

Podcasts | December 8, 2025

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

SPEAKERS

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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.

12 Days of Regulatory Insights 2025

This 12-part series covers a variety of critical regulatory topics, offering insightful discussions from members of our Regulatory Investigations, Strategy + Enforcement practice group and State Attorneys General (AG) team.

Day 1 Potential Impacts of 2025–2026 State AG Elections

Day 2 How AGs Are Shaping Health Care Markets

Day 3 How the BBB Shapes Regulatory Outcomes

Day 4 Open Records Realities

Day 5 Privacy Under the Microscope

Day 6 Sports Wagering, Player Proposition Bets, and Prediction Market Battles

Day 7 Tobacco and Nicotine Regulatory Roundup

Day 8 How State AGs Are Rewriting Social Media Rules

Day 9 The Economic Development Edge

Day 10 State AGs on Pricing and Renewals

Day 11 FTC Enforcement Trends in a New Age

Day 12 The SEC Reset