

2020 Annual Report

Advancing Trust in the Marketplace



Better Business Bureau®

Serving West Florida

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



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BBB Vision & Mission

Vision:

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

Mission:

To be the leader in advancing marketplace trust.



2020 BBB Board of Directors

Chair

Steven Klein

Klein & Heuchan Inc.
Realtors

Past Chair

Joell Pollio

Cadence Bank

Treasurer

Jim Alex

Drexel Metals Corporation

Secretary

John Richard

Consultant

President / CEO

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BBB of West Florida, Inc.

Terry Chapman

Just Tires Tire Discounter

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Sihle Insurance Group, Inc.

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Attorney at Law

Judie Glenn

Judie Glenn Inc.

Jack Joyner

Jack Joyner Heating & A/C
Company

Karla Moreno

Ironshield Security

Amy Rettig

Nielsen

Ronald Ricardo

CBIZ MHM, LLC

Mark Vernick

Vernick Financial Planning

Patricia White

BBB of West Florida, Inc.

BBB Standards for Trust

1. Build Trust

Establish and maintain a positive track record in the marketplace.

2. Advertise Honestly

Follow established legal and ethical advertising and selling practices, including, but not limited to, the BBB Code of Advertising.

3. Tell the Truth

Honestly represent products and services, including clear and prominent disclosures of all material terms.

4. Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly and prominently disclose all material facts that bear on a customer's decision to buy.

5. Honor Promises

Fulfill all contracts, commitments and representations.

6. Be Responsive

Address disputes forwarded by BBB quickly and in good faith.

7. Safeguard Privacy

Protect any data collected against unauthorized disclosure and fraud, collect personal information only as needed, and respect the preferences of customers regarding the use of their information.

8. Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity, good faith and intent to do what is reasonably expected.







Connecting Consumers & Businesses


Resolution through BBB

Staying Engaged


 **5,926,897**
BBB Business Profiles Provided to the Public

37,647
Accredited Business Online Dynamic Seal Clicks



 **22,023**
Customer Reviews
57% Positive
42% Negative
1% Neutral

23,645
Accredited Business Get-A-Quote Emails Sent

 **5,121**
Accredited Businesses

 **27,838**
Complaints Handled
74.3% Resolution Rate

881
Mediations and Arbitrations

 **417**
Advertising Reviews

434
Business Investigations

 **1,066**
Scam Tracker
West Florida: 1,066
All Florida: 3,182
US & Canada: 46,738

 **9,611,639**
Website Page Views

5,090,594
Web Visitors

 **1,940,733**
Social Media Impressions

175,420
Social Media Engagements

 **1,784**
Local Media Mentions

Top 10 Complaints

- 1) Free Trial Offers
- 2) Auto Rental and Leasing
- 3) Online Retailers
- 4) Furniture Stores
- 5) Laser Hair Removal
- 6) New Car Dealers
- 7) Product Sales
- 8) A/C Contractors
- 9) Collection Agencies
- 10) Home Based Business Marketing

Top 10 Inquiries

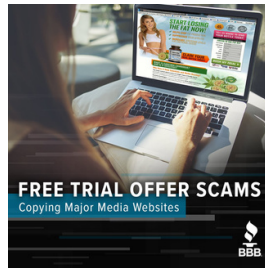
- 1) Free Trial Offers
- 2) Roofing Contractors
- 3) A/C Contractors
- 4) Online Retailers
- 5) Insurance Companies
- 6) Pool Contractors
- 7) Collection Agencies
- 8) General Contractors
- 9) Home Based Business Marketing
- 10) Home Builders

Thank You for Building Trust in the Marketplace

In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence they're dealing with an ETHICAL and VETTED BUSINESS.



2020: In This Together



bbb.org/west-florida

Web Visits from
Mobile Devices
3,023,902



A Special Thank You to BBB partners at Junior Achievement BizTown and Enterprise Village / Finance Park who foster a future generation to lead with an ethical mindset.

