

The ABC's of the BBB

Friendship International



Presenter: Heather Clary, Dir. Of Communications
Better Business Bureau Serving
Central & Eastern Kentucky



Better Business Bureau®

Start With TrustSM

Better Business Bureau

- **Began 1912** – *“Advertising Vigilance Committees”*
- **NOT Gov’t Agency** - *501(c)(6) private non-profit business organization.*
- **Mission** - *Be the leader in advancing marketplace trust. Promote ethical business practices!*



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BBB Free Services

- *Pre-purchase Inquiries – Check BEFORE you buy or hire!*
- *Got a Complaint? Dispute Resolution*
- *Lists of BBB Accredited Businesses You can TRUST*
- *Scam Alerts & Education*

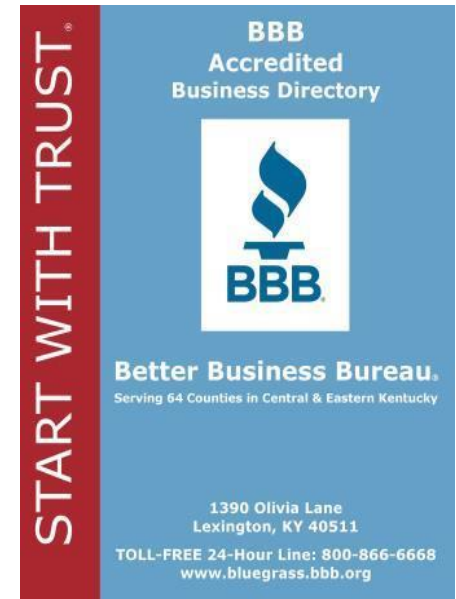


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BBB Accredited Businesses

- *Invitation Only*
- *Not all qualify*
- *Commit to complaint resolution process, ethical standards*
- *Support BBB FREE Services to the public*



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Common Scams and How to Recognize Them



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Scammers Pretend to Be with Legitimate Agencies

- Government Agencies – IRS, Federal Trade Commission, Medicare, etc.
- Law Enforcement – Sheriff, Court House Staff – a “warrant” or “missed jury duty”
- Sweepstakes/Lottery
- Even the BBB!



NONE OF THESE PLACES CALL YOU!



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Computer “Support”

- Calls reported from “Microsoft” or “Windows” – “Your computer’s infected.”
- Ask for personal information or access to computer.
- Ask for payment by wire transfer or credit card.



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Home Repair Scams



- Unsolicited door-to-door
- Won't put anything in writing
- Use "scare" tactics (roof caving in, gas furnace leaking)
- Demands cash only or full payment up-front
- Use "pity" tales to hire them



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Sweepstakes Scams

- “You’ve WON!” – Must send money for “taxes,” “fees” – ILLEGAL
- Use familiar names to gain trust (ex: Publishers’ Clearinghouse)
- You can’t win if you didn’t enter
- If you won prize, it will be sent to you by certified mail or courier



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Phony Charities – Donate Wisely!

- Name confusion
- Vague appeals
- High pressure
- Not all soliciting groups are “charities”
- BBB Wise Giving Reports –
www.give.org



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ROBO Calls – Who IS this?

- Don't answer.
- If you do answer, don't press any buttons.
- NEVER give out any information.
- Don't always believe what you see on Caller ID – "Spoofing"



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To prevent scams

- FTC “Do Not Call” List – 888-382-1222 or ***www.donotcall.gov***
- Check credit report yearly: 877-322-8228 or ***www.annualcreditreport.com***
- Cut down on unwanted mail at ***www.dmachoice.org***



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To prevent scams

Have comments ready for phone or door-to-door solicitations you are not interested in -

Ex: "I don't do business over the phone. Good-bye." (Hang up!)

Ex: "I have a local company I use for services. Thank you." (Close door!)



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REMEMBER -

- If it sounds too good to be true, it probably is.
- When in doubt, CHECK IT OUT!
- Legitimate callers **will not mind** you researching them or their offer



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Better Business Bureau serving Central & Eastern KY

bbb.org

WHEN IN DOUBT....CHECK IT OUT!

CALL: (859) 259-1008

E-Mail: *info@bluegrass.bbb.org*



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