

BBB® BULLETIN

Volume 82 no 6

Serving Central & South Alabama



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(Re) Discover Your Newly Updated BBB Business Profile

Consumers talk, we listen! After extensive research into what consumers and businesses need, Better Business Bureau (BBB) has launched its newly-designed BBB Business Profiles. The new design will help customers continue to make informed pre-purchase decisions

More than 5.3 million BBB Business Profiles (previously called BBB Business Reviews) are available for free online. They provide consumers with detailed information on specific businesses, including customer reviews, complaint information, advertising concerns, business contact information, pictures and videos of the company, a “Request a Quote” service for customers, and special modules for consumers to submit a review or complaint.

The new design optimizes the user’s experience – whether they are using a mobile device, tablet, or desktop computer. It puts more of the information consumers are seeking front and center and is search engine optimized.

All businesses can still update the information on their BBB Business Profile for free. Businesses wishing to have a BBB Business Profile® created or updated are advised to contact us directly. For more information and to (Re)Discover BBB Business Profiles for yourself, visit bbb.org.

Add updated pictures, business description and as much pertinent information to get potential customers to engage your company. You can make sure your logo is prominently displayed to enhance your branding. The time you invest in updating your Business Profile will make sure your prospects understand your business’ capabilities, which is imperative to getting that prospect to engage with your business.

Here’s what you can expect from the newly updated BBB Business Profile design:

- Information customers seek most is front and center
- Showcase up to 20 pictures or 10 videos about your business (you provide)
- Make sure your logo is clearly placed so prospects are certain that they are engaging with your company
- Prominent placement of the “Submit A Review” button for customers to easily see and submit a Customer Review
- Easy-to-use tabs, allowing users to quickly access information about the business, including complaints, Request A Quote and information about BBB Accreditation
- Prominent placement of the BBB Accredited Business Seal to clearly define an AB from a non-AB

In addition, each profile features a large map pinpointing the business’s location. Below the map is a scrollable display that allows users to view photos and videos on the business.



BBB ACCREDITED BUSINESS PROFILE

GUIN SERVICE, LLC

[Submit a review](#)

Overview

Reviews & Complaints

Request a Quote

BBB Accreditation

(205) 595-4846
 Guin Servic, LLC
 58 years in business
 10 55th St S
 Birmingham, AL 35212-2503

[EMAIL](#) [WEBSITE](#)

See More Contact Options
 BBB file Opened: 07/01/1972
 Business Started: 01/01/1958
 Business Started Locally: 01/01/1959
 Business Incorporated: 07/13/2012 in AL

Type of Entity
 Limited Liability Corporation

Business Management
 • Principal: Mr. Joseph Braswell, Partner

Contact Information
 • Ms. K. W. Guin, Partner
 • Ms. Peggy Rice, Office Manager
 • Principal: Mr. Joseph Braswell, Partner

Business Category
 • Heating & Air Conditioning
[See More Business Categories](#)

Products & Services
 Based on information provided, this company offers plumbing, generator or heating and air conditioning services.
[See More Business Information](#)

Overview

Business Description

Let's socialize:

Link to Primary Website URL

BBB Reason for Ratings

BBB rating is based on 13 factors: [Get the details about the factors considered.](#)



Guin Service, LLC
 BBB Accredited since 11/01/1972

BBB Rating System Overview

 A+

Customer Review Rating:

Positive

Neutral

Negative

[20] Reviews [1] Complaints

Composite Score:

 ★★★★★
 Guin Service, LLC has received 4.93 out of 5 stars based on 20 Customer Reviews and a BBB Rating of A+.

Share your experience

[SUBMIT A REVIEW](#) [SUBMIT A COMPLAINT](#)

If content is set to 'management' it will display under Management Information

If content is set to 'is Principal' the Principal contact label will display prior to the name

If content is set to role type of 'Customer Contact', the Customer contact label will display prior to the name.

The primary category displays beneath the 'Business Category' label. Other primary TOB's and NAICS codes display within the 'See More Buisness Categories' link.

