



2023 IMPACT REPORT

Better Business Bureau®
Serving West Florida



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



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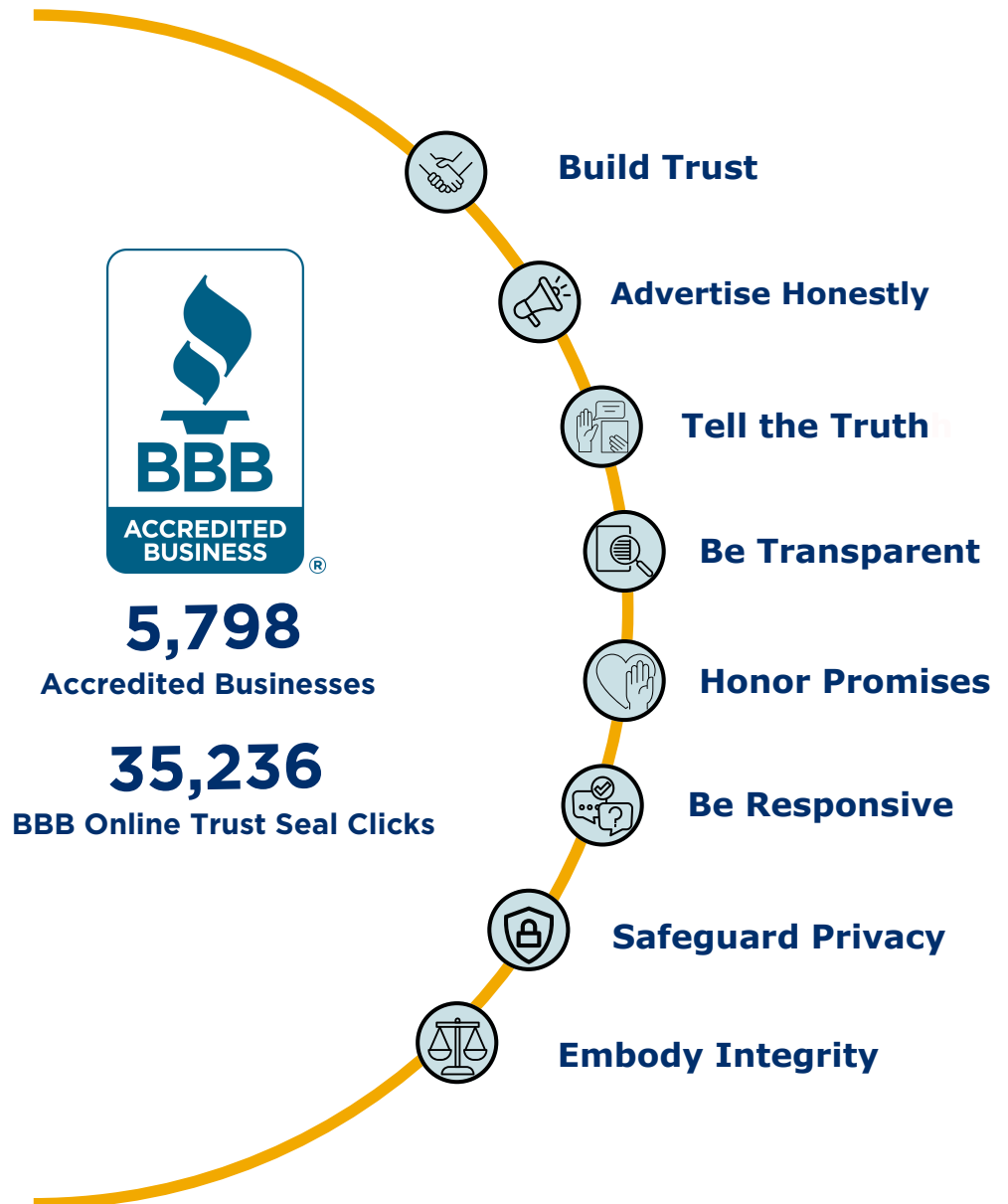
Vernick Financial Planning

Our Vision:

An ethical marketplace where buyers
and sellers trust each other.

Our Mission:

To be the leader in advancing
marketplace trust.



Creating Confident Consumers

Consumers continue to turn to BBB as a reliable source to find trustworthy businesses, find honest reviews, access dispute resolution services, and remain vigilant to combat fraud in today's marketplace through BBB Scam Tracker.



5,793,394
Business Profile Requests

26,152 Customer Reviews
31,922 Complaints Closed
47,794 Requests for Quotes
(78.99% Resolution Rate)

237 Investigations
243 Advertising Concerns

Staying Engaged



2,748 Local Media Mentions

2,087,506 Social Media Impressions

139,440 Social Media Engagements

BBB maintains a strong presence in the media through articles, interviews and local outreach.

Scam
BBB Tracker

Empowering the community to
fight fraud together.

BBB.org/ScamTracker



Voted the Best
Scam Fighting Tool
in 2023
by the Global
Anti-Scam Alliance &
ScamAdviser.com

Number of Scams Reported on
BBB Scam Tracker in West Florida

1,447

Top 10 Industries

Most Inquiries

- 1) Roofing Contractors
- 2) Air Conditioning Contractors
- 3) Online Retailers
- 4) Business Consultants
- 5) Pool Contractors
- 6) Free Trial Offers
- 7) General Contractors
- 8) Solar Energy Contractors
- 9) Plumbers
- 10) Window Companies

Most Complaints

- 1) Auto Renting and Leasing
- 2) Online Retailers
- 3) New Car Dealers
- 4) Collections Agencies
- 5) Furniture Stores
- 6) Free Trial Offers
- 7) Hot Tub Parts
- 8) Portable Storage Units
- 9) Property Management Companies
- 10) Medical Spas



Supporting an Ethical Community

BBB is proud to work with organizations that lead with integrity and high ethical standards. Our BBB Accredited Businesses help support programs and services BBB provides to consumers and businesses.



Industry Reports



BBB® as a Business Resource

We asked businesses how BBB Accreditation impacts them. Here are their responses...

- 1 Accreditation increases the **credibility** of my business
- 2 Accreditation shows **integrity** in our business practices
- 3 Accreditation builds consumers **trust**
- 4 Accreditation increases my **visibility** as a reputable business
- 5 Accreditation shows **we care** about our customers



Business owners also said the BBB Accredited Business Seal shows they are...

- reputable
- trustworthy
- honest

