



Better Business Bureau®

Annual Report 2017

Our Vision:

An ethical marketplace where buyers and sellers can trust each other.

Our Mission:

To be the leader in advancing marketplace trust.

BBB® accomplishes this mission by:

- Setting and upholding standards for marketplace trust
- Helping consumers find businesses, brand, and charities they can trust
- Creating a community of trustworthy businesses
- Denouncing substandard marketplace behavior
- Encouraging and supporting best practices and celebrating marketplace models



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Setting and upholding standards for marketplace trust...

Build Trust

Establish and maintain a positive track record in the marketplace.

Advertise Honestly

Adhere to established standards of advertising and selling.

Tell the Truth

Honestly represent products and services, including clear and adequate disclosure of all material items.

Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees, and procedures that bear on a customer's decision to buy.

Honor Promises

Abide by all written agreements and verbal representations.

Be Responsive

Address marketplace disputes quickly, professionally, and in good faith.

Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information.

Embody Integrity

Approach all business dealings, marketplace transactions, and commitments with integrity.



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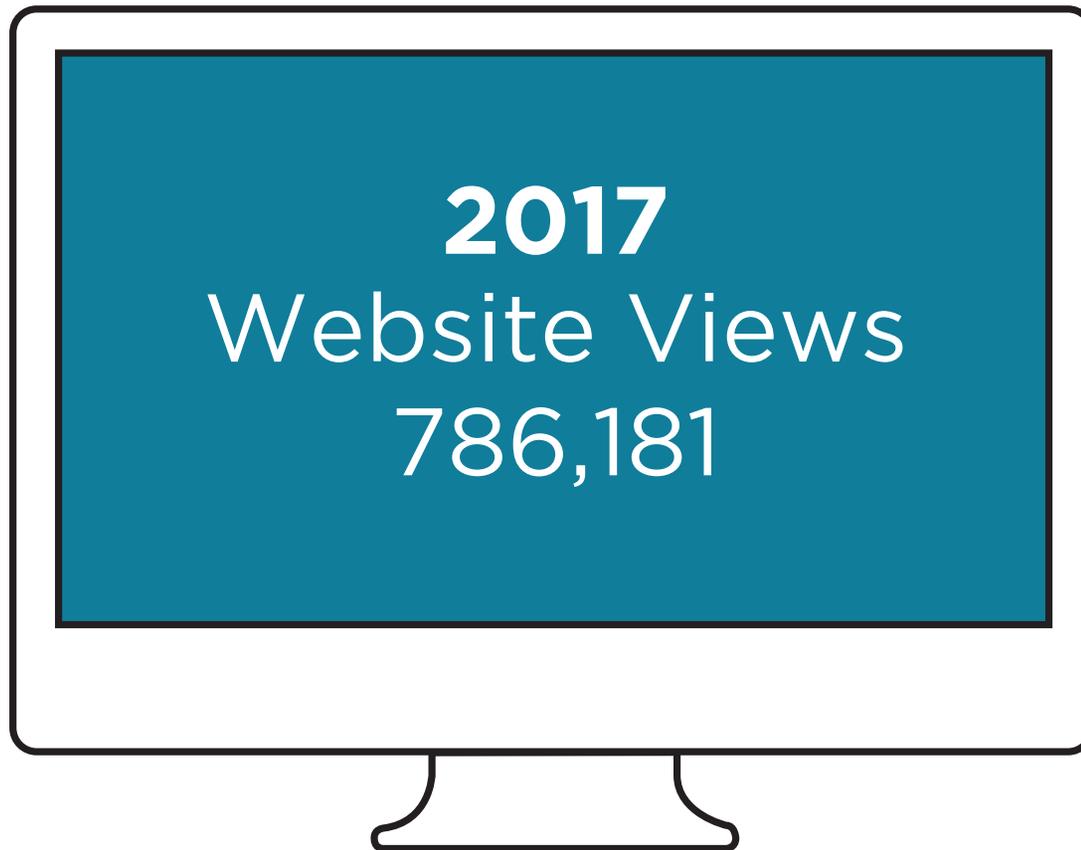
BBB® Performance & Accountability Standards

T A R G E T	15	Investigations	16	T O T A L
	24	Ad Review	33	
	70% or more	Retention	89.7%	
	66% or more	Complaint Resolution Rate	86.50%	
	33% or less	Complaint Not Process Rate	27.93%	
	2 or less	Complaint Avg Days to Open	0.42	



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Web Visitors





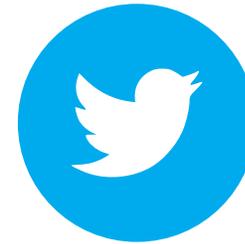
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Social Networking



/bbbupstatesc

1,106 Likes



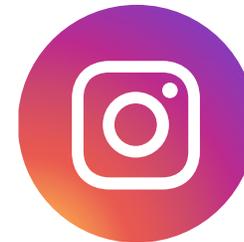
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1,079 Likes



Better Business Bureau
Serving Upstate SC

**37 Company
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Accreditation Department



Accredited
Businesses

1374

New Accredited
Businesses

183

Accredited Business
Revocations

1

Accredited Business
Applications Denied

16



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Total Services Provided

2541

Complaints

680

Positive Customer
Reviews

86.5%

Complaint Resolution
Rate

408

Negative Customer
Reviews

1704

Customer Reviews
Submitted

18

Neutral Customer
Reviews

598

Unverifiable
Customer Reviews



Top Ten Inquiries

1. Roofing Contractors
2. Collections Agencies
3. Consumer Finance Companies
4. Home Builders
5. Heating & Air Conditioning
6. Used Car Dealers
7. Payday Loans
8. Plumber
9. Home Improvement
10. Construction Services



Top Ten Complaints

1. Consumer Finance Companies
2. Collections Agencies
3. New Car Dealers
4. Used Car Dealers
5. Payday Loans
6. Loan Servicing
7. Roofing Contractors
8. Financing
9. Apartments
10. Furniture Stores



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2017 Accredited Business Orientation





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Business of Integrity Awards Program





Revenue

Total Support and revenues	\$602,250
Total Expenses	\$547,065
Increase in Net Assets	\$55,185
Unrestricted Net Assets, beginning of year	\$503,514
Unrestricted Net Assets, end of year	\$558,699

Trust always matters. BBB is deeply committed to building and advancing a better marketplace, a trusted marketplace for all.



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