

Better Business Bureau® Serving Upstate South Carolina

# 2021 BBB® Annual Report



Phone: 864-242-5052  
Website: [BBB.org/upstatesc](http://BBB.org/upstatesc)



# 2021 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

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.

## 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



# 2021 Annual Report

## 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.

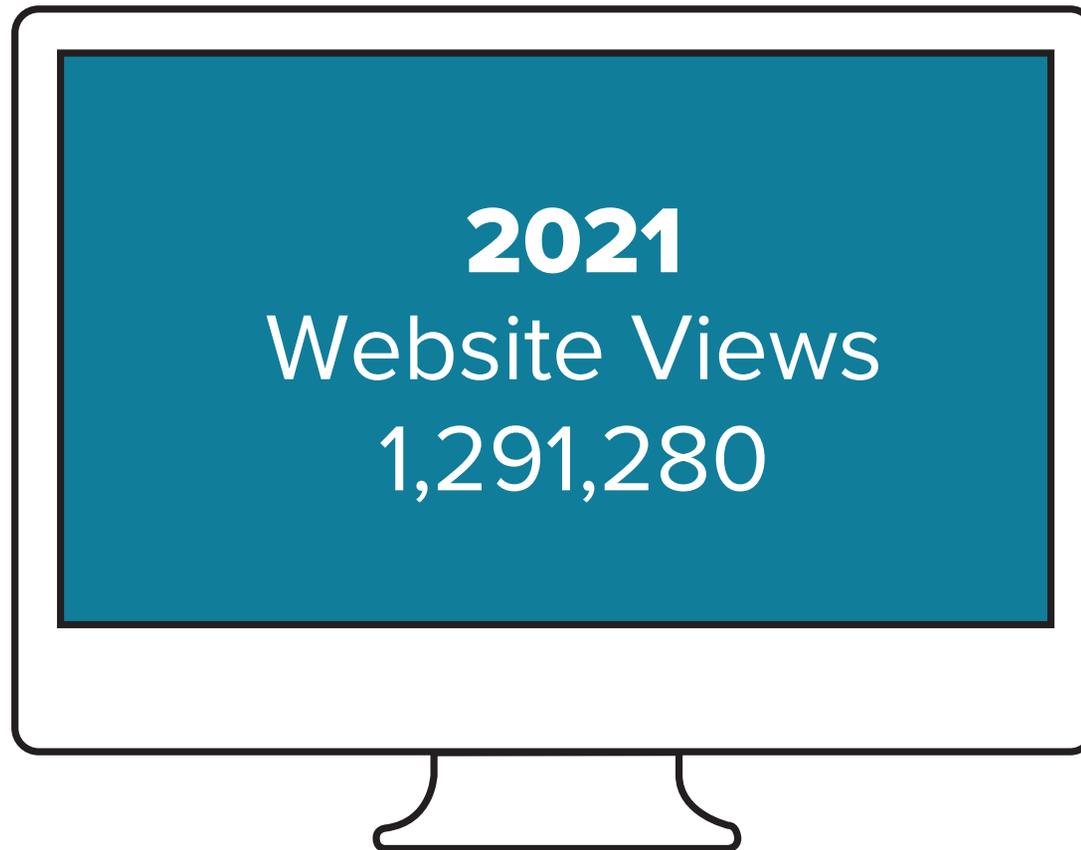
### **Embody Integrity**

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



# 2021 Annual Report

## Web Visitors





# 2021 Annual Report

## Social Networking



@bbbupstatesc

**2,652 fans**



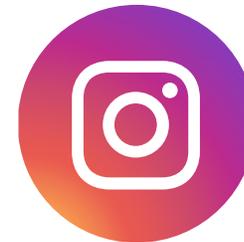
@BBBUpstateSC

**1,169 followers**



**Better Business Bureau  
Serving Upstate SC**

**387 followers**



@bbbupstatesc

**1,134 followers**



# 2021 Annual Report

## BBB Performance & Accountability Standards

T A R G E T	16	Investigations	15	T O T A L
	26	Ad Review	27	
	70% or more	Retention	90.2%	
	66% or more	Complaint Resolution Rate	84.6%	
	33% or less	Complaint Not Process Rate	36%	
	2 or less	Complaint Avg Days to Open	0.4	
	30 or less	Complaint Days to Close	22.6	



