

BETTER BUSINESS BUREAU IN WESTERN MICHIGAN



# BBB<sup>®</sup> BEACON

Summer 2024

# CELEBRATING ETHICAL LEADERS



*Bill Coderre*





## Foundation Contractors Who Care

We know our work makes an impact that can change businesses, communities, and lives for the better.

We are believers.

We believe a single action can spread to something more, creating a ripple effect. The full extent of each ripple, we'll likely never know. But we believe that by doing things differently, better and with intention, our customers can live better lives, experiencing peace of mind.

When people create impact and experience peace of mind, these emotions and actions also create ripples. We are believers, and we believe these ripples can change the world.

**GoAyers.com**

**866-379-1669**





## A Word from Our CEO

The summer months are busy here in Michigan and we are excited to share many highlights of our BBB impact. Plus, I want to take a moment to thank you for your continuing commitment to trust and ethics, and fostering a marketplace in which we can all be proud.

In today's competitive market, trust is the cornerstone of lasting and successful customer relationships. When consumers see the BBB Accredited Business seal, they recognize it as a symbol of your commitment to ethical business practices and exceptional service. This seal isn't just a logo; it's a pledge to uphold the highest standards of honesty, transparency, and responsiveness.

One misconception is that anybody can become BBB Accredited, but that isn't true. Applicants are selected based on their public track record, and then vetted behind the scenes for licensing, government actions, advertising and reputational issues and more. Only those who clear this process, and commit to upholding our long-standing Accreditation standards, can use the BBB Seal and call themselves an Accredited Business. The BBB logo is the sign of a better business. It provides you with unparalleled credibility and offers customers the confidence they need to choose your services over others.

Our team is committed to helping you and your business find success. We are expanding the number of programs and services offered to BBB Accredited Businesses, including scholarships for students entering the trades, tools to help you connect with customers and demonstrate your track record of trust and ethics, a program to help you and your business save money, and educational opportunities to help your business navigate a changing marketplace.

All of this is part of our commitment to you, the businesses in our community. With your support, we will continue to work together to make a positive impact on the marketplace we serve.

Lisa Frohnappel  
President and CEO,  
Western Michigan Better Business Bureau



# BBB<sup>®</sup> BEACON

Volume 5 • Issue 2 • Summer 2024

BBB Beacon Magazine is a publication of the Better Business Bureau in Western Michigan Educational Foundation for the businesses and communities that it serves.

**Publisher:**

Better Business Bureau of Western Michigan Educational Foundation

**Editorial:**

Troy Baker  
*Vice President of Community Relations/  
Educational Foundation*

Jack Daley  
*Vice President of Sales & Finance*

Katie Grevious  
*Marketing and Community Relations  
Manager*

Jeannie Gregory  
*Operations Manager*

Randy Travis  
*Regional Account Manager*

Kathy Wiedman  
*Regional Account Manager*

Monica Kimball  
*Regional Account Manager*

Grant Fales  
*Communications Intern*

**Design & Printing:**

SpartanNash Graphic Services

**Advertising Inquiries:**

[magazine@bbb-beacon.org](mailto:magazine@bbb-beacon.org)

**Write to:**

BBB  
3330 Claystone St. SE  
Grand Rapids, MI 49546  
[info@westernmichigan.bbb.org](mailto:info@westernmichigan.bbb.org)

**Find us at:**

[BBB.org/wmiprograms](http://BBB.org/wmiprograms)

**BBB Vision**

An ethical marketplace where buyers and sellers trust each other.

**BBB Mission**

To be the leaders in advancing marketplace trust.





# BUSINESS SAVINGS PROGRAM FOR YOU *and* YOUR BUSINESS

By Grant Fales

Every business is looking to find ways to save money, while at the same time better serve their customers and employees. The Better Business Bureau's Savings program can help. Earlier this year the BBB rolled out the Savings Program for BBB Accredited Businesses. It allows BBB Accredited Businesses and local partners to offer discounts to other BBB Accredited Businesses. Not only can it help you and your company save money, but it also allows you to offer discounts to other Accredited Businesses as well, potentially bringing in new customers.



So what's inside the savings program? A lot. As of June 1 there are more than 30 offers. BHS Insurance has a number of options for insurance coverage for businesses of all sizes. There is a focus on small businesses, with special options for organizations with just one or two employees. Offerings include health insurance, business insurance, life insurance and more. They also have options for 401K's and coverage for your home and auto.


Avibra has an interesting offer that will allow you to give more to your employees. This BBB Accredited Business offers employee benefits. The program costs \$25 a month for a business with up to 25 employees and \$50 for a business with 26-50 employees. For that, each employee gets more than a dozen benefits. There is also an additional list of optional benefits to choose from, each costing \$1 per week, per employee.

Businesses can have employees pick what they want and pay for it themselves, or businesses can choose to cover some or all of the cost of these additional benefits. It's about options, and this program has a lot of them.

Dell is working with the BBB to offer special discounts on computers and equipment. These discounts can be used on top of any sales or other discounts that may be running. In addition, Dell is offering BBB Accredited Businesses a number of technology related services for free or at a discounted rate.

Other offers include advertising discounts, cleaning services, landscaping and much, much more.

It's easy to take advantage of these offers. Just log into your BBB Business Portal at [bbb.org/western-michigan/login](http://bbb.org/western-michigan/login). This page shows the services available to you as a BBB Accredited Business. On the right side at the bottom is a box called "Savings Program," and that link will take you to a page full of offers. That page also includes a link that will allow you to submit your own offer for the savings program.

We know you want to save money. You also want to work with other businesses you can trust. The BBB Savings program helps you do that. If you have any questions, feel free to contact your Regional Account Manager. 

