

## Police Your Local Better Business Bureau Ratings

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Poor Better Business Bureau ratings can seriously hurt your ability to generate new business, and it's possible to be listed in several complaints with bad ratings and not be aware of them. Anyone making a complaint about one your properties can use your company's name in the complaint, and you may not be notified. You could be issued a low rating for non-response, and then anyone searching for your company's Better Business status may find that low rating. Please follow the simple steps below to locate and address complaints in your local office areas:

1. Go to [www.bbb.org/us/find-a-bbb/](http://www.bbb.org/us/find-a-bbb/)
2. Input your zip code or city name to find the BBB nearest you.
3. Click on the URL of that BBB location
4. Under BBB for Consumers, select "Check Out a Business or Charity"
5. Under Business/Charity Name, search for variations on your company name – you'll get a long list of businesses with the word or words in the title
6. Go through this list carefully, and click to read any links related to real estate, realty, apartments, management, property management, services, and other key words that might be used to refer to your company. Often you may be named along with a name of an apartment community, so notice any names (even misspellings) a complaint filer may possibly have used related to properties in your area.
7. When you identify any entries, called Reliability Reports, on the list that refer to one of your property or office addresses, or list a contact who works for your company, check for a rating lower than "A" and note any unresolved complaints
8. Contact your local BBB to:

- a. Make sure your local office and/or properties you manage have updated records with the BBB
  - b. Investigate and respond to all listed complaints you have located, or refer them to your supervisor for resolution
9. Follow up:
- a. Register with the BBB web site in your area
  - b. Become a member of your local BBB
  - c. Regularly search your local BBB site for complaints with variations of your company name and follow up on any that point to your company

**Addendum: Some Suggestions for filling out the BBB form**

1. Under "Business Name (Corporate/Legal Name)," provide your state's registered LLC name
2. Under "Date business originally began operations," provide date your state registered LLC started business
3. Under "Main Location," and "Mailing Address," be specific to your local office. Then under "Other Locations," list your Corporate and Regional Headquarters if different.
4. "Gross Annual Sales" and "Annual number of customers" is vague and subjective (client fees? rent revenue? it's not clear what they want). Since they have included the caveat "BBB internal use only" it's up to your leadership whether you even want to provide this information.
5. The rest of the form can reflect your specific local facts and figures, and wherever applicable, you can additionally provide your Corporate address and phone (if different.) This will emphasize your parent company reference.