

# Empower Texas: BBB's Blueprint for Small Business Success



Better Business  
Bureau® serving  
the Heart of Texas

# 1

## A Foundation for Success

- Why Trust Matters
- Mission and Vision
- BBB® Standards for Trust
- BBB's Impact

# 2

## Envisioning the Future

- Master Plan
- BBB serving the Heart of Texas
- BBB Education Foundation
- Heart of Texas Business Services

# 3

## Get Involved

- Partnership Opportunities
- Contact Information

1

# A Foundation for Success

“

Partnering with BBB has been key to our success, emphasizing trust and integrity in the marketplace. In today's complex business environment, trust is more crucial than ever, and together, we are committed to transparency and accountability for our customers.”

---

**Allison Connors**

*Dell Technologies*



# **Trust. Integrity. Propelling Business Forward.**

**With over 100 years of experience, BBB's mission-driven efforts have positively impacted the marketplace for trust, promoting integrity and transparency in business and consumer interactions.**

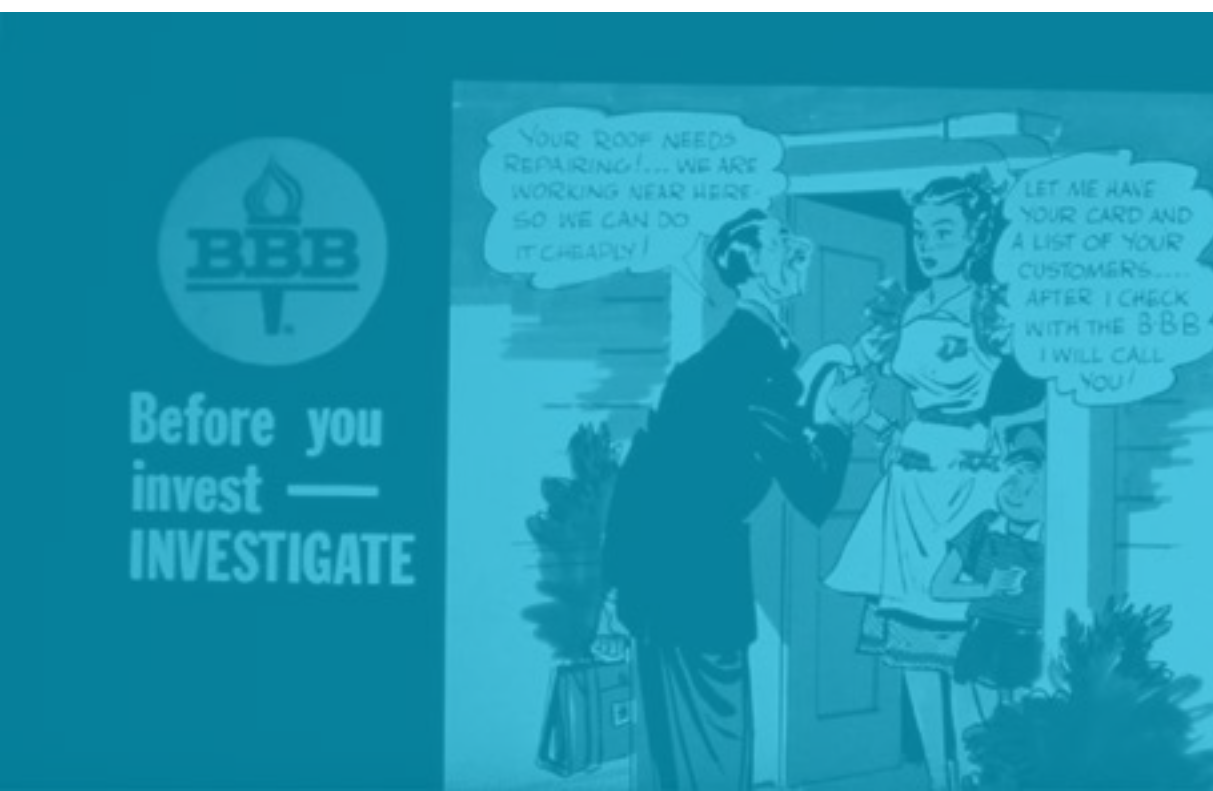


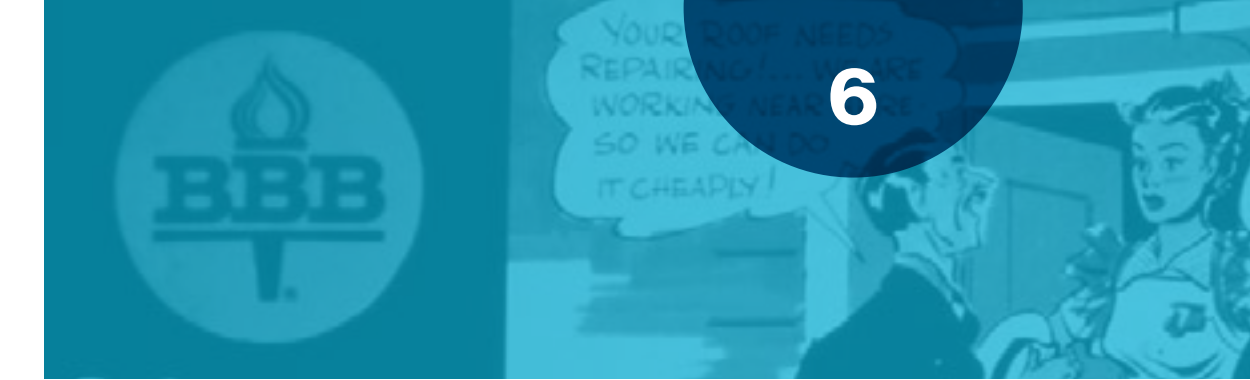
# The History of the Better Business Bureau



Founded in 1912 to counter consumer fraud and advocate for ethical business practices, BBB has since expanded across the U.S. and Canada, offering business reviews, accrediting ethical businesses, and providing dispute resolution services.

**Our core mission has remained consistent,** emphasizing honesty and fairness in business, even in the midst of evolving commerce and technology.





# BBB's Growth Across Texas

Since its founding in 1950, BBB serving the Heart of Texas has grown significantly.

- **Increased staff size** from five to more than 110 employees
- **Third largest** BBB internationally
- **Acquired property** for campus expansion in 2005
- **Expanded service region** via six mergers to date
- Currently serving **105 counties in Texas**
- **Distributed over \$45 million in COVID-related grants** to support Austin businesses



“

BBB has worked closely with the City of Austin, particularly during the pandemic when we needed assistance in administering over \$45 million in relief grants to support our local economy. BBB rose to the occasion then, and I am confident they will continue to do so.”