*The BBB Savings Program is Sponsored by BHS Insurance*



Sponsored By:





# On-Demand Benefits Built for Hourly Workers

With Avibra, you can finally offer your hourly and part-time workers financial, well-being and protection benefits. The best part? It's simple and affordable, and you can get started in under 2 weeks!



80%

increase in worker motivation

11%

increase in job applicants

5%

reduction in turnover

## Protect your entire workforce, and reward your top talent

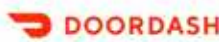
### Free Benefits for Workers

- \$10,000 AD&D Insurance
- \$1,000 Life Insurance
- 24/7 Well-Being Advisor
- ESG Advisor
- Housing Counseling
- Debt Counseling
- Credit Counseling
- Free Rx Discount Card
- \$50,000 Work Lotto
- Subsidy Navigator
- Discounts & Savings
- Childcare Savings
- Same Day Pay
- Bill Negotiator

COMING SOON

Who we work with

Gap Inc.



### Dollar Benefits Store - Benefits for just \$1/week\*

*subsidized by the sponsor or paid for by the worker*

- \$1,000 Accident Medical
- \$5,000 Life Insurance
- \$1,000 Life Insurance for Kids
- Dental Benefits
- Vision Savings Pass
- \$2,500 Critical Illness
- Cell Phone Protection
- ID Theft Protection
- Legal Services
- Telemedicine (Adults & Kids)
- Teletherapy (Adults & Kids)
- Roadside Assistance
- Chiropractic Benefits
- Alternative Medicine Benefits
- Doctor Discount Network
- \$20,000 AD&D Insurance
- \$5,000 AD&D Insurance for Kids
- On Demand Fitness & Nutrition
- On Call Mental Well-Being Support
- Fertility, Surrogacy & Adoption
- Global Travel
- Wage Protection
- Telepet
- Medical Debt Buster
- Rental Car Discount
- Home Device Protection
- Appliance Protection
- Layoff Insurance

### Credit Builder (build credit with benefits)

*\*With a \$1/month membership, paid annually*



### Low Administration

Our simple **3-step-process** gets you up and running in **2 weeks**. Choose a launch date, and we'll take care of the rest.



### No Enrollment Periods

Forget complicated systems and complicated onboarding. Plus, workers **use 1 app** to choose and use their benefits.



solutions@avibra.com  
www.avibra.com

# MEET THE 2024 TRUST AWARD RECIPIENT

**By Katie Grevious**

The Better Business Bureau has the pleasure of honoring Mr. Bill Coderre with the 2024 BBB Trust Award. This award honors a business or nonprofit leader that exemplifies honesty, integrity, transparency, and creates an impact in their community and at their organization. Coderre is the President and CEO of Junior Achievement of the Michigan Great Lakes. He has spent his entire career with JA, teaching students financial literacy, work readiness and entrepreneurship, as well as advocating for educational expansion and advancement in the Western Michigan area.

Junior Achievement aims to educate and inspire young people to succeed in a global economy. “I think what I enjoy the most is knowing that everything that I do has a positive impact on children in our community,” says Coderre. “Every day there are children coming here to experience this, I see the kids as they enter and the look of awe they have as they come into this space enables me to continue to work hard every single day to provide that learning experience.”

Coderre started his journey with Junior Achievement in high school, participating in the program and running a miniature company. Coderre says that’s when he fell in love. “It started out as wanting to give back,” Coderre says. “I had benefitted so much and it’s truly both a vocational and advocacy in terms of the work that I do.”

Outside of Junior Achievement, Coderre volunteers his time with the Grand Rapids Economic Club’s essay committee. He says he

## BILL CODERRE



has thoroughly enjoyed getting to see how kids take on topical issues around economics and business. He is also a board member emeritus with the St. Thomas the Apostle Education Foundation, helping them with their investments. He also currently volunteers in his grandchildren’s classes and teaches Junior Achievement to them. Coderre says when he looks at everything he does, it all comes back to education. He says that is also why he is so dedicated to giving back to his community.

“We’ve been put on this earth, and I want to be able to leave a better place than when I got here,” he says.

When it comes to Trust, Coderre says everything Junior Achievement does is built around this value.

“Whether that’s how we work with a contractor, how we deal with our educators, how we ensure to our donors that we’re transparent and how we’re using the money and how we communicate back to them, everything we do in this organization is built on trust,” Coderre says.

The importance of trust and ethics is infused in the Junior Achievement curriculum too. “We’re preparing for the next generation, so if we want them to uphold those same values, then we need to instill in them the importance of trust and ethical decision making.”

Coderre says he is humbled by this award, and believes it is a testament of all of the hard work and commitment around him at Junior Achievement. “Any award or opportunity that helps me to move forward the mission of Junior Achievement is a wonderful, wonderful thing.”

Coderre was honored at the BBB’s annual Trust Award Celebration on June 18 at LMCU Ballpark near Grand Rapids.



“It takes a long time to build trust and a short amount of time to lose trust, so it’s something we’re cognizant of each and every day.”



# SpartanNash<sup>®</sup> Graphic Services



- Marketing & Design
- Sheetfed and Web Printing
- High Speed Digital Printing
- Large Format Signage and Graphics
- Indoor and Outdoor Banners
- Finishing Services

**Our Commitment to Excellence:  
Satisfied Customers.**

SpartanNash Graphic Services offers affordable Design, Marketing and Print Solutions. Whether it’s a simple postcard or an annual report, we deliver the quality work that you and all our valued customers deserve. Fast, affordable customer focused Graphic Services. Give us a call, we’re here to help you!

