

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



Nearly 1 in 5

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



FREE Shredding

Friday, November 6th
9:00 AM - 11:00 AM

CADENCE
BANK

BBB Leads as the #1 Choice

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



ENTERPRISE Village FINANCE Park

7 out of 10

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

Hurricane Preparedness Week
#HurricanePrep



BBB AUTO LINE®

Fast. Free. Fair.
Car problems? Let us help.



2016 Annual Report
Better Business Bureau®
Serving West Florida

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Serving the following counties: Pinellas, Hillsborough, Pasco, Hernando, Charlotte, Collier, DeSoto, Hardee, Lee, Sarasota, Manatee



2016 Year In Review



7,352,340
Website Page Views



35,997
Accredited Business Online Seal Clicks



4,464,203
Business Profiles Provided



17,737
Accredited Business Request A Quotes



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



21,378
Complaints
81.62% Resolution Rate



198
Investigations



330
Advertising Reviews



2,999
Mediations and Arbitrations



4,387
Accredited Businesses

Our Vision

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



3,659,986
Web Visitors



819
Local Media Mentions

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



"CUSTOMER REVIEWS FROM A BRAND YOU TRUST."™



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