

BBB Announces First-Ever Series of BBB "How-To" Books

"BBB Insiders' Guides" provide trustworthy advice on how to buy a home, launch an eBay business and start up a franchise

October 26, 2007 – Better Business Bureau (BBB) announced today the launch of the first-ever line of books to carry the trusted Better Business Bureau name. "BBB Insiders' Guides" are easy to follow – packed with checklists, worksheets, and "Quick Tips" – and provide the same reliable advice the public has come to expect from the BBB for nearly a century.

For the first three books of the series, the BBB experts provide information, advice and insights based on real-world experience on how to buy a home, launch an eBay business, or open your own franchise. "BBB Insiders' Guides," de-mystify often intimidating topics and provide readers with step-by-step guidance.

"The BBB has been a leader in consumer education for decades and this book series builds on our tradition of providing trustworthy and reliable advice that people can use in everyday life," said Edward Johnson, President of the BBB. "Each book is designed to help consumers and entrepreneurs make informed choices and feel confident in making the many important financial decisions they face."

"BBB Insiders' Guides" are available in bookstores including Barnes & Noble, Borders Books, Books-A-Million, and airport bookstores nationwide. The books also are available online at Amazon.com and through your BBB at www.mybbb.org.

The first three "BBB Insiders' Guides" are titled:

Better Business Bureau Buying a Home: Insider's Guide to Success

Purchasing a home is the single biggest investment most people make in their lives. This thorough guide helps readers successfully navigate the world of agents, home selection, contracts, inspections and mortgages, as well as how to time a home purchase to take advantage of down markets and a special section on purchasing investment property.

Better Business Bureau Starting an eBay Business: Insider's Guide to Success

Every day, more than 36 million items are up for auction on eBay. This book provides step-by-step guidance on all aspects of starting, running and growing an eBay business. Whether a reader wants to start a spare-time business, develop an online enterprise, or add an eBay presence to an existing company, this thorough guide provides entrepreneurs with the keys to success in the eBay world.

Better Business Bureau Buying a Franchise: Insider's Guide to Success

Fifty percent of all retail sales come from franchises. Franchising is booming, but buying a franchise is a major investment, often exceeding more than \$100,000. This guide helps people investigate and choose the right franchise, negotiate the

contract process, understand all fees and start-up costs, and learn about financing options, as well as proven techniques for running a successful franchise.

"BBB Insiders' Guides" are part of a larger, national campaign by BBB to enhance consumer trust in the marketplace. Consumers are encouraged to always "Start With TrustSM" and start with the BBB for objective advice on marketplace issues. "BBB Insiders' Guides" serve not only as reliable advice to consumers, but also encourage entrepreneurs to meet the high standards of the BBB for marketplace trust issues.

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