



## BBB Membership Standards

Any firm, partnership, corporation or other type of business undertaking that is accepted for membership in the Better Business Bureau must meet and maintain, at a minimum, the following requirements and standards:

1. Be actively engaged in business in Northern Illinois for a minimum of one year unless:
  - a. the principals previously operated a firm with a satisfactory record in this or another BBB's service area or
  - b. the firm is a branch of an existing member or company that has met these standards and be free from an unsatisfactory business performance record at the BBB in whose service area the company is headquartered.
2. Provide general information on the nature of its business and on the background of company principals, and any other information deemed necessary by the BBB.
3. Agree to support the purpose and principles of the Better Business Bureau, not engage in any activity that reflects unfavorably on the BBB and its members, and enjoy a good business reputation in the community.
4. Be free from any substantive governmental action concerning the marketplace and its customers that demonstrates a significant failure of the company to support the principles and purpose of the Better Business Bureau. A membership must be suspended by the BBB's Board or its designee, if the allegations suggest such a failure.
5. Agree to promptly respond and to resolve any customer complaints presented by the BBB, and to make any required corrections or adjustments in a timely and businesslike fashion. This includes a requirement that a member comply with any decision rendered through a BBB arbitration program. Additionally, the company must not have a significant pattern of complaints at the BBB.
6. Adhere to established BBB advertising and selling standards and provide the BBB with substantiation of any challenged advertising or selling claims.
7. Comply with applicable governmental regulations, have appropriate licenses, and meet bonding requirements for its business.
8. May not use the Better Business Bureau name, logo or other registered BBB trademarks in any sales or advertising not specifically authorized in writing by the BBB.
9. A company enrolled in the BBB Membership Identification Program must agree to, for unresolved complaints:
  - a. binding arbitration under BBB Rules of Arbitration (Binding) if the consumer also agrees, or
  - b. non-binding informal dispute settlements (IDS) under the BBB Rules for IDS, or
  - c. pre-commitment to a dispute settlement process through a provider other than the Bureau, and which the BBB determines substantially complies with Bureau consumer dispute resolution criteria.
  - d. Comply with any decisions rendered through the Bureau's or Alternative Provider's Binding Arbitration Program, or make a good faith determination as to whether to adhere to any informal dispute settlement decision.
10. A member must adhere to established Better Business Bureau Standards of advertising and selling, including the Code of OnLine Business Practices for online businesses that apply for the BBB OnLine Reliability Logo, and cooperate with the BBB in matters relating thereto.
11. All companies must complete and sign the BBB Business Profile and Membership Application and pay the appropriate dues and fees as set by the BBB.

Failure to maintain the requirements and standards of membership shall result in termination of membership, the right to use or display the BBB membership plaque, decal, and logo, as well as suspension of all other membership benefits.

**Better Business Bureau of Chicago  
and Northern Illinois, Inc.**  
(Serving 19 counties in Northern Illinois)

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