BBB in your Community

8 out of 10

Consumers familiar with the BBB Accreditation Seal are more likely to purchase when a business displays BBB's **Accreditation Seal**

FREE Shredding

Friday, November 6th

9:00 AM - 11:00 AM

BANK

Shred

CADENCE



BBB

lacDill Information

Hurricane Preparedness Week #HurricanePrep

BBB Leads as the #1 Choice

to report scams, to resolve company disputes, without going to court; and to research trusted businesses



BBB AUTO LINE[®] Fast. Free. Fair. Car problems? Let us help



Nearly 1 in 5

Individuals lose money to a scam each year, with annual losses estimated at \$50 billion.





ENTERPRISE Village FINANCE Park

7 out of 10

U.S. Consumers are likely to consult BBB prior to hiring a service contractor

~

BBB

2016 Annual Report Better Business Bureau[®] Serving West Florida



2016 **BBB Board** of Directors

Chair Joell Pollio Cadence Bank

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Patrick O'Connell Landmark Pools, Inc.

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7,352,340 Website Page Views



Accredited Business Online Seal Clicks





8,137 **Customer Reviews Posted** 74.3% Positive 24.2% Negative 1.6% Neutral



21,378 Complaints 81.62% Resolution Rate





Advertising Reviews



2016 Year In Review

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

Our Mission

To be the leader in advancing marketplace trust.

We do this by:

- Creating a community of trustworthy businesses
- Setting standards for marketplace trust
- Encouraging and supporting best practices
- Celebrating marketplace role models
- Denouncing substandard marketplace behavior







17,737 **Accredited Business** Request A Quotes









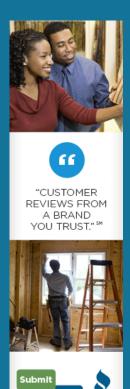
Top 10 Complaints

- 1) Furniture Retailers
- 2) Auto Rental & Leasing
- 3) T-shirt Companies
- 4) Fulfillment Services
- 5) Collection Agencies
- 6) New Car Dealerships
- 7) Air Conditioning
- 8) TV Cable, CATV & Sat
- 9) Health Diet Retailers
- 10) Skin Care

Top 10 Inquiries

- 1) Air Conditioning
- 2) Roofers
- 3) Insurance
- 4) Collection Agencies
- 5) Swimming Pool Contractors
- 6) Used Car Dealerships
- 7) Marketing Home Based Business
- 8) Furniture Retailers

9) Property Management 10) Plumbers



BBB