BBB Reports On:

Licensing	✓
Advertising Review	✓
Government actions	✓
Out of Business	✓
Misuse of Better Business Bureau Name/Logo	✓
Bankruptcy	✓
Mail Returned	✓

FAQs: BBB Business Profile Launch

Why did you change the name from BBB Business Reviews to BBB Business Profiles?

BBB did extensive research with consumers and businesses who felt that “BBB Business Profiles” better explained the online database and the services BBB provides.

Why the change in the layout of the new BBB Business Profiles?

BBB wanted to make BBB.org more user-friendly for consumers. As technology continues to advance, BBB wanted to take advantage of newer functionality tools to make the BBB Business Profiles easier to read and to use, which helps further our mission to be the leader in advancing marketplace trust.

I’m not accredited. Do all businesses have a new design look?

Yes, all BBB Business Profiles have the new look and expanded functionality.

Do I have to pay to add information or change my design look?

No. This is a free service we offer to all businesses, accredited or non-accredited. We also update information at no charge.

I don’t like a feature – can I have a tab removed on my BBB Business Profile?

All BBB Business Profiles have a similar layout so that consumers can easily find what they are looking for. The basic design and layout can’t be changed. However, we can update any information in your BBB Business Profile. Please make sure to give us as many details about your business as possible so your BBB Business Profile accurately reflects your entire business makeup.

I don’t want my business to have a BBB Business Profile. Can I have mine removed?

BBB Business Profiles are a valuable resource for consumers, and businesses may not opt out. To assure that your Business Profile is an asset to your company:

- Make sure your information is up-to-date and regularly maintained;
- Respond promptly to complaints filed through BBB;
- Encourage your customers to submit Customer Reviews.

How do I control information on the new BBB Business Profiles?

Go to your Business Profile and in the main banner next to where it says “Is this your business?” click on “Claim it now.” If you have trouble, we will be happy to help update that information.

Can I make changes to the look of my Business Profile?

The new look was designed based on research and extensive feedback from both consumers and businesses across the U.S. and Canada. It is also optimized for mobile use. The template cannot be changed for individual profiles. There is some customization you can do, and we would be happy to walk you through that.

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President's Message

As we complete this holiday season and start fresh in the new year of 2017, I can't help but think back and be thankful for so many things.

One of those things is you....the men and women who own and manage the companies who make up the 4,300 Accredited Business members of our wonderful BBB. Without you, we could not do what we do for consumers and business in Alabama.

I am also thankful for our BBB employees, shown below. These dedicated individuals come in each and every day with the same mission in mind....to do what needs to be done to



provide you the services we promise and to help create marketplace trust throughout Alabama. Thank you, BBB employees, for a job well done. But don't slow down. A new year is ahead of us with new challenges to face.

Happy Holidays from your staff at the BBB!



Start With Trust[®]

BBB Welcomes New Businesses October 2016 - November 2016

The following firms have joined us during October to November in our fight for an honest marketplace. Accreditation is by invitation only and we must refuse a number of firms which don't meet our standards. Those listed below have been accepted because they believe in fair play and ethical conduct for their customers or clients. They join other manufacturers, wholesalers, retailers, and professionals to support our crusade for integrity in business dealings. We welcome them and thank them.

Abbeville

Lloyd's 24/7 Towing and Recovery

Adamsville

Coste Painting

Alabaster

Alabama Kitchen & Bath, Inc.

GNI Installations

Alexander City

OneMain Financial

Andalusia

OneMain Financial

Bessemer

Madden Plumbing Services, Inc.

OneMain Financial

Birmingham

AAMCO Transmission - Center Point

Alexander Shunnarah Personal

Injury Attorneys

Birmingham Estate Sales, LLC

DSL Land Management

Company, Inc.

Elevation Restoration

K and K Quality Construction, LLC

King Auto Glass And Trim

McCullough Snappy Service

Oil Co., Inc.

One Man & A Toolbox

OneMain Financial

Protec Recycling

Surface Lab, LLC

Brewton

OneMain Financial

Calera

Carden Heating & Cooling, Inc.

Construction & Remodeling

Solutions, Inc.

