

Build Your BBB Trust Story

Five checks before you send more attention to your public record.

Identity and fit

Does the profile clearly show the right company name, phone, website, locations or service area, and the services the business actually offers? Check DBAs and distinct locations before merging records.

Real work and credentials

Does the website show specific projects, services, people and qualifications? Are licenses, certifications, awards, memberships and BBB Accreditation described accurately, with a way to verify current status where appropriate?

BBB Customer Reviews

[Check the source: BBB Customer Reviews](#)

[Check the source: Frequently asked questions](#)

The path after discovery

If a customer reaches the BBB profile or company website, can they understand the offer, evaluate evidence and find a working way to contact the business? A thin profile can waste the attention a campaign creates.

Ownership after Accreditation

Who will update the profile, keep credentials current and correct conflicting records? Accreditation starts an ongoing public commitment. A website or directory correction still belongs to the owner of that record.

Let's look at your business

Book with Michael | 817-383-4293 | Mazcona@fortworth.bbb.org. Include your company name and city.

Sources: BBB profile · BBB reviews · BBB standards

Independent professional resource by Michael Azcona, Business Development Representative at BBB Heart of Texas. Not an official BBB website. No ranking, AI placement, leads or revenue is promised.