

Better Business Bureau\*

# Start With Trust\*



Jim D. MacDonald Masonry & Roofing Ltd.  
Valid as of – March 30, 1995

A handwritten signature in black ink, appearing to read "Peter Moorhouse".

Peter Moorhouse,  
President & CEO, BBB Atlantic

[www.bbb.org](http://www.bbb.org)



# YOU'VE MADE A GREAT CHOICE!



**This business has met and promised to uphold BBB's Code of Business Ethics and to help advance marketplace trust in Atlantic Canada.**

**By choosing a BBB Accredited Business, you are working with an organization that has committed to...**

## **Build Trust**

*Establish and maintain a positive track record in the marketplace.*

## **Advertise Honestly**

*Adhere to established standards of advertising and selling.*

## **Tell The Truth**

*Honestly represent products and services, including clear and adequate disclosures of all material terms.*

## **Be Transparent**

*Openly identify the nature, location and ownership of the business and clearly disclose all policies, guarantees and procedures that influence a customer's decision to buy.*

## **Honour Promises**

*Abide by all written agreements and verbal representations.*

## **Be Responsive**

*Address marketplace disputes quickly and professionally, and in good faith.*

## **Safeguard Privacy**

*Protect any data collected against mishandling and fraud. Collect personal information only as needed and respect the preferences of customers regarding the use of their information.*

## **Embody Integrity**

*Approach all business dealings, marketplace transactions and commitments with integrity.*

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