---

**Kirk Watson**

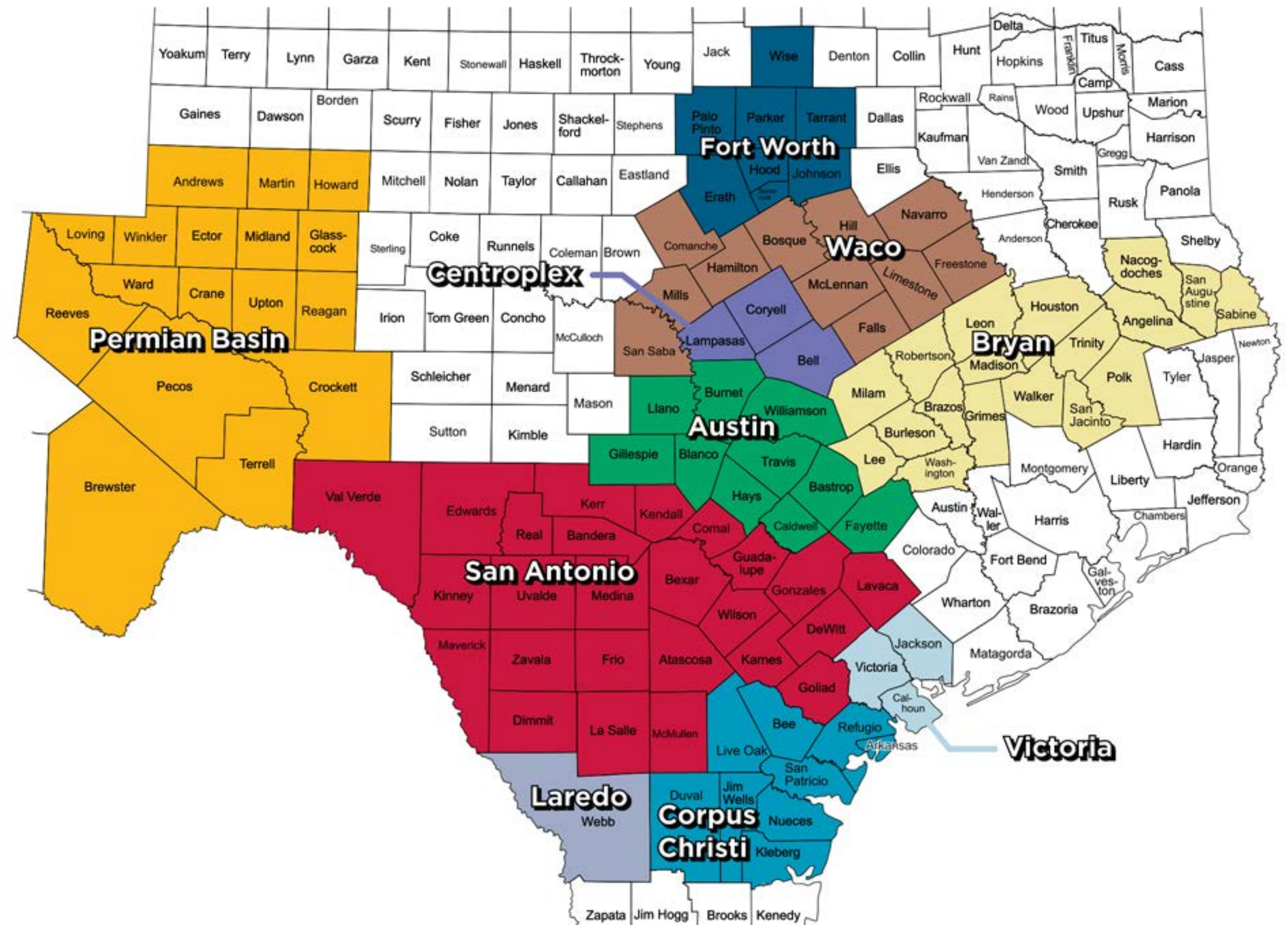
*Mayor, City of Austin*



# BBB serving the Heart of Texas Service Area

## Building a Community of Reputable, Trustworthy Businesses through BBB Accreditation

Our nonprofit business membership organization serves nearly 17,000 Accredited Businesses in 105 counties across Texas. We are the 3rd largest BBB internationally.





## Our Mission

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

For over a century, the BBB has delivered on its mission to advance trust and integrity in the marketplace. We have a long history of partnering with esteemed entities such as the Federal Trade Commission, the Attorney General's Office, law enforcement, higher education institutions, licensing agencies, and like-minded organizations.

“

**The partnership between Texas State University's School of Journalism and Mass Communication and the Better Business Bureau has been transformative. Since 2019, Texas State University's School of Journalism and Mass Communication has benefited greatly from our strategic partnership with the Better Business Bureau.”**

---

**Judy Oskam**

*School of Journalism and  
Mass Communication at  
Texas State University*



## BBB Standards for Trust

The BBB Standards for Trust are the principles that drive our mission to build transparency, honesty, and integrity in the marketplace, helping businesses improve reputation, customer loyalty, and profitability. These standards define ethical business practices, boosting consumer confidence in BBB Accredited Businesses and fostering better consumer-business relationships.



# BBB's Reach

## BBB by the Numbers

highlights web traffic, demographics, and membership breakdown, emphasizing its extensive reach and the diversity of its Accredited Businesses, underscoring the organization's impact and community engagement.