# 2021 Annual Report

## Accreditation Department



Accredited  
Businesses

1,542

New Accredited  
Businesses

244

Accredited Business  
Revocations

0

Accredited Business  
Applications Denied

14



## 2021 Annual Report

# Total Services Provided

**3,278**  
Complaints

**85%**  
Complaint Resolution  
Rate

**2,379**  
Customer Reviews  
Submitted

**52.96%**  
5-star reviews

**0.88%**  
4-star reviews

**0.42%**  
3-star reviews

**1.26%**  
2-star reviews

**44.47%**  
1-star reviews



## 2021 Annual Report

# Top Ten Inquiries

Type of Business	Total Inquiries
1. Consumer Finance Companies	47,692
2. Dog Breeders	41,644
3. Collections Agencies	36,612
4. Roofing Contractors	25,187
5. Payday Loans	23,192
6. Heating and Air Conditioning	21,683
7. Home Builders	19,436
8. Loan Servicing	19,077
9. Used Car Dealers	15,428
10. Plumbers	10,805



## 2021 Annual Report

# Top Ten Complaints

### by Type of Business

1. New Car Dealers
2. Used Car Dealers
3. Apartments
4. Hospitals
5. Restaurants
6. Roofing Contractors
7. Property Management
8. Consumer Finance Companies
9. Heating & Air Conditioning
10. Home Builders



# 2021 Annual Report

## Accredited Business Orientation

Only one virtual AB orientation was held in 2021 due to COVID-19





# 2021 Annual Report

## 2021 Business of Integrity Awards

The BBB Business of Integrity Awards recognizes companies that demonstrate integrity and a strong commitment to ethics in all aspects of business. Applicants must be a for-profit business open for at least 3 years. Businesses are not required to be a BBB Accredited Business.



**Upstate Service Solutions**  
*Customer Service & Marketplace Ethics*  
(1-10 employees)



**Stokes & Company, CPA's, PC**  
*Customer Service*  
(11-49 employees)



**Guy Roofing, Inc.**  
*Customer Service*  
(50-199 employees)



**RJ Construction**  
*Customer Service*  
(National category)



**Weichert Realtors-Shaun & Shari Group**  
*Community Service*  
(1-10 employees)



**Complete Heat & Air, LLC**  
*Community Service*  
(11-49 employees)



**Upstate Granite Solutions**  
*Marketplace Ethics*  
(11-49 employees)



**ProGrin Dental**  
*Marketplace Ethics*  
(50-199 employees)



# 2021 Annual Report

## 2021 Student of Integrity Awards

The Student of Integrity scholarship program recognizes high school seniors who personify high character through personal integrity, leadership, community service, and academic accomplishments.



**Lyndsey Marie Cloninger**  
*Toyota, Kia & Hyundai of Greer*  
*Greer High School*



**Daniel Alexander Romoser**  
*Bonitz*  
*Woodmont High School*



**Emilee Victoria Thompson**  
*Piedmont Natural Gas*  
*Woodruff High School*



**Jill Alison Brown**  
*Benson Nissan, Kia, Hyundai of Spartanburg*  
*James F. Byrnes High School*



**Ruthie Alice Dean**  
*GBS Building Supply*  
*Union High School*



# 2021 Annual Report

## 2021 L.A.R.P. Applause Winners

The BBB Local Advertising Review Program presents an Applause Award to a local business in our ten county area "in recognition of the company's adherence to the BBB Code of Advertising guidelines" on a quarterly basis.



**Goldfinch Wealth Management**  
*February Winner*



**Hale's Jewelers**  
*June Winner*



**Simply Southern Chiropractic**  
*September Winner*



**Muncaster Financial Group**  
*December Winner*



## Revenue

	<u>2021</u>
<b>Total Support and revenues</b>	<b>\$681,013</b>
<b>Total Expenses</b>	<b>\$641,546</b>
<b>Increase in Net Assets</b>	<b>\$40,220</b>
<b>Unrestricted Net Assets, beginning of year</b>	<b>\$661,855</b>
<b>Unrestricted Net Assets, end of year</b>	<b>\$702,075</b>

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



**864-242-5052**

**[BBB.org/upstatesc](http://BBB.org/upstatesc)**

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