

What is BBB Accreditation?

A plain-language guide for Texas businesses

The short answer

BBB Accreditation is a voluntary review of a business against BBB's Accreditation Standards. Approved businesses are listed as Accredited in the BBB Directory and may use the BBB Accredited Business Seal under its usage rules. It is an ongoing commitment to the Standards for Trust, not a one-time purchase of a rating.

What does BBB examine?

The eight Standards for Trust cover building trust, honest advertising, truthful claims, transparency, honoring promises, responsiveness, privacy, and integrity. BBB reviews eligibility and business practices; approval is not guaranteed.

Is it the same as a BBB rating?

No. A business can have a BBB rating without being Accredited. Accreditation is voluntary and separate from the rating.

Talk through your business with Michael

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Book a time: tinyurl.com/MeetMichaelAzcona

Please include your company name and city when booking. This is an independent professional resource, not an official BBB publication. Accreditation decisions are made by BBB.

Sources and current standards

<https://www.bbb.org/business/accreditation/how-to-get-accredited>

<https://www.bbb.org/business/accreditation/standards>

<https://www.bbb.org/faq>

[Read the complete Texas Accreditation questions online](#)