

## **My BBB Accreditation Works for ME!**

**BACK Construction Company**  
**965 Contract Street**  
**Lexington, KY 40505**

***www.backconstruction.com***

**BBB Accredited Since July 1997**



BACK Construction has been in business since 1987. Executive Vice President Rob Hundley says he often gets asked why BACK chose to accept an invitation to BBB Accreditation. "It appears obvious to me," he says. "There are several reasons we have been BBB Accredited for the past 12 years and will continue to be. The BBB champions the cause for ethical business practices; something we feel very strongly about promoting and supporting. Not only do we want our customers to only do business with Accredited Businesses but we only want to do business with Accredited Businesses; it just makes sense!"

Hundley also says that in today's increasingly competitive marketplace, the BBB makes them "stand out." "The BBB is a point of difference between our professional company and other seemingly similar companies," he says.

"And the BBB offers Accredited Business referral lists to the public that can be a good source of potential new customers," Hundley adds. "We really like having our company listed in the BBB Accredited Business Directory that is also distributed to more than 100,000 potential customers each year."

Hundley also names these BBB benefits that keeps his business renewing their Accreditation year after year:

- Many networking opportunities with like-minded individuals throughout the year for Accredited Businesses.
- Access to special marketing opportunities for Accredited Businesses.
- Arbitration and mediation services in the event these services are needed.
- The BBB is very active in ridding the community of schemers and scammers.
- The BBB website provides a wonderful tool for consumers to be able to pre qualify those they choose to do business with. Our business receives many inquiries per month from potential customers!

Hundley says he values the credibility behind the BBB logo. "The BBB torch proudly displayed on our signage is yet another sign that we are a company who cares about doing things the right way!"