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## **National Association of Ticket Brokers (NATB) Becomes Council of Better Business Bureaus National Partner to Help Consumers Buy Tickets**

**Washington, DC** – There are countless ways for consumers to find tickets to popular concerts, games and theatre events. As such, consumers should be smart when searching for and purchasing tickets on the secondary (resale) market to ensure they are purchasing from a trustworthy source. The National Association of Ticket Brokers (NATB) is honored to be approved as a new Council of Better Business Bureaus (BBB) National Partner, working to raise awareness and educate consumers about the smartest ways to buy tickets on the secondary resale market.

The NATB is an association representing more than 200 professional ticket resale companies who abide by a strict Code of Ethics, which includes numerous consumer protection measures such as a 200% money-back guarantee.

“Tickets represent more than just entry to an event, they’re part of an experience,” said Gary Adler, NATB Executive Director and Counsel. “Professional resellers formed NATB over 20 years ago to ensure ticket resale was being done the right way, to deliver the tickets consumers are looking for so they can enjoy their event and experience the excitement of a game, concert or show. With hundreds if not thousands of resellers out there, we believe it is wisest to buy with confidence from one of NATB’s 200 professional ticket resale companies.”

BBB and NATB present the following tips for consumers:

- **Understand the terms of the transaction. For example, ask for section and row, and check the seating chart.**
- **Do your research and know the market price.**



- **Make sure your ticket reseller is a member of the National Association of Ticket Brokers – you can check if your reseller is an NATB member at [www.VerifiedTicketSource.com](http://www.VerifiedTicketSource.com)**
- **Do not buy on the street corner or outside an event.**
- **Do not buy on an unsecured website.**
- **Do not pay with cash.**
- **Do not take the “too-good-to-be-true” deal.**
- **Report counterfeit or dishonest sellers.**

To keep up to date on forthcoming information related to this new partnership and for additional information on avoid ticket scams visit: [www.bbb.org/tickets](http://www.bbb.org/tickets). Also, to learn more about NATB’s Ten Commandments of Ticket Rights visit: <http://www.natb.org/ticket-owner-bill-of-rights>

**ABOUT NATB:** The National Association of Ticket Brokers was formed in 1994 to establish an industry-wide standard of conduct and to create ethical rules and procedures to protect the public. Today NATB is comprised of more than 200 professional ticket resale companies. While the goals of the NATB are many, its primary goal is to represent the interests of legitimate ticket brokers by promoting consumer protection and educating the public about the industry. This is done by assuring the public that when dealing with an NATB member, they are working with an honest, reliable broker that will deliver what is promised. In addition, the NATB provides a platform that allows the public to report unethical conduct by ticket brokers.