

Better Business Bureau® Serving Upstate South Carolina

2020 BBB® Annual Report



Phone: 864-242-5052
Website: BBB.org/upstatesc



2020 Annual Report

VISION

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

MISSION

BBB's mission is to be the leader in advancing marketplace trust.

We do this by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities

CORE VALUES

Our core values shape how we behave with our stakeholders in business and the community.

BBB is:

- Honest and fair
- Accessible and credible
- Ethical and responsible
- Unbiased and impartial
- Knowledgeable and responsive
- Respectful of individual and cultural differences

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.



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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.

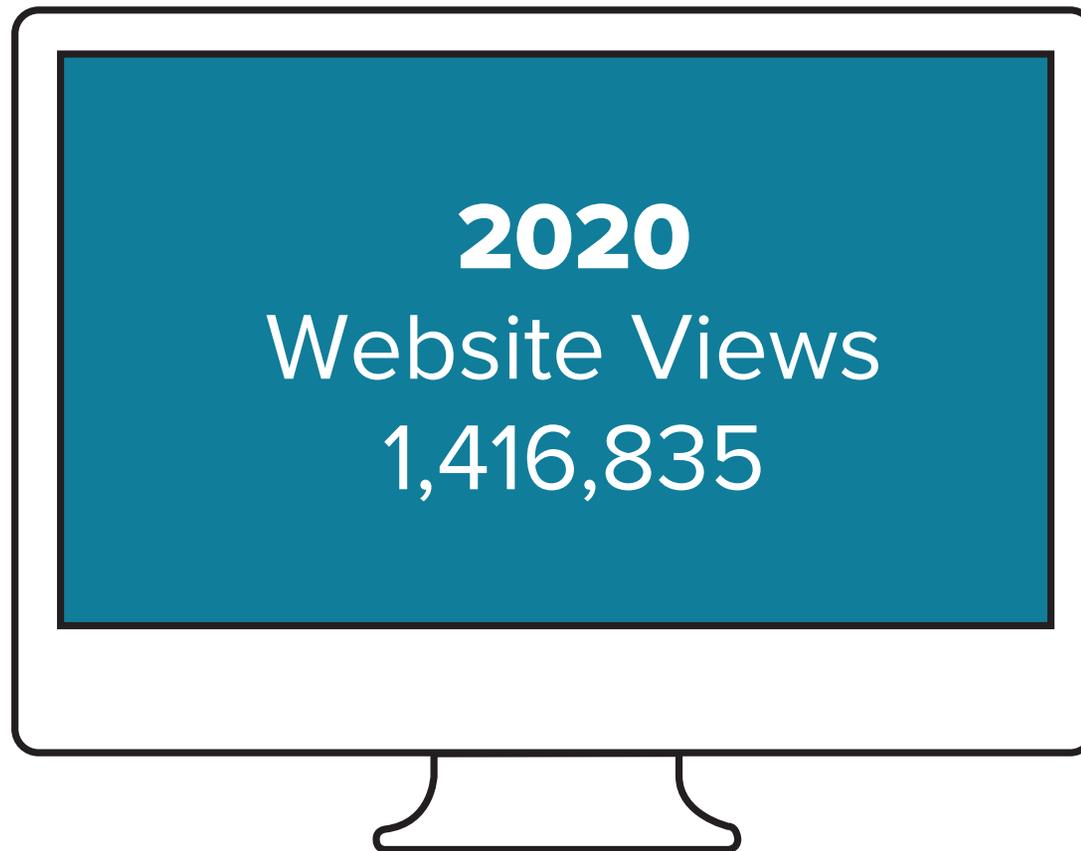
Embody Integrity

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



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Web Visitors





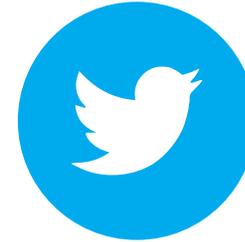
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Social Networking



@bbbupstatesc

2,583 likes



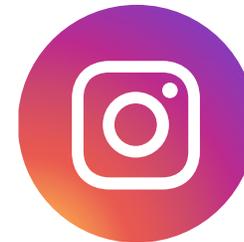
@BBBUpstateSC

1,171 followers



Better Business Bureau
Serving Upstate SC

300 followers



@bbbupstatesc

1,034 followers



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BBB Performance & Accountability Standards

T A R G E T	16	Investigations	12	T O T A L
	24	Ad Review	65	
	70% or more	Retention	90%	
	66% or more	Complaint Resolution Rate	88%	
	33% or less	Complaint Not Process Rate	30.32%	
	2 or less	Complaint Avg Days to Open	0.55	



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Accreditation Department



Accredited
Businesses

1,580

New Accredited
Businesses

220

Accredited Business
Revocations

1

Accredited Business
Applications Denied

22



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Total Services Provided

3,556

Complaints

88.2%

Complaint Resolution
Rate

2,013

Customer Reviews
Submitted

53.70%

5-star reviews

1.09%

4-star reviews

0.45%

3-star reviews

0.99%

2-star reviews

43.67%

1-star reviews



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Top Ten Inquiries

1. Dog Breeders
2. Collections Agencies
3. Consumer Finance Companies
4. Loan Servicing
5. Roofing Contractors
6. Heating and Air Conditioning
7. Home Builders
8. Payday Loans
9. Online Realtors
10. Used Car Dealers



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Top Ten Complaints

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



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Accredited Business Orientation

Only one AB orientation was held in 2020 due to COVID-19





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Business of Integrity Awards Program

Canceled in 2020 due to COVID-19

The **BBB Business of Integrity Awards** recognizes companies that demonstrate integrity and a strong commitment to ethics in all aspects of business.

Entry guidelines:

- The business must be open 3 years or more
- They don't have to be an Accredited Business
- Small and large businesses may apply
- Our awards are open to for-profit businesses only

Categories for entry are:

- Marketplace Ethics
- Customer Service
- Community Service





Revenue

	<u>2020</u>
Total Support and revenues	\$662,759
Total Expenses	\$632,303
Increase in Net Assets	\$30,456
Unrestricted Net Assets, beginning of year	\$631,399
Unrestricted Net Assets, end of year	\$661,855

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



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