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Vision, Mission and Values

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Our Vision:

An ethical marketplace where buyers and sellers can trust each other.

Our Mission:

BBB's mission is to be the leader in advancing marketplace trust. BBB accomplishes this mission by:

- > Creating a community of trustworthy businesses
- > Setting standards for marketplace trust
- > Encouraging and supporting best practices
- > Celebrating marketplace role models, and;
- > Denouncing substandard marketplace behavior

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics and intent. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

BBB ensures that high standards for trust are set and maintained. We exist so consumers and businesses alike have an unbiased source to guide them on matters of trust. We provide educational information and expert advice that is free of charge and easily accessible.

BBB Accreditation is an honor, and not every company is eligible. Businesses that meet our high standards are invited to join BBB. Businesses meeting BBB standards are presented to local Boards of Directors (or designees) for review and acceptance as a BBB Accredited Business. To read more about our Accreditation Standards, [click here](#).

All BBB accredited businesses have agreed to live up to our Standards for Trust. Our Standards for Trust are a comprehensive set of policies, procedures and best practices focused on how businesses should treat the public – fairly and honestly in all circumstances. To review our Standards for Trust, [click here](#).

BBB does not compare businesses against each other, but rather evaluates businesses against our standards – and our standards clearly speak to the character and competence of an organization.

BBB is the resource to turn to for objective, unbiased information on businesses. Our network of national and local BBB operations allows us to monitor and take action on thousands of business issues affecting consumers at any given time.

BBB is your key adviser, most reliable evaluator and most objective expert on the topic of trust in the marketplace.

Our Values

To accomplish our mission, we commit to the following values to guide all of our decisions and behavior, with each other and with all those we serve:

Excellence:

Strive to do our very best. Be accountable to the general public, our members, and to each other for everything we do. Commit to providing the highest quality service with excellence and consistency everywhere we operate.

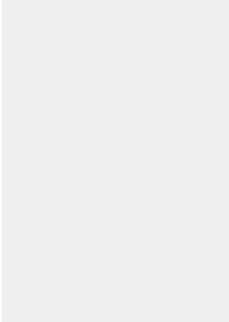
Integrity:

Be honest and ethical in all of our business activities. Treat everyone with integrity, keeping our promises and learning from our mistakes. Have the courage to hold fast to our professional convictions.

Teamwork:

Communicate, cooperate and collaborate freely across organizational and territorial boundaries, and work as one team to fulfill our mission.

Makaeff, Dorothea - USC No. 11-55016 archived on April 18, 2013

**Trust:**

Trust in our colleagues throughout the BBB system and in ourselves. Say what we mean and mean what we say. Communicate with honesty and candor.

Respect:

Treat everyone with respect and dignity, valuing individual and cultural differences. People are our fundamental asset. We will empower them to develop and use their talents and capabilities to the fullest.

- **BBB Standards for Trust**
- **Annual Reports**

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Makaeff v. Trump University, LLC, No. 11-55016 archived on April 18, 2013