To review a project and get an estimate, contact us at

**616.878.2686**

# Thank you to our



# Trust

BBB Award 2024  
Sponsors



FIFTH THIRD BANK



CENTENNIAL SECURITIES

· Investments & Advice ·





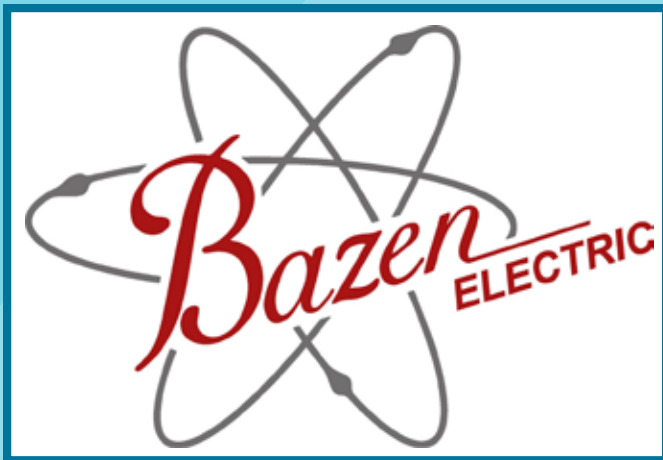
# CONGRATULATIONS

## BAZEN ELECTRIC CO.

on **50 YEARS**

of BBB

**ACCREDITATION**



**THE SIGN OF A  
BETTER  
BUSINESS** <sup>SM</sup>

# 2024 BBB TRUST SCHOLARSHIP WINNERS



By Grant Fales

## THE BETTER BUSINESS BUREAU SERVING WESTERN MICHIGAN

awarded three High School Seniors with the 2024 BBB Trust Scholarship Award. Students from across Western Michigan submitted essays and letters of reference that were evaluated by a team of BBB staff and judges from the business and nonprofit community. The \$1,500 scholarships were presented with the generous support of Meijer. Each student essay explained the importance of honesty, transparency, integrity and impact and how each student personally represents these traits. Congratulations to Nicole, Ashlyn, and Clara.

## Nicole Kamps Homeschool

Nicole Kamps values honesty in all aspects of her life, whether it's at school, work, or when teaching others about animals. Nicole has kept these values close through all the hurdles life has thrown her way. She learned the importance of trust from her late father at a young age, who taught her that trust can be easily broken and hard to gain. Her passion for animals has taught her the significance of honesty and fairness, even in competitive settings. Driven by her selflessness and caring nature, Nicole plans to further her education at Grand Rapids Community College this fall and become a nurse.



“I’m hoping that I can be a trustworthy student and honest and be that friend that you can rely on to trust like to help you study or to do just help in general. And I hope that when I become a nurse that, um, I can help take care of people and that you can trust me to take care of your loved one when they’re sick or not feeling well.”

- Nicole Kamps

## Ashlyn Armock *West Catholic High School*

Ashlyn Armock is a recent graduate of West Catholic High School. While there, she actively participated in school retreats and various extracurricular activities. These experiences taught her the importance of building trust and honesty through communication with others. Ashlyn used trust and honesty to foster openness between herself and others, creating a sense of confidence. Her openness allowed her to understand others while showing them they are not alone in difficult situations. Ashlyn's ability to be open with others has also helped her realize that others may experience similar difficult situations and that she is not alone. Ashlyn will continue her education at Aquinas College.



---

“I try to exhibit trust by always being open to other people and being able to help them when they need it.”

- Ashlyn Armock

---

## Clara Berry St. *Joseph High School*

As the vice president of Key Club International and a future Western Michigan University student, Clara Berry has been driven by ethics and trust. Clara understands the importance of giving everyone equal opportunities and treating everyone fairly and respectfully. Not only does Clara exhibit trust and ethics in her positions at the international level, but she also demonstrates these characteristics on the soccer field. She is a trustworthy teammate who makes the right decisions through solid communication. With her strong ethical leadership skills, Clara plans to continue her work with the Kiwanis family through Circle K, the collegiate version of Kiwanis and Key Club. She also plans to run for governor of Michigan for Circle K. Continuing to serve in leadership roles in college will allow Clara to continue growing her ethical leadership skills, preparing her for her post-college dreams of holding public office in Southwest Michigan or working with nonprofits.

---

“Trust and ethics have always been a super important part of my life, especially as a leader.”

- Clara Berry

---



# IT'S TIME *for* YOU *to* SHOW OFF

By Troy Baker

It is the sign of a better business. That's the message the BBB is sharing about the BBB Accredited Business Seal, and the businesses like yours that have earned their BBB Accreditation by building a solid reputation based on trust.

"It has been the most helpful tool I've invested in with respect to connecting with clients. As well as opening many doors to more opportunities," says Derek Martinez, owner of AAA GT Painting in Traverse City.

The BBB logo on your business can be a powerful tool for your business. But is your business really using that tool? Of 309 local Accredited Businesses surveyed earlier this year, 8% said they don't show off their Accreditation at all. Just 43% have the seal up in their storefront or office. Just 54% have it on their website. These are missed opportunities to build trust with your customers.

The BBB asked businesses about the value of the accredited Business Seal. "It shows potential

clients that we hold ourselves to a higher standard of honesty and integrity," says Jenny Jones of Firman Irrigation and Tree Services in Petoskey.

So how do you make the most of the BBB Accredited Business Seal? Easy. Show it off in as many ways as possible.

Your BBB Business Portal has a dynamic seal that can easily go on your website. There you can also download logo graphics to use on things like business cards, invoices and marketing materials.

Each year the BBB sends you a certificate you can display in your office or storefront.

We also have stickers that can go on your door or window, and large vehicle clings that can go on your vehicles or trailers.

And while the stickers are a great way to quickly add the Accredited Business Seal to your vehicle, a number of businesses have incorporated it into their vehicle wraps or paint jobs.



Other popular uses include yard signs and other advertising. Put it on your billboard, mention it in your radio or TV commercial. Use the logo in your YouTube videos and social media posts. We have seen several businesses add the Seal to their company shirts or uniforms.

