

# How Business Leader Lisa Frohnafel of Michigan Explains Marketplace Consistency for HelloNation

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*How can a single statewide system make consumer protection clearer and more consistent?*

DETROIT, MI, UNITED STATES, December 11, 2025 /EINPresswire.com/ -- How can a single statewide system make consumer protection clearer and more consistent? [A HelloNation article](#) explores that question through the leadership of Lisa Frohnafel, President and CEO of the Better Business Bureau of Michigan. The feature highlights how her approach brings practical education, transparency, and steady operations to a newly unified statewide organization. The full story appears in a HelloNation article.

As the HelloNation article explains, Frohnafel became president and CEO of BBB Serving Western Michigan in 2021 after a long career in financial services. In 2025, she was appointed to lead the new BBB of Michigan after the merger of the Eastern and Western Michigan bureaus. With offices in Metro Detroit and Grand Rapids, the consolidated organization now provides one process, one standard, and one source of public information for the entire state. The goal, as Frohnafel describes through her actions, is to make consumer protection simple, uniform, and easy to trust.

The HelloNation feature outlines why the merger matters. Michigan's economy depends on businesses and consumers who often operate across county lines. A family in Grand Rapids might hire a contractor from Detroit, while a small manufacturer in the Upper Peninsula might sell to a buyer hundreds of miles away. A statewide bureau provides a single location to look up Business Profiles, file complaints, and report scams. It also enables consistent training, policies, and timelines for dispute resolution so that consumers in different regions experience the same standards.

Frohnafel's earlier interviews, as referenced by HelloNation, offer insight into her steady leadership style. Her advice remains simple and repeatable: type trusted web addresses directly into the browser, avoid clicking unexpected links, and never pay with gift cards or wire transfers. These reminders apply to many modern scams, from fake retail websites to delivery texts and online marketplace frauds. The HelloNation article notes that her focus on small, consistent actions turns consumer education into daily habits that anyone can use.

Inside the bureau, transparency continues to define the work. The HelloNation piece explains

that Business Profiles show complaint patterns, company responses, and outcomes in full context. A single complaint does not define a company, and a strong track record of problem-solving does not get lost among isolated stories. This balance helps consumers make decisions based on patterns rather than anecdotes. It also allows businesses to show improvement over time and highlight professional handling of disputes.

The HelloNation article also details the BBB's formal dispute process, which sets clear expectations for both parties. Each complaint that meets acceptance rules is forwarded to the business with a set timeline for response. The bureau encourages documentation that includes dates, receipts, and relevant communication. When matters close, the written result appears on the company's public profile. The process does not assign winners or losers; instead, it documents facts so that future buyers can make informed choices.

Education remains a cornerstone of Frohnapfel's leadership. According to HelloNation, her team develops seasonal consumer guides that cover topics such as online shopping, charity giving, and home repair. These guides focus on practical steps: read return policies, verify company registration, and use written contracts. The reminders repeat across newsletters, social media, and media appearances, ensuring the same advice reaches different audiences. Over time, these repeated habits make safer transactions second nature.

The new statewide structure gives these programs greater reach. With offices now operating as a single bureau, training and standards align from Detroit to Grand Rapids. Businesses across the state learn to post clear refund terms, respond calmly to customer complaints, and document transactions accurately. Consumers see the same complaint process and resolution format, whether they are in the Lower Peninsula or the Upper Peninsula. The HelloNation article explains that this consistency transforms a large and varied service area into one unified marketplace.

Frohnapfel's financial background adds depth to her operational leadership. Her perspective centers on efficiency and clarity rather than slogans. As HelloNation reports, she often frames the BBB's mission in terms of performance metrics: faster complaint responses, clear communication, and consistent procedures. These small operational improvements reduce frustration and help both consumers and companies resolve issues with less delay.

Media appearances across West Michigan and Metro Detroit illustrate how her plainspoken approach resonates with the public. Viewers hear examples of impersonation scams, fake listings, and misleading offers, followed by quick steps to verify legitimacy. The HelloNation feature explains that this focus on verification and record-keeping reflects the BBB's core principle of transparency. Whether the scam begins with a text, an email, or a social media ad, the solution remains the same: slow down, confirm details, and keep proof.

The merger, while expanding the BBB's scope, has not changed its mission. As the HelloNation article explains, people still use the same website to research companies, submit complaints,

and report scams. The difference lies in scale and consistency. The new BBB of Michigan can now analyze trends statewide, identify emerging fraud patterns faster, and coordinate consumer alerts that reach a broader audience at once.

Day to day, the purpose remains practical and clear. The BBB helps the public see facts in context and gives both sides of a transaction a fair way to communicate when problems arise. Under Frohnapfel's leadership, a Business Profile reads the same way in Detroit as it does in Grand Rapids. A complaint follows the same process in Marquette as it does in Holland. For consumers and businesses alike, that consistency is the real strength of the statewide system.

The HelloNation article concludes that as digital tools evolve and scam tactics shift, the core principles of the BBB remain unchanged. Keep information public, keep processes clear, and encourage habits that make decisions safer. With a single bureau serving the entire state, those habits can reach more people and build a stronger culture of trust across Michigan.

[CEO Lisa Frohnapfel Leads the New BBB of Michigan](#) features insights from Lisa Frohnapfel, Business Leader and CEO of the BBB of Michigan, in HelloNation.

#### About HelloNation

HelloNation is a premier media platform that connects readers with trusted professionals and businesses across various industries. Through its innovative "advertising" approach that blends educational content and storytelling, HelloNation delivers expert-driven articles that inform, inspire, and empower. Covering topics from home improvement and health to business strategy and lifestyle, HelloNation highlights leaders making a meaningful impact in their communities.

Pat McCabe

HelloNation

info@hellonation.com

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