Chelsea

HC&S Flooring

Clanton

OneMain Financial

Dothan

ADS Security

OneMain Financial

Enterprise

Beaver Tree Service, LLC

OneMain Financial

Fultondale

OneMain Financial

Gadsden

OneMain Financial

Gardendale

Premier Real Estate Management

Hokes Bluff

Hokes Bluff Drug Shoppe

Hoover

AlaTrust Credit Union

Magnum Construction, LLC

Irondale

Colby's Creamery the Home Milkman

Jackson

OneMain Financial

Jasper

OneMain Financial

Leeds

Leeds Car Depot, LLC

Safety SupplyER, LLC

Millbrook

Heritage Roofing and Construction

Tree's Etc, LLC

Mobile

A&O Healthcare Management, LLC

Fairhope Direct, LLC

OneMain Financial

P.M. Gardner Construction

Consultants, Inc.

South Bay Auto Sales LLC

Temperature Control Services, Inc.

Monroeville

OneMain Financial

Montevallo

Rodda Residential Renovations

Montgomery

Alabama State Employees

Credit Union

OneMain Financial

Starkey Mortgage

Mount Olive

Power House Roofing and

Restoration, LLC

Northport

OneMain Financial

Oxford

OneMain Financial

Pokey Brimer Auto Sales

Pelham

OneMain Financial

The Sign Guy, LLC

Prattville

OneMain Financial

Robertsdale

Central Cabinet Company, LLC

Lock Doc

Saraland

OneMain Financial

Selma

OneMain Financial

Summerdale

Terminix

Sylacauga

OneMain Financial

Talladega

OneMain Financial

Tallassee

Coan's Tree Service, LLC

OneMain Financial

Theodore

Huff's Heating & Air Conditioning

Thomasville

OneMain Financial

Trussville

Better Housing Specialists, LLC

Buckner Plumbing & Heating Co., Inc.

Hallmark Tile Designs, LLC

Paul Davis Emergency Services of

Northeast Birmingham

Skyline Metal Roofing, LLC

Tuscaloosa

A Advance Bail Bond, Inc.

Tuscaloosa

Black Electrical Contractors, Inc.

OneMain Financial

Vestavia

Cartridge World

Kritters Home Pet Care

Wilmer

Parmer Contracting

LOOK FOR THE SEAL.



BBB Experts Answer Your Questions

Garet Smitherman

Director of Operations

Q: What can I do for my company to earn a better rating with BBB?

A: It is important for business owners to understand there are thirteen elements that impact a BBB rating. Responding to and resolving complaints and an advertising review, as well as providing accurate and current company information to BBB can positively impact a BBB rating. Other factors considered are customer volumes, annual revenue, number of employees and business start date, to name a few. BBB encourages businesses to update your business review on an annual basis to ensure all information is up to date.



Q: What is BBB doing to promote Accredited Businesses in the community?

A: Whether at presentations, on TV or radio, or networking functions, BBB consistently encourages consumers to look for the Trust Seal (logo) when hiring a company. We also refer consumers to search bbb.org where they can find a list of local accredited businesses for any industry. Your business page on the website should have photos and videos to engage the potential consumer. Encourage your customers to write a review as well.

Nancy Tuggle

Retention Specialist

Q: How can I send the BBB trust seal (logo) to the person who manages my website?

