



Better Business Bureau®

Annual Report 2019

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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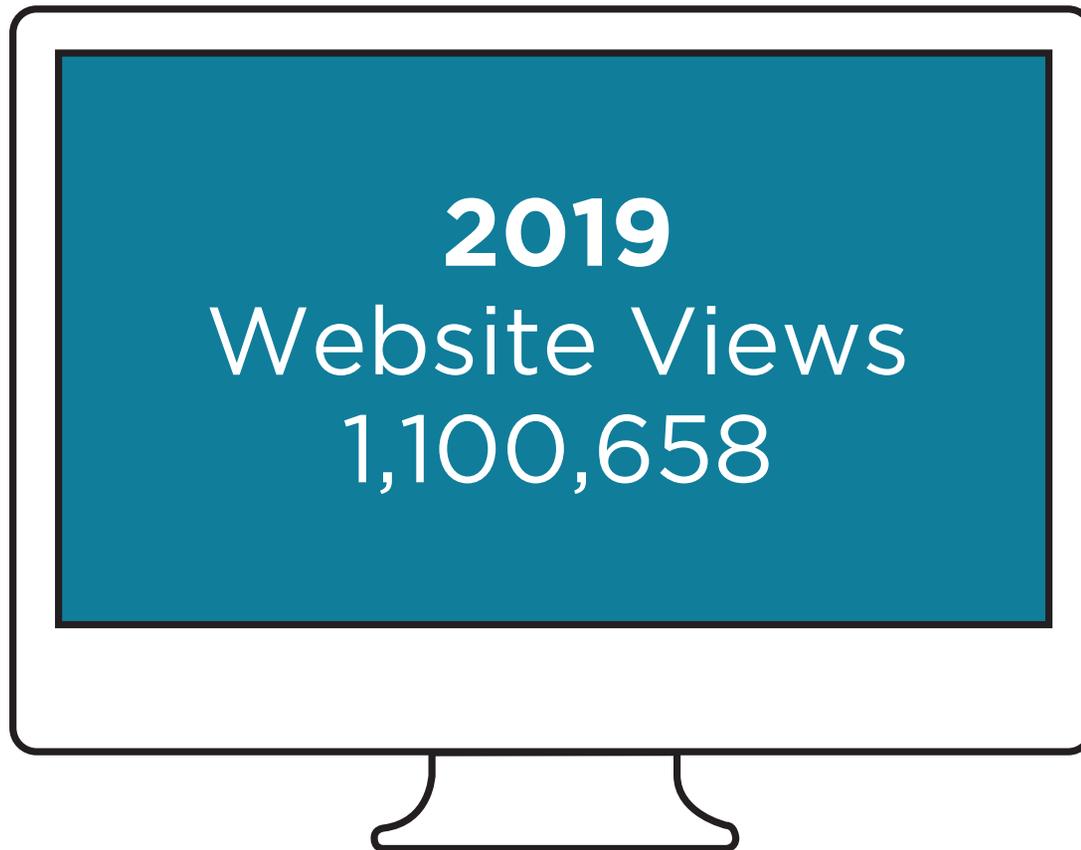
BBB® Performance & Accountability Standards

T A R G E T	16	Investigations	16	T O T A L
	24	Ad Review	32	
	70% or more	Retention	90%	
	66% or more	Complaint Resolution Rate	86%	
	33% or less	Complaint Not Process Rate	30.12%	
	2 or less	Complaint Avg Days to Open	0.40	



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Web Visitors





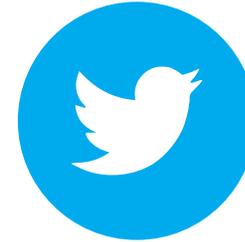
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Social Networking



/bbbupstatesc

2,196 Likes



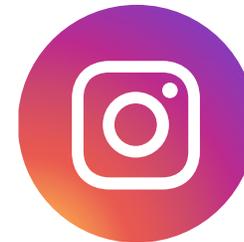
@BBBUpstateSC

1,174 Likes



Better Business Bureau
Serving Upstate SC

**121 Company
Page Follows**



@bbbupstatesc

870 Followers



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Accreditation Department



Accredited
Businesses

1,510

New Accredited
Businesses

197

Accredited Business
Revocations

0

Accredited Business
Applications Denied

18



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Total Services Provided

4056

Complaints

86%

Complaint Resolution
Rate

1361

Customer Reviews
Submitted

57.75%

5-star reviews

1.32%

4-star reviews

0.29%

3-star reviews

1.54%

2-star reviews

1.32%

1-star reviews



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Top Ten Inquiries

1. Roofing Contractors
2. General Contractor
3. Plumber
4. Home Builders
5. Painting Contractors
6. Electrician
7. Handyman
8. Construction Services
9. Heating and Air Conditioning
10. Used Car Dealers



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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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2019 Accredited Business Orientation





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Business of Integrity Awards Program



LEFT TO RIGHT: Ken Peterson, Scansource Sr. Director Human Resources; Claire Lawrence, AFL Paralegal; Grant Burns, AFL Vice President and General Counsel; Ryan O'Sullivan, AFL Director of Customer Service and Distribution; Mandy Satterfield, BBB Board Chair; Ginny Beach, BBB Events Committee Chair



LEFT TO RIGHT: Ken Peterson, Scansource Sr. Director Human Resources; Paul Pappy, Sonfast Corporation President; Mandy Satterfield, BBB Board Chair; Ginny Beach, BBB Events Committee Chair





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.



862-242-5052

BBB.org | info@upstatesc.bbb.org

408 N Church St Suite C
Greenville, SC 29601