Then there is the easiest thing you can do. Talk about being BBB Accredited. Just tell customers as part of the initial conversation. You are already explaining what sets your business apart, why not include that you are Accredited with the Better Business Bureau? Customers recognize the value, but won't give you credit if they don't know you meet BBB standards.

"It tells the consumer we care about them as much or more than ourselves," says Kelly W Herb of Tom Stehouwer Auto Sales in Grand Rapids, which is preparing to celebrate 40 years in business. "It says 'you come first.'"



So log into your BBB Business Portal or connect with your Regional Account Manager to get and show off the BBB Accredited Business seal and tell your customers they come first without ever saying a word.



**THE SIGN OF A  
BETTER  
BUSINESS**

# UNDERSTANDING *your* BBB BUSINESS PORTAL

By Troy Baker

*The BBB Business Portal a resource available to all BBB Accredited Businesses and is home to most of the resources a business would need from the BBB. There is a lot there, so lets walk through the options, and how they can help your business.*

*Start by logging in by going to [bbb.org/western-michigan/login](http://bbb.org/western-michigan/login). Once logged in you will find the name and contact information for your Regional Account Manager, who can help you with anything related to the BBB.*

## BUSINESS PORTAL OPTIONS:



### Download BBB Logos:

This is where you can find logos for your website, marketing and more.



### Payment Center:

Make any payments you need to keep your Accreditation, advertising and sponsorships up and running.



### Profile Statistics:

Find information people coming to your business profile to learn about your business.



### View Profile:

See what the public sees when they come to BBB.org to learn about your company.



### Update Your Business Info:

Make sure your business information is accurate, so customers can reach you when needed.



### Upload Images:

Upload photos and videos to your Business Profile. Profiles with images and videos help customers understand what you do.



### **Review Hub:**

Manage and reply to your customer reviews filed at BBB.org.



### **Complaint Hub:**

Reply to and manage complaints filed with the BBB.



### **Increase Your Exposure:**

Learn about advertising opportunities and how to get your business noticed by more potential customers.



### **Business Profile Progress:**

This tool shows you what information has been shared on your Business Profile, and what other steps you can take to make it as complete as possible.



### **Accredited Business Toolkit:**

This toolkit includes social media assets, email signature graphics and a press release for newly Accredited businesses.



### **The Review Solution:**

This free app can help businesses encourage customer reviews at BBB.org, and offers an optional plan that can send reviews to additional platforms like Google, Facebook and Yelp.



### **Accreditation Contest:**

Enter our Accreditation contest, where businesses that show off the BBB Accredited Business Seal have a chance to win a free Accreditation renewal.



### **Trades Scholarship:**

Recent High School graduates who are hired by BBB Accredited Businesses in specific trades may be eligible for a scholarship to offset the cost of tools and other necessary equipment.



### **Savings Program:**

See the offers available to, and from, BBB Accredited Businesses. Everything from insurance, employee benefit programs, advertising deals, technology discounts and more.

*If you have questions about how to access your BBB Business portal or any of the resources available, please contact your Regional Account Manager.*

# Swinging Success: BBB TEES UP *for a* DAY OF NETWORKING *and* GOLF IN KALAMAZOO

**By: Katie Grevious**

The Better Business Bureau in Western Michigan held its first Educational Foundation Golf Outing in the Kalamazoo area on Monday, May 13, 2024, at Kalamazoo Country Club in Kalamazoo, MI. The outing raised money to support the foundation's free fraud prevention programs in the community.

"The BBB Educational Foundation relies on support from our community and events like this to provide free programs that teach both adults and high school students how to be wise consumers," says Lisa Frohnafel, President and CEO of the Better Business Bureau in Western Michigan. "BBB is grateful to have such strong support from trustworthy organizations to continue promoting trust in our marketplace."

The goal of the foundation is to educate businesses and consumers on issues affecting trust in the marketplace. In 2024, the 501c3 nonprofit arm of the BBB has given over 110 presentations to more than 3,000 people in Western Michigan.

Programs supported include the Fighting Financial Fraud series, which works with older adults to avoid scams and make wise consumer decisions. People ages 65+ reported a higher median dollar loss than the overall median dollar loss reported to BBB in 2023. The Scambusters program teaches local high school students the tools they need to spot scams. People ages 19 and under are the most likely to lose money to scammers. The information shared during these presentations helps them avoid becoming a victim now and in the future.

Groups of business and community members played at the outing. Attendees enjoyed the beautiful Michigan weather, as well as fun games and activities out on the course thanks to our generous sponsors, including the title sponsor, Meijer.

BBB will hold a second golf outing in the Grand Rapids area on Thursday, September 12 at Boulder Creek Golf Club. This will be the second year for the Grand Rapids-area event.







**BBB would like to thank all of those who played, and our sponsors and donors who made the Kalamazoo outing possible:**

Ayers Basement Systems, Bay Pointe, Buffalo Wild Wings, Centennial Securities, CTI Mechanical, The Elder Law Firm, P.C., Firekeepers Casino, Gordon Water, Hadaway Cleaning & Restoration, Hawkshead Golf, Horizon Bank, Hutcherson Construction, Lawn Doctor of Kalamazoo, LMCU, Maple Hill Auto Group, Maple Hill Golf, Meijer, M-Buck Studio, Sneller Snow & Grounds, S& T Landscape Services, Traverse City Pitspitters, Watchdog Cyber, Western Michigan University, WOOD TV8, Zhang Financial.



# Kalamazoo Golf Outing 2024



# BBB Educational Foundation Grand Rapids Golf Outing

Money raised goes towards our free fraud prevention programs in the community.  
Join us as a player and/or sponsor.