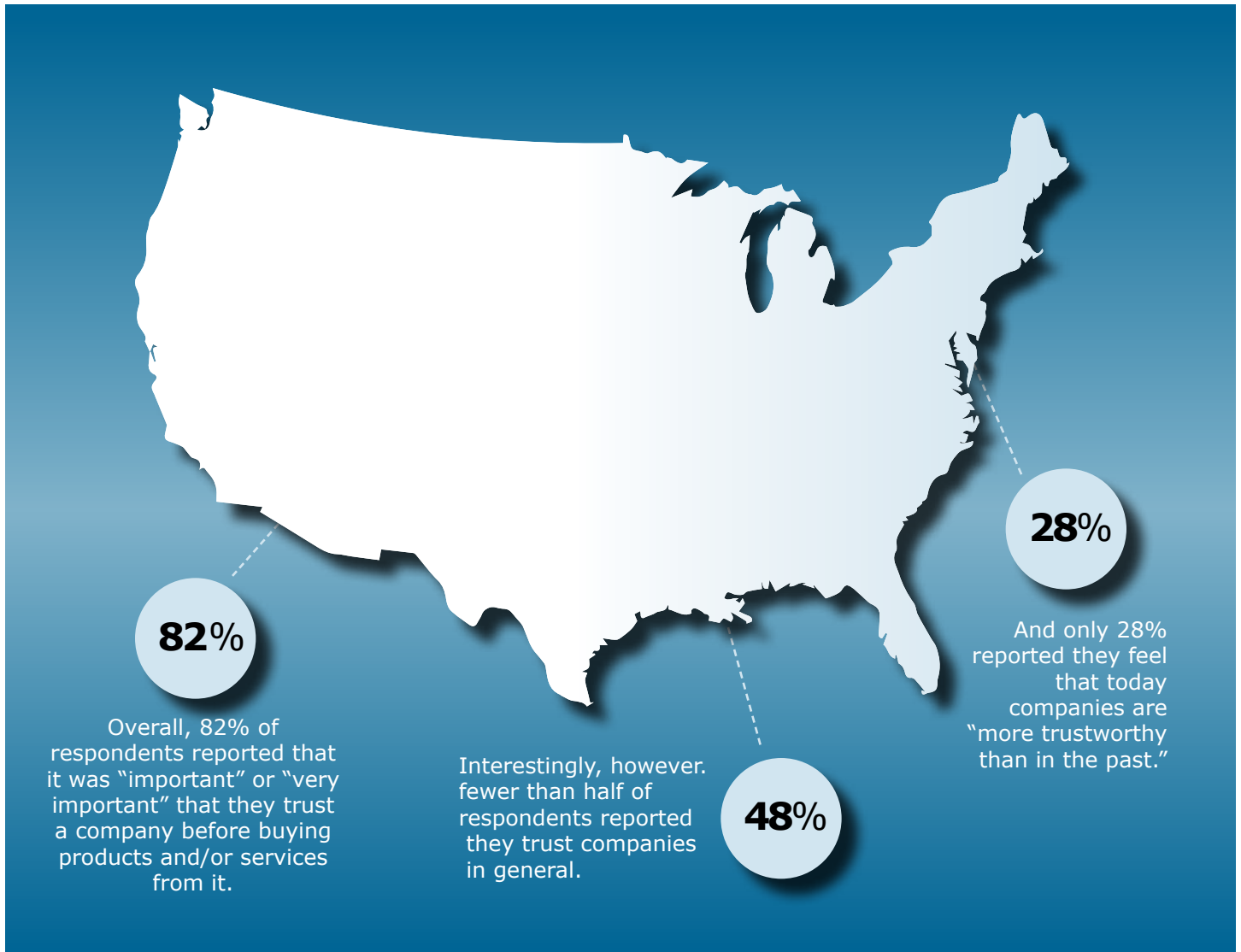
A: Contact Nancy Tuggle at 205-558-2228. She will email instructions on how to download the BBB dynamic seal to your website. You can then email your BBB seal directly to your web manager.



Have a question? Email info@bbb.csal.org with the subject line: "Ask the Experts."

Start With Trust[®]

“To consumers, most of the time, your business is more than a place to get products or services. Rather, it is viewed as a human exchange.”



- When asked to rank a select set of company questions that make you “trust” a company, respondents ranked the qualities in the following order:
1. Respectful
 2. Service Oriented
 3. Consistent
 4. Transparent
 5. Good Employer
 6. Socially Responsible
 7. Environmentally Responsible



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President/CEO

David Thrasher
Director of Data Quality

Garet Smitherman
Director of Operations

Babs Harris
Director of Business Development

HAPPY
NEW
YEAR

Community Sponsors:



Partner with a Trusted Brand

All BBB Accredited
Businesses are
welcome to participate
in marketing
opportunities.



Packages can be an
affordable addition to
your marketing plan.



Call Robin Wells
at 205-558-2225
to discuss maximizing
your BBB
accreditation.