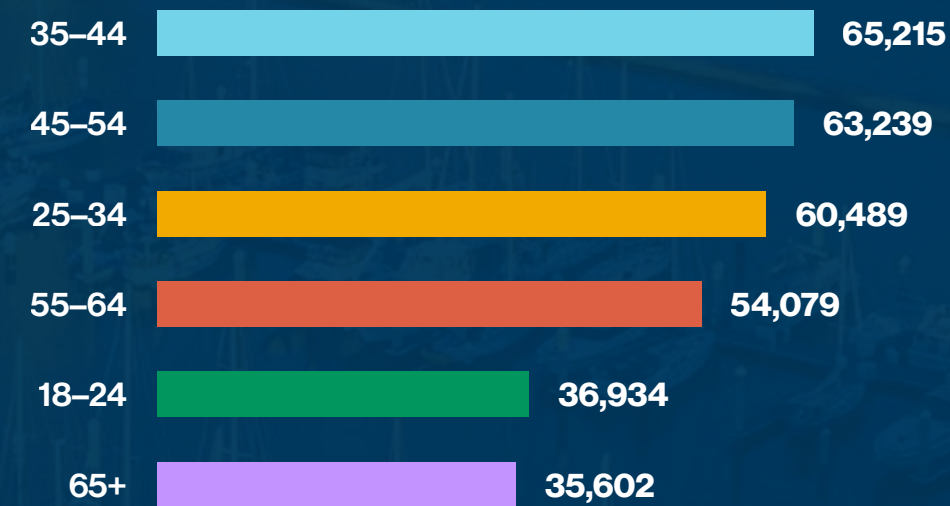


### BBB.ORG REACH (2023)

**3,935,028**

BBB.org Website Visits in 2023

#### Total BBB.org User Profiles by Age



BBB Business Profiles Provided to the Public **5,895,104**

Customer Reviews Submitted **34,252**

BBB Dynamic Seal Clicks **52,277**

### BBB ACCREDITED BUSINESSES (2023)

**16,544**

Total Accredited Business Locations

**3,301**

New Accredited Businesses

### BUSINESS TYPES MOST INQUIRED ABOUT

- #1 Roofing Contractors
- #2 Home Builders
- #3 Plumber
- #4 Property Management
- #5 General Contractor

### CONSUMER IMPACT

Complaints Handled **35,992**

Advertising Challenges **97**

Source: BBB serving the Heart of Texas

# The Inside Scoop On The Value of BBB Accreditation

According to a 2024 IABBB survey of BBB Accredited Businesses with 13,000 responses.






The BBB Seal is The Sign of a Better Business<sup>SM</sup>, with nearly 90% of responding Accredited Businesses finding it valuable to their business.



Four out of five responding Accredited Businesses would recommend Accreditation

with nearly 70% in agreement that their Accreditation has positively impacted their business in some way.

## The top three reasons for being an Accredited Business:

- 01** | Accreditation quickly identifies my business as reputable 
- 02** | Accreditation builds trust with my customers 
- 03** | Accreditation demonstrates integrity in our business practices 

## Other benefits:



Nearly two-thirds find BBB to be a helpful business resource



Almost 90% of Accredited Businesses we heard from attest to the credibility-boosting potential of BBB Accreditation



More than 75% acknowledged BBB's role in connecting customers with trusted businesses



# INTERNATIONAL BBB SOCIAL ECONOMIC IMPACT

## ENHANCING MARKETPLACE TRANSPARENCY

**6.2 Million+**

BBB Business Profiles

**697,000+**

Published  
Consumer Reviews

## REPORTING MISLEADING OR CONFUSING ADVERTISING PRACTICES

**2,400+**

Reports from Consumers  
to BBB AdTruth<sup>SM</sup>

## WARNING PEOPLE OF FRAUD

**1.3 Million+**

Unique Users of BBB Scam Tracker<sup>SM</sup>

**46,500**

Scam Reports

**3** BBB Scam Tracker  
Research Reports

**4** Scam Studies

**50**  
Scam Alerts  
Viewed By

**738,000+**  
Individuals

## CREATING A COMMUNITY OF TRUSTWORTHY BUSINESSES

**400,000+**

BBB Accredited Businesses  
Committed to Upholding the  
BBB Standards for Trust

## IMPROVING THE MARKETPLACE

**1.2 Million+**

Disputes Filed

**965,000+**

Disputes Settled

**5,500+**

Investigations of Business'  
Marketplace Practices

## EMPOWERING CONSUMERS WITH KNOWLEDGE

**140 Million+**

Visitors to BBB.org

**285 Million+**

Reached through  
Media Relations

## 2020 ESTIMATED SOCIAL ECONOMIC IMPACT RESULTING FROM BBB PROGRAMS AND OUTREACH

**\$3,514,287,600**

*All stats are 2020 metrics that do not include previous years' impact, apart from the total number of BBB Business Profiles. Impact valuations are estimates.*



# Dedicated and Continued Support for Building a Stronger Business Community



THE SIGN OF A **BETTER BUSINESS**



## 2

# Envisioning the Future

“

Building on a long history of unprecedented success, growth, and financial stability, we have adopted a 12-year master plan to launch enhanced services to change the trajectory of business failure rates in Texas. Trust matters. Building successful businesses matter.”

---

**Carrie Angell Hurt**

*President / Chief Executive Officer,  
BBB serving the Heart of Texas*



# 12 Year Master Plan: A Dynamic New Structure to Serve Texans

We will execute our master plan through a three-part organizational structure, benefiting businesses and the broader Texas community alike.