**Thursday, September 12th**  
**Boulder Creek Golf Club**  
**10am shotgun start**

**Scan to learn more and register**



# BBB TORCH AWARD APPLICATIONS NOW OPEN

**By: Denise Cook**

*Step into the realm of ethical distinction with the 2024 Better Business Bureau (BBB) Torch Awards for Ethics, where businesses and nonprofits within Western Michigan can elevate their reputation by showcasing their unwavering commitment to trust and ethics. This distinguished honor isn't merely a recognition; it's a testament to the highest standards of ethical conduct in the business landscape.*

*The Torch Awards for Ethics represent more than just a trophy; they signify trustworthiness and credibility in the eyes of consumers and stakeholders alike.*

*Applications are now being accepted, but time is limited - the submission deadline will be closing on August 30, 2024. It is important to know that BBB Accreditation is not required to apply.*

## **The eligibility requirement for this award is:**


- Businesses must show at least three years of operational history
- At least a B rating with the BBB
- Previous Torch Award winners from 2021, 2022, or 2023 are ineligible for consideration
- The awards are open to businesses and nonprofits operating within the BBB of Western Michigan's 38 county service area.

Each submission will be evaluated by an independent panel of judges representing local businesses and nonprofits. Finalists and award recipients will be celebrated at a luncheon this fall.

We encourage qualified businesses to submit a free application for the awards. You can also nominate other local businesses and nonprofits that are deserving of recognition.

To nominate an organization or to apply for the award, go to [BBB.org/wmiawards](https://www.BBB.org/wmiawards) and click on the

link for Torch Awards for Ethics. There you can also learn Tips and Tricks for putting together an outstanding application.

The Better Business Bureau and Better Business Bureau Educational Foundation are excited to celebrate the amazing businesses in our community, and look forward to learning more about how you and your team demonstrate Trust and Ethics in the marketplace. 



**Scan Here to Apply  
or Nominate an  
Organization**





CELEBRATING  
**10 +**  
 YEARS OF  
 TRUSTWORTHINESS



Thank you for your commitment to Trust.

# WELCOME

## to the Newest Members of our BBB<sup>®</sup> Accredited Business Family



THE SIGN OF A  
**BETTER  
BUSINESS**  
Find one at [BBB.org](http://BBB.org)

**New BBB Accredited Businesses, added from 1/1/2024 to 5/31/2024**

**NewRez LLC**, Manistee  
**NewRez LLC**, Traverse City  
**Fairmax Law**, Muskegon  
**Fairmax Law**, Grand Rapids  
**Clean as Schmidt**, Greenville  
**Stephanie Renee's Salon**, Kalamazoo  
**Mitten Key Realty LLC**, Grand Rapids  
**Dunes View Kwik Shop**, Saugatuck  
**Primerica - McClintic**, Lansing  
**Camerons Construction LLC**, Niles  
**Keystone Contracting, LLC**, Fountain  
**Bill's Sharpening**, Grand Rapids  
**All Phase Welding Service, Inc.**,  
Comstock Park  
**KFDGT Pilot Car Services LLC**, Grandville  
**Aaron's Junk Removal and Hauling**,  
Grandville  
**expertIT, Inc.**, Grand Rapids  
**Harbor Towing**, Grand Junction  
**616 JUNK**, Ionia  
**Howling IT LLC**, Whitehall  
**Looking Glass Mechanical & General  
Contracting, LLC**, Eagle  
**White Pine Renovation, LLC**, Kalamazoo  
**Patriot Painters, LLC**, Grandville  
**Rhino's Plumbing, LLC**, Battle Creek  
**C & C Home Repair L.L.C.**, Sturgis  
**1on1 Grooming**, Norton Shores  
**Scooters Tree Transplant, LLC**, Eaton Rapids  
**Thornapple Construction, LLC**, Grand Rapids  
**D Yoder's Construction, LLC**, Eaton Rapids  
**Keith Dehnert Residential Construction**,  
Eaton Rapids  
**Dani Morgans**, Niles  
**Bright Side Property Services**, Grandville  
**Rockford Powder Coating**, Comstock Park  
**Kelso Homes**, Grand Rapids  
**Blue Beacon Brokerage**, Wyoming  
**GR8FL Auto Detailing, LLC**, Holland  
**Nate's Auto & Custom**, White Pigeon  
**Odren's Auto Service**, Coldwater  
**Bernadette Nomura, Real Estate Broker**,  
Grand Rapids  
**Yellow Umbrella Creative LLC**, Saranac  
**HomeLoans**, Lansing  
**Moon Capital LLC**, Muskegon  
**Bredberg CPA, PLLC**, Bronson  
**Flanagan's Irish Pub**, Grand Rapids  
**High Point Builders**, Holton  
**The Barkery**, Sparta  
**Integrity Concrete Coating**, Williamsburg  
**Bull Epoxy Solutions**, Pierson  
**Lakeshore Custom Homes**, Beulah  
**Smith & Son Building & Remodeling, Inc.**,  
Muskegon  
**USA Insulation of Northern Michigan**,  
Rochester Hills  
**USA Insulation of Lansing**, Rochester Hills  
**USA Insulation of Grand Rapids**,  
Rochester Hills  
**J A T Installations**, Norton Shores  
**Green Rock Coatings, LLC**, Greenville  
**Vinyl Sharks, LLC**, Grand Haven

