



2017 Annual Report
Better Business Bureau®
Serving West Florida

Serving the following counties:
Pinellas, Hillsborough, Pasco, Hernando, Charlotte,
Collier, DeSoto, Hardee, Lee, Sarasota, Manatee

Building a More Trusted Marketplace



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Start With Trust[®]

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Many thanks to all the consumers and businesses who support our work building marketplace trust all year round. Whether it's through supporting ethical business practices, developing exceptional customer service relationships, or helping us defend our community from scammers and fraud, your commitment to improving trust and satisfaction in the marketplace is a critical cornerstone in the foundation of a healthy, functional local economy.

Thank you for another amazing year of building trust!



THE YEAR IN STATS



6,463,500
Website Page Views



20,381
Complaints
75.12% Resolution Rate



3,257,715
Web Visitors



13,170
Customer Reviews Posted
66.6% Positive
32.2% Negative
1.1% Neutral



4,022,295
Business Profiles Provided



3,321
Mediations and Arbitrations



4,554
Accredited Businesses



539
Investigations



90,161
Accredited Business Online Seal Clicks



531
Advertising Reviews



8,895
Accredited Business Request A Quotes



885
Local Media Mentions

Top 10 Complaints

- 1) Skin Care
- 2) Furniture Retailers
- 3) Health & Diet Products
- 4) Auto Rental & Leasing
- 5) New Car Dealerships
- 6) Air Conditioning
- 7) Clothing Retailers
- 8) T-Shirt Retailers
- 9) TV Home Shopping
- 10) Storage Units

Top 10 Inquiries

- 1) Roofing Contractors
- 2) Air Conditioning
- 3) Insurance Companies
- 4) Skin Care
- 5) Swimming Pool Contractors
- 6) Furniture Retailers
- 7) Used Car Dealerships
- 8) Collection Agencies
- 9) General Contractors
- 10) Health & Diet Products



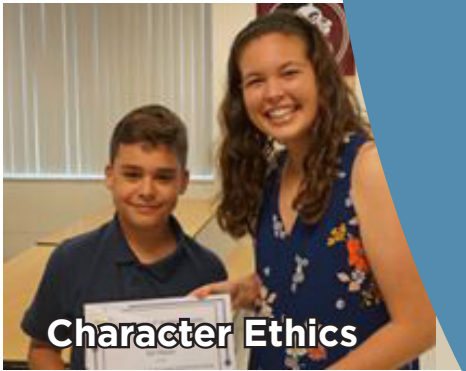
BBB's new website makes searching simple

Find business's accreditation status, rating, and reviews with ease on BBB's new website.

[Find Trustworthy Businesses](#)



Shred Day



Character Ethics



Media Outreach

BBB Standards for 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 disclosures of all material terms.

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 customers regarding the use of their information.

EMBODY INTEGRITY

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



BBB Customer Reviews



BBB Customer Reviews help consumers and businesses make wise purchasing decisions.

84%

of consumers trust online reviews as much as a personal recommendation.*

Consumers Agree

- ✓ Positive reviews help build trust in a business.



90%

of consumers determine whether they can trust a business after reading 10 reviews or less.*

91%

of consumers read online reviews first.*

63%

SEARCH ENGINE*

37%

REVIEW SITES*

Consumers Use

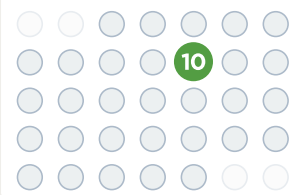
- ✓ a search engine to find reviews or go directly to a review site like **BBB.org**.

7 out of 10

- ✓ Consumers will leave a review if asked to do so.*

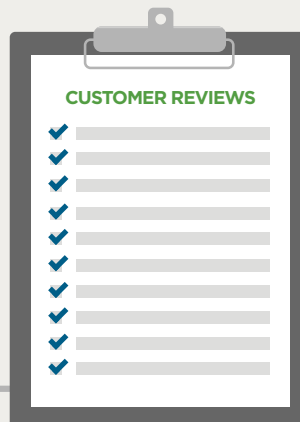


BBB Customer Reviews are processed in less than 10 days



BBB Reviews Every Review Before Posting Them

- ✓ BBB validates the email address of each reviewer
- ✓ Reviews are shared with the business before they are published online
- ✓ Businesses can give feedback
- ✓ Businesses can address issues mentioned in reviews



BBB uses data from Customer Reviews to help with business investigations.



Help Build Trust in the Marketplace — Leave a Customer Review on **BBB.org** Today

*Local Consumer Review Survey, BrightLocal, 2016