**BBB serving  
the Heart  
of Texas**

**BBB  
Education  
Foundation**

**Heart of  
Texas Business  
Services**





# BBB Educational Foundation

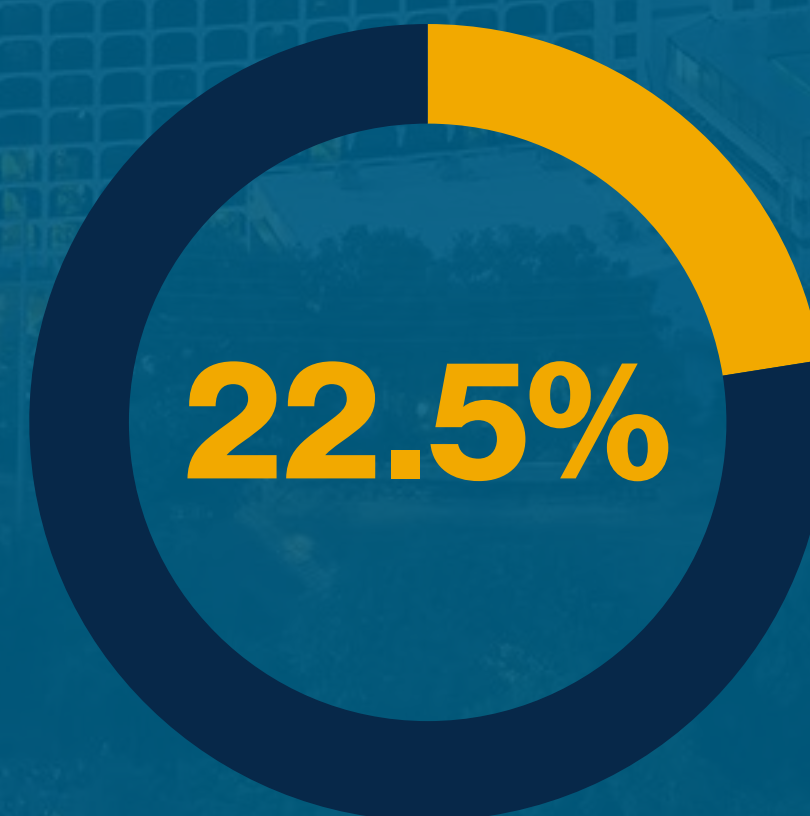
We are uniting the private, public, and nonprofit sectors in a movement to strengthen and increase the resiliency of micro and small businesses in Texas through community education, higher education, and online education. Collaborating with aligned entities, higher educational institutions, governmental agencies, major employers, corporate sponsors, and philanthropic organizations is key to expanding the reach and impact of the BBB Education Foundation's initiatives.



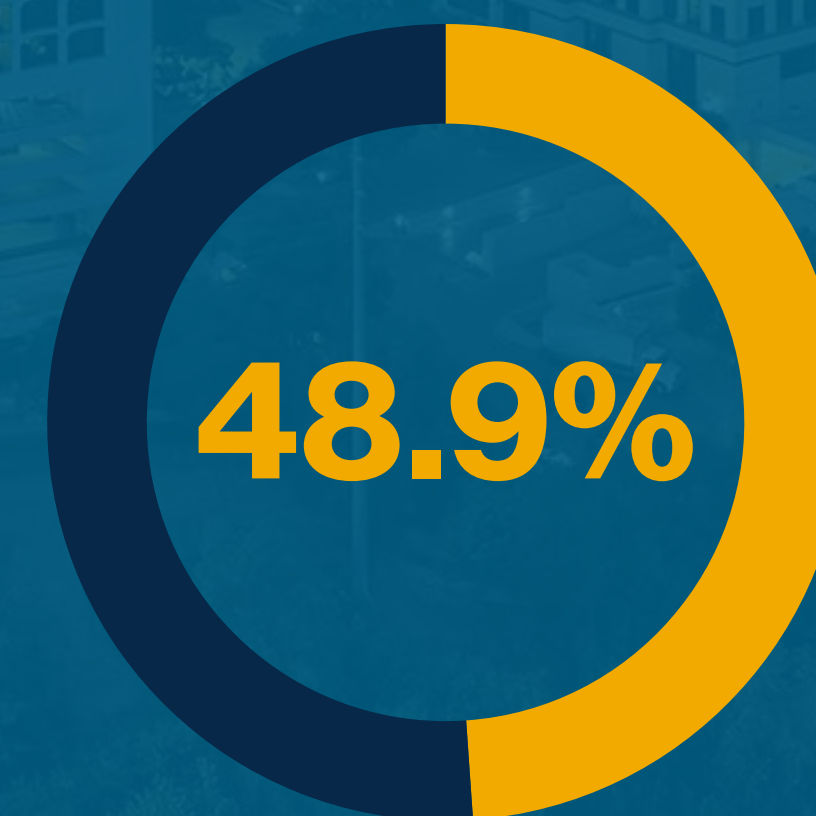
# Texas' Small Businesses are Struggling

Small businesses make up **over 99%** of all businesses in Texas and employ nearly half of the private-sector workforce.<sup>1</sup>