**West Michigan Structural Services, LLC**,  
Muskegon Heights  
**KKC Stump Grinding, LLC**, Mt Pleasant  
**Aerotech Innovations LLC**, Holland  
**Isak Cleaning Service LLC**, Caledonia  
**Hutch's Handyman Service**, Muskegon  
**Norm's Roofing & Siding**, Petoskey  
**Brandon Dyke Masonry**, Coopersville  
**Coldwater Painting, LLC**, Coldwater  
**TruGuard Gutter Services**, Pullman  
**WalVac**, Wyoming  
**Eclipse Auto Pro**, Sturgis  
**Stachowicz Chiropractic**, Muskegon  
**Lake Effect Renovation, LLC**, Elmira  
**Shafer Swartz PLC**, Muskegon  
**JC Assisted Living I LLC**, Grand Rapids  
**JC Assisted Living II**, Grand Rapids  
**Corey's Big Dog Towing and Recovery**,  
Beulah  
**Instituto Crece Latino**, Caledonia  
**Atlas Roadside LLC**, Centreville  
**Lakes Inc.**, Muskegon  
**JC Home Care LLC**, Grand Rapids  
**Arrowhead Junk Removal, LLC**, Sumner  
**Cryptocaddy, LLC**, Holland  
**Ledger Ally, LLC**, Lansing  
**Practical Solutions Counseling, PLLC**,  
Grand Rapids  
**Global Asphalt Solutions**, Traverse City  
**Z-Brite Metal Finishing, Inc.**, Stevensville  
**Pash Performance**, Nashville  
**Upper Echelon Lawn Care Services**,  
Grand Rapids  
**ASR Plumbing LLC, Dorr**  
**Kane Heating & Ventilating Company**,  
Charlotte  
**Solar Ladies Consulting**, Lansing  
**Tree Fish**, Grand Rapids  
**May Plumbing & Heating**, Alanson  
**Peak Painting**, Kalkaska  
**Grand Traverse Painting Co**, Buckley  
**CDW Home Services**, Allegan  
**Adair Construction Services**, Grand Rapids  
**My Alter Ego Closet**, Grand Rapids  
**MAAS Construction, LLC**, Hesperia  
**Inhabitect**, Cedar  
**Pet Villa**, Grand Rapids  
**JP Drywall and EIFS**, Grandville  
**PCI**, Dorr  
**Xia's Fashin LLC**, Grand Rapids  
**Cellulose Material Solutions**, Jenison  
**Grand Realty & Management, LLC**, Wyoming  
**Renewal Esthetics by Eyelove Lash and Brow  
Studio**, Traverse City  
**Mike's Auto Body**, Hart  
**Nicole S. Fuentes Fine Art**, Hudsonville  
**Turf Badger Grand Rapids LLC**, Greenville  
**Kal Haven Storage LLC**, Kalamazoo  
**J and K Custom Transport, LLC**, Belding  
**Golf Cars Plus**, Plainwell  
**Caring Companions Kalamazoo LLC**,  
Plainwell  
**The Maul Law Group PLLC**, Hamilton

**Adroit Builders, LLC**, Rockford  
**KL Outdoors**, Muskegon  
**Homes By Hanes**, Fremont  
**AB&B Power Cleaners**, Ludington  
**JDM Contracting, LLC**, Mancelona  
**AAB Electric**, Houghton Lake  
**Beyond Trees, LLC**, Delton  
**Ashby Construction**, Watervliet  
**Nate Kaptein Builder**, Coopersville  
**Ninja Apress, LLC**, Holland  
**Vera Flooring**, Ada  
**Tony's Garage Doors**, Cheboygan  
**Curtis Creations**, Grand Rapids  
**Choice Concrete Construction, Inc.**,  
Clarksville  
**Grand Traverse Hauling and Junk Removal**,  
Kingsley  
**Qwake Bar Bakes LLC**, Grand Rapids  
**Cleaning with Hands, Heart and Sole**,  
Fennville  
**Cheryl Grant Real Estate**, Grand Rapids  
**Country Place Mobile Home Park**,  
Mt. Pleasant  
**Wagner Built**, Lake George  
**Bishop Construction**, Kalamazoo  
**Solutions Electric, Inc.**, Alanson  
**Torch Cannabis Company**, Central Lake  
**Vesna's Cleaning**, Holland  
**Advanced Pain Solutions, PLLC**, Ionia  
**Swanson Electrical Services, Inc.**, Sparta  
**OCD Building & Remodeling**, Cedar Springs  
**Liberty Tree Landscaping Services, LLC**,  
Belmont  
**Leaping Lizards Landscaping**, Hastings  
**Shane's Quality Handyman Services, LLC.**,  
Kalamazoo  
**JDK Construction**, Lowell  
**Vital Construction**, Bear Lake  
**Details Kitchen & Bath, LLC**, Holland  
**All Around Asphalt And Sealcoat, LLC**, Alto  
**Final Design**, Saint Joseph  
**Pheno Hut Seed Bank**, Coldwater  
**HoM Flats**, Wyoming  
**HoM Flats**, Wyoming  
**Irish Line Woodworks**, Grand Ledge  
**Farmers Insurance Federal Credit Union**,  
Caledonia  
**Farmers Insurance Federal Credit Union**,  
Caledonia  
**Zion Building Group Inc**, Newaygo  
**BGP Construction**, Kent City  
**Landsharks Lawn and Landscaping**,  
Traverse City  
**AD Concrete, LLC**, South Haven  
**Morgan Electrical**, Hastings  
**Tresemmer Concrete & Excavating, LLC**,  
Fennville  
**Lighthouse Electrical Services LLC**,  
Traverse City  
**Lakefront Property Services**, Grand Rapids  
**Lakeshore Home Buyer**, Grand Haven  
**Woodard Home Construction, LLC**, Orleans  
**Parkdale Auto Sales & Service**, Manistee  
**Top Shelf Cleaning**, S Boardman

