

BBB MOUNTAIN WEST

2023 ANNUAL REPORT

THINK OF THE BETTER BUSINESS BUREAU® AS THE

**BETTER
NOT RELY
ON LUCK
BUREAU**





BBB.org

2023 Board of Directors

Chair

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XMission, LC

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PacStates

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Nu Skin Enterprises, Inc.

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DW Taylor & Associates

Blake Watkins
Blackburn Jones Company

Ken Mickey
Thompson Garage Doors, Inc.

Christina Parmele
Creative Hot Tub Designs

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Jane Rupp

Vice President

Jody Young

BBB® Standards for Trust

BUILD TRUST

ADVERTISE HONESTLY

TELL THE TRUTH

BE TRANSPARENT

HONOR PROMISES

BE RESPONSIVE

SAFEGUARD PRIVACY

EMBODY INTEGRITY



**BETTER
CHECK
HERE FIRST
BUREAU**



**BBB
IMPACT**

Connecting Consumers & Businesses



3,536,762

BBB Business Profiles
Provided to the Public

40,680

Accredited Business
Online Dynamic Seal
Clicks



38,474

Customer Reviews
55% Positive
44% Negative
1% Neutral

7,594

Accredited Business
Get-A-Quote Emails
Sent



4,538

Accredited
Businesses

Resolution through BBB



28,963

Complaints Handled
82% Resolution Rate

90

Advertising
Challenges

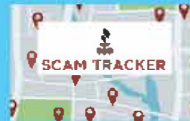


88

Business
Investigations

849

Scams Reported to
BBB Scam Tracker



Staying Engaged



4,959,511

Website Page
Views

2,684,425

Web Visitors



2,053,834

Social Media
Impressions

7,231

Social Media
Engagements



449

Local Media
Mentions

Top 10 Complaints by Industry

- 1) Burglar Alarm Systems
- 2) Exercise Machines
- 3) Pest Control
- 4) Airlines
- 5) Collection Agencies
- 6) Solar Energy Contractors
- 7) Credit Cards and Plans
- 8) Loans
- 9) Genealogy
- 10) Online Shopping

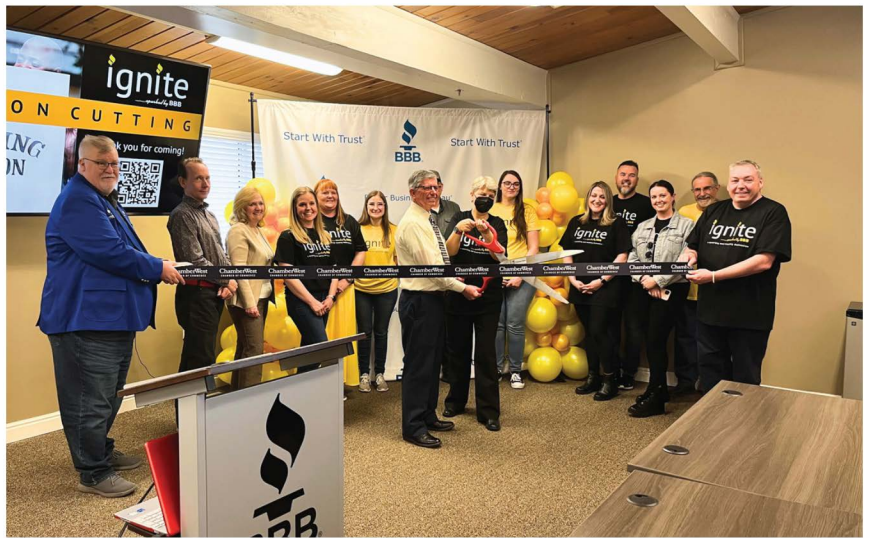
Top 10 Inquiries by Industry

- 1) Solar Energy Contractors
- 2) Health and Wellness
- 3) Burglar Alarm Systems
- 4) Pest Control
- 5) Health Products
- 6) Online Shopping
- 7) Loans
- 8) Property Management
- 9) Vitamins and Supplements
- 10) Roofing Contractors



a coworking and meeting destination

ignite sparked by BBB | Salt Lake City
3703 W 6200 S
Salt Lake City, UT 84129
(801) 892-6009
ignite@mw.bbb.org



