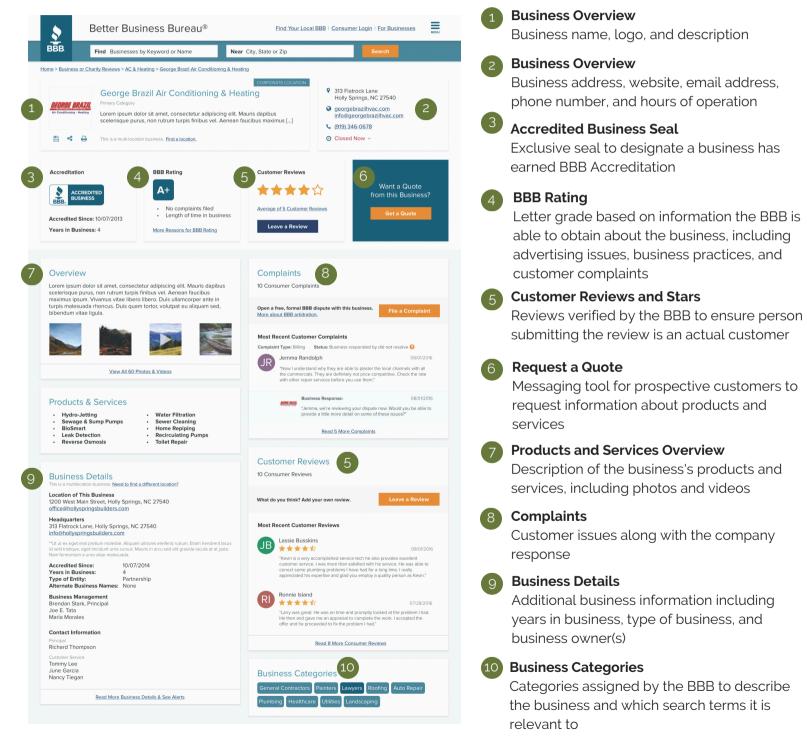
## **Make a Great First Impression** With Your Customers



## What is in a BBB<sup>®</sup> Business Profile?

More people are using the online BBB Accredited Business Directory to find trustworthy businesses. In 2023, the BBB had more than 14.3 million inquiries and web visits, and sent thousands of Request-a-Quote (BBB lead generation program) emails to Accredited Businesses. Because of this activity, your BBB Business Profile should include information to give potential customers a great first impression. Use your Business Portal to enhance your BBB Business Profile today.



Keep Your Information Up-to-Date: Accurate information helps consumers contact you and ensures the BBB is able to notify you of new customer reviews and complaints. To make changes to your BBB Business Profile, please visit your Business Portal: go.bbb.org/login.