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Understanding BBB Ratings: Building Trust and Mitigating Risks

Regulatory Oversight Podcast

SPEAKERS

[Stephen C. Piepgrass](#) | [Daniel Waltz](#) | [Michael Yaghi](#)

In this episode of *Regulatory Oversight*, we kick off a two-part series on the Better Business Bureau (BBB). Stephen Piepgrass, Michael Yaghi, and Dan Waltz explore the significance of the BBB for businesses, particularly in relation to regulatory scrutiny and consumer trust. The conversation begins with an overview of the BBB as a quasi-governmental agency, emphasizing its role in consumer complaints and how these are perceived by regulators, including state attorneys general.

The discussion covers practical strategies for businesses to systematically address BBB complaints and improve their ratings. The speakers emphasize the trust consumers and regulators place in BBB ratings, making it crucial for companies to proactively manage their BBB profiles to mitigate scrutiny from the BBB, as well as other regulatory bodies. The episode concludes with a discussion on the structure of the BBB, which consists of national and regional branches.

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