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12 Days of Regulatory Insights: Day 3 – How the BBB Shapes Regulatory Outcomes

SPEAKERS

Stephen C. Piepgrass | Michael Yaghi

In this episode of our special *12 Days of Regulatory Insights* podcast series, Stephen Piepgrass sits down with partner Mike Yaghi of the RISE practice group and State Attorneys General (AG) team to explore how businesses can strategically engage with the Better Business Bureau (BBB) to build consumer trust, bolster reputations, and reduce regulatory risk.

Although the BBB isn't a government agency, it functions as a consumer watchdog — handling complaints, forwarding issues to companies, and, critically, making referrals to regulators like the Federal Trade Commission, Consumer Financial Protection Bureau, and state AGs. Mike and Stephen explain how maintaining BBB accreditation and promptly resolving complaints can prevent the “vicious cycle” of ignored issues, falling ratings, and heightened regulatory scrutiny, and instead create a “virtuous cycle” aligned with the BBB’s “start with trust” ethos. They also address misuse of the BBB by fraudsters and competitors, sharing real-world examples and practical advice. Finally, they discuss how a strong BBB rating and documented consumer resolutions can carry positive weight in state AG investigations.