**Nearly 1 in 4** small businesses in Texas fail<sup>2</sup>



**Only about half** of all small businesses in Texas survive after 5 years<sup>3</sup>



## SOURCES

- <sup>1</sup> Office of the Texas Governor
- <sup>2</sup> Texas Comptroller's Office, 2023
- <sup>3</sup> U.S. Small Business Administration, 2023

# Factors Contributing to High Rates of Small Business Failure

#1

## Cash Flow Problems

A significant 82% of small businesses fail due to cash flow issues, which include poor budgeting, lack of funding, and inventory management challenges.<sup>4</sup>

#2

## Poor Management

Many small business owners struggle with management, particularly when they attempt to handle all aspects of the business themselves.<sup>5</sup>

#3

## Insufficient Community Engagement and Communication

Lack of robust connections, vital partnerships, two-way communication, and customer trust.<sup>6</sup>

#4

## Failure to Innovate

Lack of creativity and continuing education puts a business at risk of being outpaced by competitors.<sup>7</sup>

### SOURCES

<sup>4</sup> U.S. Chamber of Commerce

<sup>5</sup> U.S. Chamber of Commerce

<sup>6</sup> Forbes, Better Business Bureau

<sup>7</sup> Forbes

# The Importance of Micro and Small Business Clusters in the Texas Economy

## Interconnected Economic Landscape

- Symbiotic relationship with large corporations.
- Small businesses are essential for providing goods, services, and innovation.
- Key to sustainability and success of larger enterprises.

## Emergence Around Major Projects

- Develop around major economic development initiatives.
- Critical support to large economic entities.

## Primary Drivers of Job Growth

- Small businesses create two out of every three new jobs.



# Educate and Empower Entrepreneurs

## Opportunity Statement

Building on the BBB's historical foundation of success, the BBB Education Foundation has a unique opportunity to empower micro and small businesses throughout Texas through new programmatic initiatives which foster economic resilience and drive statewide prosperity.



Empowering small businesses with knowledge and resources is the cornerstone of economic resilience. The BBB Education Foundation's programmatic expansion is not just a commitment to reducing business failure rates; it's an investment in the future of our Texas communities. Together, we can build a stronger, more vibrant entrepreneurial landscape."

