

# BBB Rating System

More than 140 million unique visitors viewed BBB Business Profiles on BBB.org in 2020.

While other organizations base their ratings solely on consumer reviews, BBB uses a unique algorithm to evaluate businesses, and posts alerts when a company is facing major governmental action, has lost its license to operate, or has been subject to a BBB investigation. This at-a-glance assessment of trustworthiness helps instill consumer confidence.

We know the BBB letter grade impacts a buyer's decision to engage (or not) with a business. In a recent survey, 87% of consumers said they are more likely to do business with a company that has a higher letter grade (A/A+), and 67% are less likely to purchase from companies with low grades (D or F).

BBB ratings are based on information in BBB files with respect to the following factors:

1. Business's complaint history with BBB
2. Type of business
3. Time in business
4. Transparent business practices
5. Failure to honor commitments to BBB
6. Licensing and government actions known to BBB
7. Advertising issues known to BBB

BBB encourages consumers to consider a business's BBB rating in addition to all other information about the business.

Learn more at [BBB.org/overview-of-bbb-ratings](https://www.bbb.org/overview-of-bbb-ratings)

