



2024 IMPACT REPORT

Better Business Bureau®
Serving West Florida

Pinellas, Hillsborough, Pasco, Hernando, Charlotte, Collier, DeSoto,
Hardee, Lee, Sarasota, Manatee



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Our Vision:

An ethical marketplace
where buyers and sellers
trust each other.

Our Mission:

To be the leader
in advancing
marketplace trust.

Building a Better Community Together



BBB Accredited Businesses on Florida's
West Coast commit to the following 8 BBB
Standards for Trust:

5,748
Accredited Businesses



**BUILD
TRUST**

**ADVERTISE
HONESTLY**

**TELL
THE TRUTH**

**BE
TRANSPARENT**

**HONOR
PROMISES**

**BE
RESPONSIVE**

**SAFEGUARD
PRIVACY**

**EMBODY
INTEGRITY**

2024 At A Glance

BBB makes an effort to stay engaged in our community by providing reliable information to consumers and businesses.

CREATING A COMMUNITY OF TRUSTWORTHY BUSINESSES

37,789

BBB Online Trust Seal Clicks

ENHANCING MARKETPLACE TRANSPARENCY

6,229,499

Business Profile Requests

2,998,126

Business Category Rosters Issued

29,151

Requests for Quotes

26,410

Customer Reviews

TOP 10 INQUIRIES

1. Roofing Contractors
2. Online Retailer
3. Air Conditioning Contractors
4. Pool Enclosures
5. General Contractors
6. Plumbers
7. Pool Contractors
8. Insurance Companies
9. Free Trial Offers
10. Collection Agencies

WARNING PEOPLE OF FRAUD

1,497

Scam Tracker Submissions on Florida's West Coast

REPORTING MISLEADING ADVERTISING PRACTICES

514

Advertising Concerns

EMPOWERING CONSUMERS WITH KNOWLEDGE

1,867,742

Social Media Impressions

216,107

Social Media Engagements

2,713

Local Media Mentions

TOP 10 COMPLAINTS

1. Auto Rentals and Leasing
2. Collection Agencies
3. New Car Dealers
4. Online Retailers
5. Furniture Stores
6. Air Conditioning Contractors
7. Health Products
8. Property Management Companies
9. Dentists
10. Free Trial Offers

IMPROVING THE MARKETPLACE

30,526

Complaints Closed
(78.9% Resolution Rate)

326

Investigations



Supporting an Ethical Community

Thank you to BBB partners at Pinellas Education Foundation and Junior Achievement of Tampa Bay who foster a future generation to lead with an ethical mindset.



Chamber Business Expo

CONSUMER RESOURCES?

We can help. Visit [BBB.org](https://www.bbb.org).



Rebuilding Together

#StartWithTrust

bbb.org/hurricane



Online purchase scams made up more than 30% of all scams reported to BBB Scam Tracker in 2024.



With more than **80% OF CONSUMERS FAMILIAR WITH BBB®**, BBB is an established, well-known resource.



(AABR Research, 2023)

Identity theft can happen to anyone.

Learn how to protect yourself at [BBB.org/IdentityTheft](https://bbb.org/IdentityTheft)



The 2024 BBB Scam Tracker Risk Report is HERE!



[BBB.org/RiskReport](https://bbb.org/RiskReport)



BE THE ONE THAT GOT AWAY.

Learn how to spot and avoid phishing scams.

Visit [BBB.org/ScamStudies](https://bbb.org/ScamStudies)