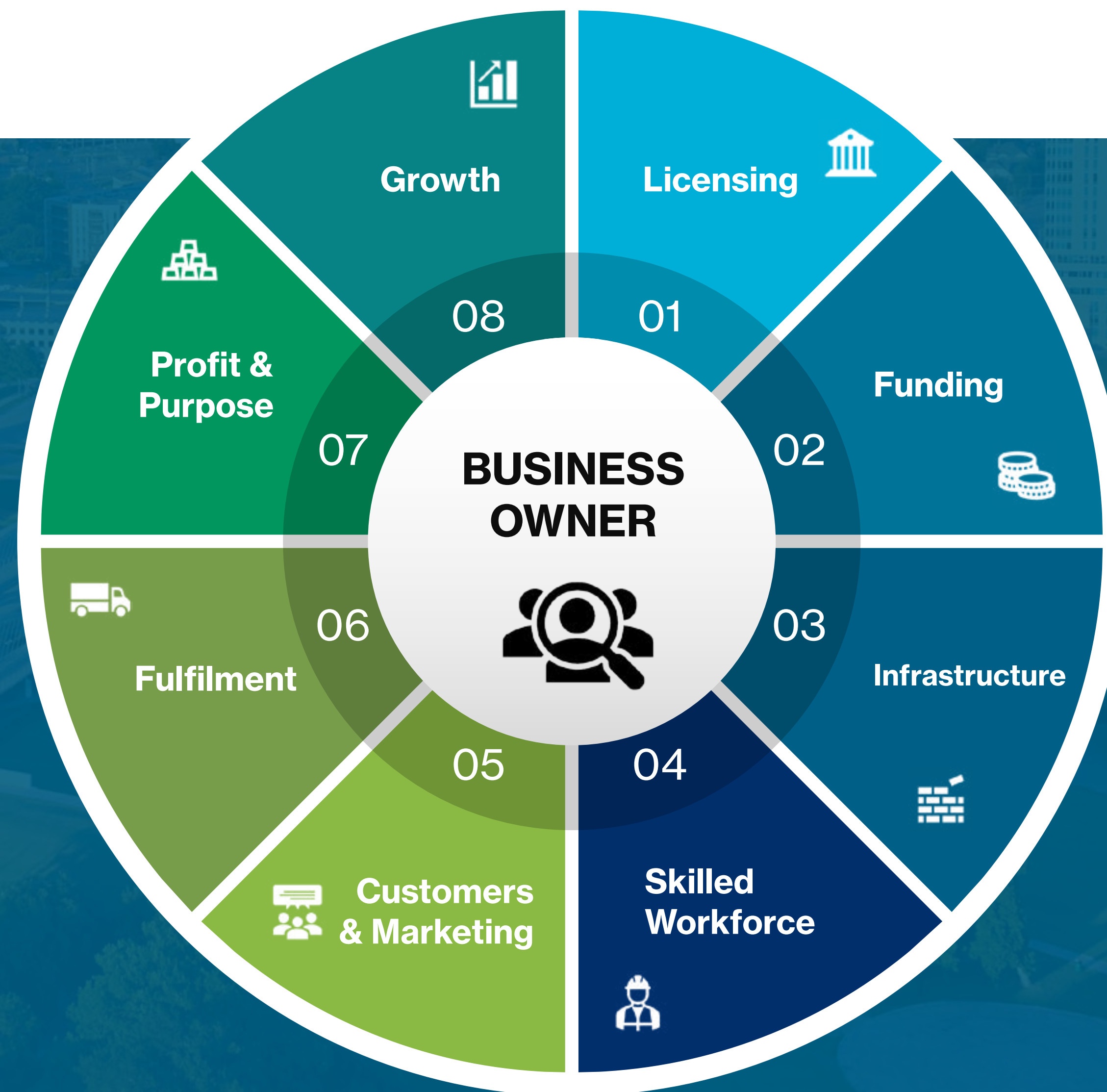
---

### **Abby Mellott**

*Market President and Publisher  
of the Austin Business Journal  
and proud BBB Board Member*

# The Business Dependency Cycle

The BBB Education Foundation is expanding services to educate and empower entrepreneurs through every stage of the Business Dependency Cycle.



“

TDLR, as Texas’s largest licensing and regulatory agency, proudly shares the BBB’s mission to support the small and micro businesses that drive our economy. By fostering a standards-driven marketplace, we ensure that Accredited Businesses can thrive, operating with the transparency and accountability that consumers deserve every day, and that is exactly what TDLR strives to do every day.”

---

**Brian E. Francis**

*Former Executive Director,  
Texas Department of Licensing and Regulation*



## Pillar I: Economic Development & Workforce Advancement

### Lone Star Infrastructure Expo

---

Large scale job fairs in Austin, Fort Worth, and San Antonio connecting major construction companies, Texas governmental agencies and public project sponsors, and small businesses in the trades and services industries.

### Better Business Districts

---

Establish a business ecosystem in a Texas community with a population of over 100,000 within the BBB HoT service area, focusing on supporting and promoting micro and small businesses to build, sustain, and thrive. These businesses will be introduced to the BBB Accreditation Standards, fostering a community of enterprises that are not yet ready for accreditation but aspire to grow and achieve it.

### ImpactTexas: Economic Ecosystem Roundtables

---

Quarterly luncheon gatherings for business leaders that highlight the interconnectedness of the business ecosystem, explore how big economic wins act as catalysts to ignite growth within the network of suppliers and service providers that cluster around them, understand the ripple effects of economic development, and discover the critical role small businesses play in driving innovation, creating jobs, and fostering community resilience.







