transparent, Honor Promises, Be Responsive (address marketplace disputes), Safeguard Privacy (protect consumer data) and Embody Integrity.

Consumers know that a business with a high BBB accreditation

score must be a well-established business that works hard to keep its complaints to a minimum and responds well enough to complaints to convince the BBB it makes good-faith efforts to resolve them.

Between the BBB, and websites like Yelp, Angie's List, and other social media sites that will post users' vendor recommendations and testimonials, consumers have more opportunities than ever to educate themselves before making a purchasing decision.

Michael Ondrasik and Home Video Studio specialize in the preservation of family memories and is happy to announce that they've received an A+ rating from the Better Business Bureau. For more information, call 352-735-8550 or visit www.homevideostudio.com/mtd. And don't forget about our end of year sale. Running now through Dec 30! Save up to 40% on transfer services.