

A Word about BBB Reviews

Ever checked out the BBB reviews? I mean **the BBB's OWN reviews**, reviews about BBB not its reviews about other companies. They are in the toilet! ONE star at best! ***Here's what you need to know about the BBB before you believe everything you read on their site, these are real reviews left by consumers of BBB's service:***

(FULL DISCLOSURE: Home Nation cancelled their BBB Membership after the BBB refused to allow them to reply to bogus complaints. Why? Because they stopped paying the BBB their extortionate fees...(!) Can you guess what happened to the Home Nation BBB rating after that happened?....:-)

BBB IS A HOAX AND A FRAUD. EXCELLENT COMPANIES HAVE AN F RATING BECAUSE THEY DON'T PAY A FEE. WORST ONES GET A+ BECAUSE THEY PAY BBB.

Fraudulent site — lining their own pockets

The BBB lines their own pockets at the expense of small businesses. In order to achieve a favorable rating, you must pay their subscription fee to become "accredited". They have no interest in anything other than taking your money.

If you are unwilling to pay to artificially boost your rating, it is a platform for people to smear your business publicly and gives you no recourse.

Furthermore, they have two "rating" systems. Customers can leave a review (up to 5 stars), but the BBB "calculates" your letter grade based on various "factors" (how much money you pay them). Don't be surprised if you see a business with 4/5 stars from customer reviews but an F BBB rating. They probably aren't a bad business, they just didn't cough up any money!

Avoid at all costs and don't count them as a legitimate review service.

BBB is dishonest, and exists to make profit, NOT to protect consumers.

BBB is a for-profit organization that protects their members (who pay the BBB membership fees) by blocking reviews on their site that make their paying members look bad.

There needs to be a company to report the BBB, hence my review here. Dealing with the Calgary BBB revealed the truths described above.

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Biggest scam ever.

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They prey on small businesses and try to bully them for money.

Absolutely false complaints are filed on their worthless site for defamation.

"Consumers **should** not **trust** a high grade from the **BBB**," Joseph Ridout a spokesperson for watchdog group Consumer Action, told CNN. ... **In order to keep their BBB accreditation and stamp of approval, paying companies must resolve all complaints (and what real company has time to do that?!) -- one** of the most heavily-weighted factors that goes into a company's rating is the amount they pay to the **BBB** on a monthly or annual basis.

ALSO Read about the CNN Money investigation into the BBB here:

Here's a quote:

“And (BBB) is joined by other questionable businesses, many of which pay thousands of dollars to the BBB each year for membership. Some even have founders or former CEOs facing years behind bars. Meanwhile, respected Fortune 500 companies, like Microsoft and Starbucks, don't pay the organization's membership fees and are among the BBB's lowest-rated companies.”

<https://money.cnn.com/2015/09/30/news/better-business-bureau/index.html>