## Pillar II: Social Impact

### Regional Community Outreach

---

Region-based events including educational offerings, networking opportunities for Accredited Businesses, and scam prevention for both consumers and small businesses. Offerings include Lunch & Learns, Speakers Bureau, Shred Days, Topgolf member mixers, and more.

### Trust Champions Alliance: A Partnership of the NFL Alumni Association + BBB

---

Two powerful brands have teamed up to make a real difference in our communities. Through innovative programs like Fields to Futures, First Down Forums, and Online Training Camp, we're empowering tomorrow's leaders and driving small business success.

### BBB4Good<sup>SM</sup>

---

Membership program offering exclusive software solutions for philanthropy, robust online social impact education, certification opportunities, networking events, and award recognition opportunities for family business owners, small enterprises, and aspiring entrepreneurs who prioritize purpose alongside profit.





## **Pillar III: Business Success & Entrepreneurship**

### **Ignite by BBB**

---

A dynamic accelerator and incubator program in Fort Worth and Austin dedicated to educating and empowering Texas' small businesses and future leaders with a special focus on serving underserved populations of entrepreneurs. Our initiative offers curriculum rooted in essential business fundamentals, delivered through a customized, cohort-based model. Participants benefit from expert mentorship, coworking spaces, meeting rooms, and podcast studios. Additionally, in-person and online educational curriculum will be offered including unique certification opportunities.

