



Better Business Bureau®

Annual Report 2018

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	16	Investigations	16	T O T A L
	24	Ad Review	45	
	70% or more	Retention	88.5%	
	66% or more	Complaint Resolution Rate	84.4%	
	33% or less	Complaint Not Process Rate	30.12%	
	2 or less	Complaint Avg Days to Open	0.36	



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Web Visitors





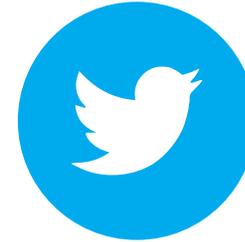
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Social Networking



/bbbupstatesc

1,477 Likes



@BBBUpstateSC

1,133 Likes



Better Business Bureau
Serving Upstate SC

**61 Company
Page Follows**



@bbbupstatesc

540 Followers



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Accreditation Department



Accredited
Businesses

1,442

New Accredited
Businesses

155

Accredited Business
Revocations

1

Accredited Business
Applications Denied

18



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Total Services Provided

2636

Complaints

85%

Complaint Resolution
Rate

1139

Customer Reviews
Submitted

703

Positive Customer
Reviews

429

Negative Customer
Reviews

7

Neutral Customer
Reviews

190

Unverifiable
Customer Reviews



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Top Ten Inquiries

1. Consumer Finance Companies
2. Collections Agencies
3. Roofing Contractors
4. Heating and Air Conditioning
5. Home Builders
6. Used Car Dealers
7. Payday Loans
8. Health Consultants
9. Plumber
10. Online Retailer



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Top Ten Complaints

1. Collections Agencies
2. Consumer Finance Companies
3. Loan Servicing
4. New Car Dealers
5. Used Car Dealers
6. Financing
7. Restaurants
8. Payday Loans
9. Apartments
10. Property Management



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2018 Accredited Business Orientation





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Business of Integrity Awards Program





Revenue

Total Support and revenues	\$619,290
Total Expenses	\$556,622
Increase in Net Assets	\$62,668
Unrestricted Net Assets, beginning of year	\$558,699
Unrestricted Net Assets, end of year	\$621,367

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



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