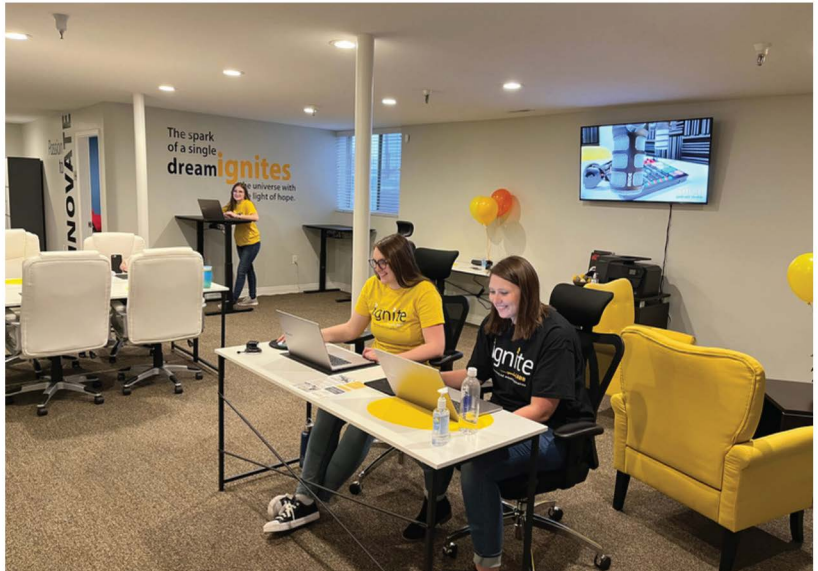
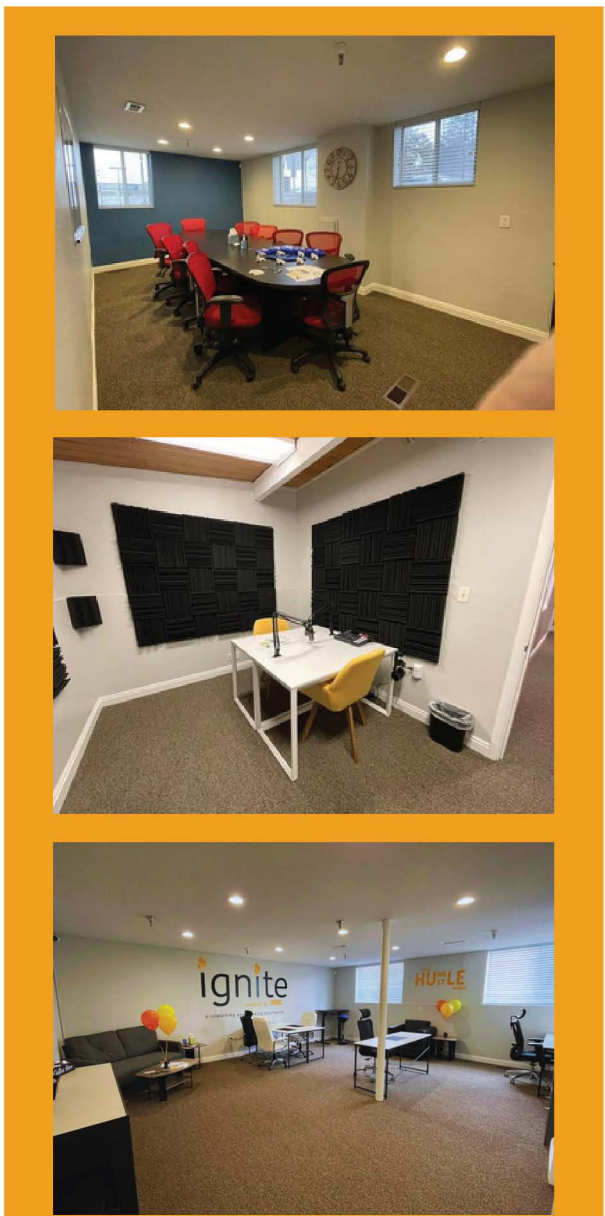
BBB Mountain West officially opens new ignite sparked by BBB space in 2023

Traditional business operations continue to shift while the need for more affordable, sustainable coworking space remains in demand.

The ignite sparked by BBB space was created for businesses and nonprofits to navigate hybrid working solutions. We have coworking space, meeting rooms, private offices, and a podcast studio available.

BBB Accredited Businesses have 12 free hours of access to ignite sparked by BBB.

For more information, please visit <https://www.bbb.org/igniteutah>.



Thank You for Building Trust in the Marketplace



2023 COMMUNICATIONS

#MOTIVATIONMONDAY

"EFFICIENCY IS DOING THINGS RIGHT. EFFECTIVENESS IS DOING THE RIGHT THINGS."

-PETER DRUCKER

#MotivationMonday

"You will either step forward into growth or you will step back into safety."

— Abraham Maslow

Edited Business!



CELEBRATING ENTREPRENEURS

FILING A BUSINESS OR CHARITY COMPLAINT FOR CONSUMERS

Need to file a complaint? BBB is here to help. We'll guide you through the process.



BBB® Tip: Cleaning Your Air Ducts

NEVADA SMALL BUSINESS RESOURCE FAIR

FREE and OPEN TO THE PUBLIC

IN PARTNERSHIP WITH:

- SBA
- chamber commerce
- OSBA
- BBB

Small business owners! Don't miss the opportunity to gain important information from lenders, state, local public entities, and non-profits that can help with a new business venture, business expansion, job training, and business success. Mark the date to access free resources, to network, and to discover who to call to help with business issues.

Thursday, May 4
10:00 am - 2:00 pm
Reno • Sparks Chamber of Commerce

Visit the Road Map to Free Resources

Planning • Getting help • Entrepreneurship • Funding • Certifications & Contracts

BBB® BUSINESS TIP: How To Handle Negative Reviews



2023

*Serving communities in
Northern Nevada and Utah*

- 3703 W. 6200 S. Salt Lake City, UT 84129 801-892-6009
- 4894 Sparks Blvd., Ste. 103 Sparks, NV 89436 775-322-0657



**THE SIGN OF A
BETTER
BUSINESS**SM
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