**A&J Roofing LLC**, Dimondale  
**Anderson Floor Covering**, Hudsonville  
**Untidy Management Service, LLC**, Grand Rapids  
**Absolute Security Group LLC**, Grandville  
**Engine Web Development**, Grand Rapids  
**Lenger Travel Center, Inc.**, Byron Center  
**Tri-Clor, Inc.**, Hastings  
**Bubbles Up Cleaning Solutions, LLC**, Three Rivers  
**Langerak Roof Systems, Inc.**, Hudsonville  
**Blue Cross Blue Shield of Michigan**, Grand Rapids  
**Frontline Builders, LLC**, Manistee  
**Vroom Vroom's Speedy Services, LLC**, Gaylord  
**Ken's Home Repair & Drywall Services**, Grand Rapids  
**C & I Building Maintenance, Inc.**, Sparta  
**Great Lakes Recreation Co.**, Holland  
**Oktober Can Seamers**, Grand Rapids  
**Earl's Meats, LLC**, Holland  
**Dave's Concrete Products, Inc.**, Lawton  
**Snow Lake Kampground**, Fenwick  
**Luxury Mobile Detailing, LLC**, Kalamazoo  
**Cruz N2 Auto**, Holland  
**Crown Media Service**, Big Rapids  
**Stig's Dumpster Rentals, LLC**, Traverse City  
**Bright Sunshine Cleaning**, Harrison  
**Delta Self Storage**, Lansing  
**Berghorst Foods**, Wyoming  
**Stonewall Collision & Auto Painting**, Grandville  
**Titan Land Management**, Twin Lake  
**King's Trading Post Blanchard**, Blanchard  
**Buck Creek Excavating and Tree**, Greenville  
**Storm Cleaning**, Grand Rapids  
**Fish with Jim Outfitters, LLC**, Mancelona  
**Alderink Automotive, LLC**, Clarksville  
**Scrib's Autoworks, LLC**, Grand Lodge  
**Charlie's Auto Care**, Eaton Rapids  
**BC Auto Service, LLC**, Battle Creek  
**Grizzly Repair, LLC**, Belding  
**Inside Out Builders MI, LLC**, Fife Lake  
**Zee & M Services, LLC**, Battle Creek  
**Clovercroft Construction, Inc.**, Thompsonville  
**Earthbound Screen Printing & Embroidery**, Grand Rapids  
**Haveman Property Services**, Hudsonville  
**Jessica Schultz Construction**, Vanderbilt  
**Eyk Plumbing**, Cedar Springs  
**Grand Rapids Plumbing**, Grand Rapids  
**Build Craft - Design Build**, Portage  
**Fargo's Tree Service**, Cadillac  
**The Refinery**, Kalamazoo  
**Fair Neighborhood Services LLC**, Kalamazoo  
**Fill the Gap Personal Assistant Services**, McBain  
**Property Management Elite, LLC**, Charlevoix  
**Accurate Garage Doors**, Kalkaska  
**Vista Travel Company LLC**, Grand Rapids  
**Foxtrot Training**, Richland  
**A.R.M. Lawn Care/Landscaping**, Wyoming  
**Sleeping Bear Disposal**, Benzonia  
**Winsome Travel Design**, Holland  
**Dezeeuw Builders**, Norton Shores  
**Hometown Home Improvement & Building**, Wyoming  
**Streamline Exteriors**, Battle Creek  
**Veltman Well Drilling & Repair**, Kalkaska  
**Lakefront Property Solutions**, Holland  
**Smith & Co. Custom Fence**, Dowagiac  
**Eleven**, Traverse City  
**Byron Center Motors**, Byron Center  
**Schutte Customs, LLC**, McBain  
**Anchor Auto Service**, Muskegon  
**Continuum Home Health Care, LLC**, Holland  
**Superior Fence & Rail of Southwest Michigan**, Kalamazoo  
**Manning's Automotive Repair, LLC**, Newaygo  
**Bang-Up Building, LLC**, Vermontville

**Double M Construction**, Lawrence  
**Dirt Road Diesel, LLC**, Belding  
**Kleyn Mobile Repair**, Jenison  
**The Leonard at Logan House Bed & Breakfast**, Grand Rapids  
**Healing at the Source**, Rockford  
**Dudgeon Well Service, LLC**, Battle Creek  
**Michigan Well and Pump**, Saranac  
**Oles & Sons Plumbing**, Grandville  
**Woodside Construction, LLC**, Bangor  
**Drew's Custom Cutz & Landscaping**, Fruitport  
**Greenbud Landscaping, Inc.**, Grand Rapids  
**Fresh Coast K9**, Ludington  
**Pro-Low Moving, LLC**, Holland  
**Network Kings LLC**, Kalamazoo  
**JT's Dumpster Rentals**, Woodland  
**MegaClean, LLC**, Traverse City  
**Lawson Glass & Door, LLC**, Alma  
**F S Roofing LLC**, Traverse City  
**Odawa Remodeling Painting, LLC**, Lansing  
**VoltEdge Electric, LLC**, Holland  
**Fast Lane Detailing**, Battle Creek  
**Family Fence Factory**, Muskegon  
**Salvail Builders LLC**, Rockford  
**Haight N' Sons**, N Muskegon  
**Regional Security Group**, Jenison  
**Spotless Hospitality**, Benzonia  
**Rapids Auto Service**, Eaton Rapids  
**Green Property Management, LLC**, Grand Rapids  
**Sanitized Spaces LLC**, Wyoming  
**Thornview Electric**, Grand Rapids  
**Priority Electric, LLC**, Mulliken  
**Phoenix Improvements, LLC**, Wyoming  
**MI Electrician, LLC**, Muskegon  
**Greenshield Insulation**, Mattawan  
**Norman's Well Drilling, Inc.**, Lake City  
**Woodland Confectionary, LLC**, Rogers City  
**Alkhamis Financial Group**, Portage  
**Monica's Gourmet Cookies**, Grand Rapids  
**Lakeview Custom Homes, LLC**, Boyne Falls  
**Maxi Auto Centers, Inc.**, Charlotte  
**Jimmy's Johns Portable Toilets**, Marshall  
**Stocked**, Traverse City  
**Hurst Mechanical**, Belmont  
**Parakletos Law PLC**, Hudsonville  
**Kelly Jo Photography**, Grand Rapids  
**Kristina Tanner, Realtor**, Grand Rapids  
**Cope's Auto Repair and Tires, LLC**, Muskegon  
**Original Roofing Company**, Grand Rapids  
**Koala Insulation of Traverse City**, Traverse City  
**Above and Beyond Remodel, LLC**, Battle Creek  
**Maple Woods Heating**, Indian River  
**SW Tree Service**, Canadian Lake  
**Atkin Tree Service**, Fruitport  
**Bromley's Tree Service LLC**, Reed City  
**ZNF Heating and Cooling, LLC**, Gaylord  
**Home Specialists**, Grand Rapids  
**BM Plumbing**, Clare  
**MI Roofing Contractor**, Cadillac  
**Campbell Caron, Inc.**, Kalamazoo  
**Mueller's Lawncare**, West Olive  
**Z-Transmission & Auto Repair**, Muskegon  
**Radon Defenders, LLC**, Battle Creek  
**Rock Plant-IT**, Muskegon  
**Lawn Doctor of Kalamazoo-Portage**, Portage  
**Anderson Barlow Contractors**, Grand Rapids  
**Tyler Carpenter Agency Farmers Insurance**, Clarksville  
**Jake's Bobcat Service**, Shelbyville  
**CSA Homes, LLC**, Grand Rapids  
**Advanced Pest Solutions Plus**, Battle Creek  
**Blough Automotive**, Freeport  
**Rising Starz Fitness**, Comstock Park  
**Image Tours Company**, Grand Rapids  
**Escape World Travel**, Grand Rapids  
**Unconditional Love Caregivers, LLC**, Hudsonville

