

This Business Is Not BBB Accredited

LuLaRoe

Business Information

(951) 737-7875

830 E Parkridge Ave
Corona, CA 92879-6611

Fax Numbers

- (951) 737-7879

BBB File Opened: 06/17/2014

Business Management

- Mr. Terrel Transtrum, Chief Advisor of CEO
- Mr. Mark Stidham, CEO

Business Category

- Online Retailer

BBB Reason for Ratings

BBB rating is based on 13 factors: [Get the details about the factors considered. \(https://www.bbb.org/council/overview-of-bbb-grade/\)](https://www.bbb.org/council/overview-of-bbb-grade/)

Factors that affect the rating for LuLaRoe include:

- 222 complaint(s) filed against business
- Failure to respond to 97 complaint(s) filed against business
- 14 complaint(s) filed against business that were not resolved
- Business has failed to resolve underlying cause(s) of a pattern of complaints

BBB Reports On:

Licensing

Licensing information is provided in the BBB Business Profiles to inform the public about industries that may require professional licensing, bonding, or registration. Better Business Bureau encourages you to check with the appropriate agency to be certain any requirements are currently being met.

Advertising Review

BBB promotes truth in advertising by contacting advertisers whose claims conflict with the BBB Code of Advertising. These claims come to our attention from our internal review of advertising, consumer complaints and competitor challenges. BBB asks advertisers to substantiate their claims, change ads to make offers more clear to consumers, and remove misleading or deceptive statements.

Government Actions

BBB reports on known significant government actions involving the business's marketplace conduct.

Out of Business

BBB reports on a company that is out of business for three years from the date the company closes its doors or ceases to do business.

Misuse of Better Business Bureau Name/Logo

BBB reports on unauthorized use of the Better Business Bureau's name and/or logo for as long as the business continues to use it in any advertising, or for one year after the business ceases any repeated unauthorized uses.

Bankruptcy

BBB reports on a business's bankruptcy as long as the business remains in bankruptcy.

Mail Returned

BBB reports when mail sent to the business was returned by the Postal Service.

BBB Rating Scorecard**THIS BUSINESS IS NOT BBB ACCREDITED**

LuLaRoe

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BBB Rating System Overview (<https://www.bbb.org/council/overview-of-bbb-grade/>)

Customer Review Rating:

The BBB Customer Review Rating represents the customer's opinion of the business. The Customer Review Rating percentages are based on the total number of positive, neutral, and negative reviews posted.

55%

41%

[290] Positive Reviews (<https://www.bbb.org/central-california-inland-empire/business-reviews/online-retailer/lularoe-in-corona-ca-89069765/reviews-and-complaints?section=reviews&reviewtype=positive>)

[19] Neutral Reviews (<https://www.bbb.org/central-california-inland-empire/business-reviews/online-retailer/lularoe-in-corona-ca-89069765/reviews-and-complaints?section=reviews&reviewtype=neutral>)

[215] Negative Reviews (<https://www.bbb.org/central-california-inland-empire/business-reviews/online-retailer/lularoe-in-corona-ca-89069765/reviews-and-complaints?section=reviews&reviewtype=negative>)

[524] Total Customer Reviews (<https://www.bbb.org/central-california-inland-empire/business-reviews/online-retailer/lularoe-in-corona-ca-89069765/reviews-and-complaints?section=reviews>)

[222] Total Customer Complaints (<https://www.bbb.org/central-california-inland-empire/business-reviews/online-retailer/lularoe-in-corona-ca-89069765/reviews-and-complaints?section=complaints>)

Composite Score:

LuLaRoe has received 1.75 out of 5 stars based on 524 Customer Reviews and a BBB Rating of F.

Comprised of 67% BBB Rating and 33% Customer Review Rating.

The BBB Customer Review Rating represents the customer's opinion of the business. The Customer Review Rating percentages are based on the total number of positive, neutral, and negative reviews posted.

The BBB letter grade represents the BBB's opinion of how the business is likely to interact with its customers. The BBB grade is based on BBB file information about the business. In some cases, a business' grade may be lowered if the BBB does not have sufficient information about the business despite BBB's requests for that information from the business.

The BBB Customer Review Rating plus the BBB Rating is not a guarantee of a business' reliability or performance. BBB recommends that consumers consider a business' BBB Rating and Customer Review Rating in addition to all other available information about the business.

BBB Business Profiles may not be reproduced for sales or promotional purposes.

BBB Business Profiles are provided solely to assist you in exercising your own best judgment. Information in this BBB Business Profile is believed reliable, but not guaranteed as to accuracy.

When considering complaint information, please take into account the company's size and volume of transactions, and understand that the nature of complaints and a firm's responses to them are often more important than the number of complaints.

BBB Business Profiles generally cover a three-year reporting period. BBB Business Profiles are subject to change at any time. If you choose to do business with this business, please let the business know that you contacted BBB for a BBB Business Profile.

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