### **She Means Business**

---

Designed to empower leading ladies in Texas commerce. Invitation-only bi-monthly happy hour networking gatherings in major metros. Opportunity to earn BBB Certificate in Leadership for Women in Business covering leadership, communication, negotiation, and more.





## **Pillar III: Business Success & Entrepreneurship**

### **Entrepreneur Platforms**

---

With a mission to create a vibrant entrepreneurial ecosystem in the Fort Worth area through a free platform that connects entrepreneurs and business owners with essential resources to launch and grow their companies. Sparkyard links these resources to startups and small businesses throughout the region by collaborating with the BBB and numerous nonprofit service providers.

### **Next100: Where Visionaries Unite for Entrepreneurial Excellence**

---

A premier cohort program designed exclusively for visionary small business owners across Texas with unparalleled opportunities for standards-based growth, learning, and connection. Through peer advisory sessions, executive coaching, strategic workshops, and curated resources, Next100 empowers small businesses to unleash their full potential, overcome obstacles, and achieve remarkable success.



# Campus Expansion in Fort Worth and Austin

The Master Plan includes phased redevelopment of our Fort Worth and Austin campuses, creating vibrant technology-focused spaces to meet the needs of Texas enterprises.

- **Co-working stations**
- **Event and conference space**
- **Learning labs**
- **Catering kitchen**
- **Podcast/digital media labs**
- **Outdoor event space**



# Meeting the Needs of Entrepreneurs

Serving current and future Accredited Businesses, the Heart of Texas Business Services will equip entrepreneurs with essential resources needed to grow.

- **Human Resources Support**
- **Payroll Management**
- **Tax Assistance**
- **Feasibility Planning**
- **Digital Media Marketing Facility**  
On-site digital marketing expertise and support provided by BBB staff





“

The BBB has been instrumental in ABC’s journey, serving as a cornerstone of trust and reliability in our business since 1973. The BBB seal signifies integrity and excellence, fostering strong relationships with our customers and establishing credibility in the marketplace.

As a longtime Trustee of the BBB Education Foundation, I am thrilled by the program expansion that addresses the challenges of small business owners and their customers throughout Texas. This initiative represents a significant opportunity for growth and success for countless ventures across the state. I commend the BBB for their commitment to improving business success and look forward to the positive impact this expansion will have on the Texas economy.”

---

**Bobby Jenkins**

*Owner of ABC Home & Commercial Services  
Trustee, BBB Education Foundation*



## 3

# Partnership Opportunities

“

I am proud to support the BBB Education Foundation's expansion to support small businesses across Texas. Small businesses are the backbone of Texas, contributing to job creation, innovation, and economic growth. They excel at the goods and services they provide but face high failure rates because of a lack of basic business fundamentals. These new programs will provide crucial resources, mentorship, and training, helping businesses overcome challenges so they can thrive.”

---

**Pete Phillips**

*Senior Site Leader  
at Amazon Austin*



# Partner with us.

Contribute to the strengthening of the Texas economy by supporting the BBB Education Foundation's expansion efforts.

## In 5 years, we will:

- Intensify how we educate and empower entrepreneurs.
- Broaden consumer education reach and scam prevention efforts.
- Expand our ecosystem to support businesses and consumers through strategic partnerships.



## Annual Partnerships

Our annual partners support the many programs, scholarships, and mission of the BBB Education Foundation.

Partners range from \$10,000 to \$50,000 and receive a robust benefits package.

## Event & Program Sponsorships

Sponsorships vary and offer a variety of opportunities and entry points. Robust benefits are included.

**[Learn more about Annual Partnerships](#)**



## Carrie Angell Hurt

President/  
Chief Executive Officer  
*Better Business Bureau  
serving the Heart of Texas*

Office 844-477-1099  
Direct 512-503-0558



## Colleen Rudio

Chief Strategy  
And Operations Officer  
*Better Business Bureau  
serving the Heart of Texas*

Office 844-477-1099  
Direct 406-239-3547  
Cell 512-503-0559



## Heather Massey

Vice President Of Communications  
And Community Relations  
*Better Business Bureau  
serving the Heart of Texas*

Office 844-477-1099  
Direct 512-422-2990



## Bethany Leffingwell

Executive Director  
of Development  
*Better Business Bureau  
serving the Heart of Texas*

Office 844-477-1099  
Cell 512-415-5562  
Email [Bleffingwell@austin.bbb.org](mailto:Bleffingwell@austin.bbb.org)

