



2019 Annual Report

Advancing Trust in the Marketplace



Better Business Bureau®

Serving West Florida

Pinellas, Hillsborough, Pasco, Hernando, Charlotte, Collier, DeSoto,
Hardee, Lee, Sarasota, Manatee



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BBB Vision & Mission

Vision:

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

Mission:

To be the leader in advancing marketplace trust.



BBB Standards for Trust



1. Build Trust

Establish and maintain a positive track record in the marketplace.



2. Advertise Honestly

Adhere to established standards of advertising and selling.



3. Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.



4. Be Transparent

Openly identify the nature, location and ownership of the business; clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.



5. Honor Promises

Abide by all written agreements and verbal representations.



6. Be Responsive

Address marketplace disputes quickly, professionally and in good faith.



7. 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.



8. Embody Integrity

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



2019 Influence

Connecting Consumers & Businesses



4,869,760

BBB Business Profiles Provided to the Public

47,444

Accredited Business Online Dynamic Seal Clicks



18,085

Customer Reviews

68% Positive
31% Negative
1% Neutral

18,018

Accredited Business Request-A-Quote Emails Sent



4,954

Accredited Businesses

Resolution through BBB



24,233

Complaints Handled
74.3% Resolution Rate

3,570

Mediations and Arbitrations

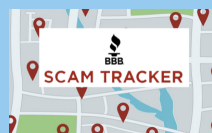


646

Advertising Reviews

394

Business Investigations



595

Scam Tracker

West Florida: 595
All Florida: 2,463
US & Canada: 37,605

Staying Engaged



7,806,969

Website Page Views

4,120,312

Web Visitors



1,881,488

Social Media Impressions



133,619

Social Media Engagements



2,176

Local Media Mentions

Top 10 Complaints

- 1) Free Trial Offers
- 2) Auto Rental and Leasing
- 3) Product Sales
- 4) Furniture Stores
- 5) New Car Dealers
- 6) A/C Contractors
- 7) Online Retailers
- 8) Medical Equipment
- 9) Collection Agencies
- 10) Roofing Contractors

Top 10 Inquiries

- 1) Free Trial Offers
- 2) Roofing Contractors
- 3) A/C Contractors
- 4) Insurance Companies
- 5) Pool Contractors
- 6) Used Car Dealers
- 7) General Contractors
- 8) Home Builders
- 9) Plumbers
- 10) Collection Agencies



Staying Connected with Our Community



2019 - BBB Partners with Junior Achievement BizTown in Tampa, FL

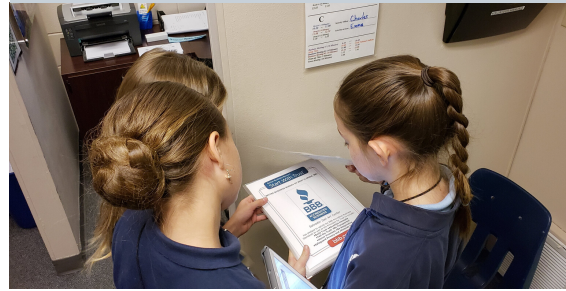


bbb.org/west-florida
Web Visits from Mobile Devices
2,515,263



Helping our Community with Free Shred Day event

Students at Enterprise Village and Finance Park embrace BBB Standards for Trust



BBB Supports Ride & Run Event



Promoting Trust in our Marketplace



BBB Educates our Community through Media Outreach