**Tombstone Welding & Fabrication LLC**, Cedar Springs  
**Blue Water Lawn Maintenance**, Traverse City  
**RK Auto Detailing**, Hudsonville  
**Rockford Collision**, Rockford  
**Beaudry Arbor Care, LLC**, Portage  
**DeJong Farm Bureau Agency**, Georgetown Tp  
**Spinx Services, Inc.**, Grawn  
**One Touch Siding**, Muskegon  
**Doerr Dey Heating & Cooling**, Mecosta  
**Five Star Heating & Air Conditioning**, Stevensville  
**MJ Earth Works**, Grand Haven  
**Simtech Outdoor Solutions & Landscape Supplies**, Lansing  
**Paws on Point Doggie Daycare, LLC**, Hudsonville  
**Brandon Bouma Construction, Sand Lake**  
**Lively Drywall**, Eaton Rapids  
**SerenitySleep Solutions**, Norton Shores  
**Romence Gardens**, Portage  
**Warr Consulting**, Kalamazoo  
**Halcyon Financial Group, LLC**, Grand Rapids  
**B&R Investment Partners**, Big Rapids  
**Real World K-9 LLC**, Sheridan  
**CJ's Excavating Septic Service**, Cadillac  
**Westerbrink Builders**, Howard City  
**Homestead Concepts**, Kalamazoo  
**Grand Rapids Decks**, Belmont  
**Lakeshore Concepts**, Holland  
**Bentley Plumbing**, Reed City  
**Nmble Hiring Solutions**, Grand Rapids  
**H Lung Transport**, Rogers City  
**Boone Wildlife & Pest Solutions, LLC**, Kalamazoo  
**A Lake Effect Upholstery**, Saugatuck  
**WR Property Management, LLC**, Nunica  
**Taylor Way Irrigation LLC**, Fremont  
**Milan Laser Hair Removal**, Holland  
**Milan Laser Hair Removal**, Kalamazoo  
**Milan Laser Hair Removal**, Portage  
**Milan Laser Hair Removal**, Grand Rapids  
**Milan Laser Hair Removal**, Grandville  
**Garden Grove Inn**, Union Pier  
**AB Fence**, Morley  
**The Cat's Pajamas**, Grand Rapids  
**Morse Tree Removal**, Hastings  
**Select Homes & Construction, Inc.**, Jenison  
**45 N Custom Builders**, Omena  
**John Sherman Construction, LLC**, Howard City  
**Yogie's Painting Services**, Sears  
**Cleaning Made Easy, LLC**, Grand Rapids  
**Coqui Events & Designs LLC**, Zeeland  
**Newville Trucking LLC**, Rothbury  
**SRR Dynamic Construction Co.**, Wyoming  
**Floors and More**, Sheridan  
**Spray Foam Genie Grand Rapids**, Zeeland  
**Drewski Handyman Services**, Traverse City  
**I Gotta Guy Home Inspections**, Walker  
**Gilbert Auto LLC**, Grand Rapids  
**The Detail Guy**, New Buffalo  
**Quality Tire, Inc.**, Lansing  
**Ouellette Construction LLC**, Big Rapids  
**NCJ Builders, LLC**, Charlotte  
**R & L Auto Sales**, Mattawan  
**Quality Finishing Systems**, Grant  
**Elevated Home Exteriors, LLC**, Dorr  
**Lakeshore Signature Homes**, Holland  
**Complete Garage Doors**, Byron Center  
**Bricks & Minifigs Grand Rapids**, Grand Rapids  
**My Health Freaks, LLC**, Rockford



Better Business Bureau®  
of Western Michigan  
Educational Foundation  
3330 Claystone St SE  
Grand Rapids, MI 49546

**NONPROFIT ORG**

U.S. POSTAGE PAID  
MAILED FROM  
ZIP CODE 49512  
PERMIT NO. 412

**THE SIGN THAT  
INSTANTLY  
TELLS YOU  
A BUSINESS  
IS HONEST**



**THE SIGN OF A  
BETTER  
BUSINESS**