



# 2021 ANNUAL REPORT

Better Business Bureau®  
Serving West Florida



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



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BBB of West Florida, Inc.

## Our Vision:

An ethical marketplace where buyers and sellers trust each other.

## Our Mission:

To be the leader in advancing marketplace trust.

# Building a Better Community Together



## Empowering Consumers to Trust in Business

- Build Trust
- Advertise Honestly
- Tell the Truth
- Be Transparent
- Honor Promises
- Be Responsive
- Safeguard Privacy
- Embody Integrity





# 2021 Influence

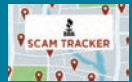
## Connecting Consumers & Businesses

**5,942,969** BBB Business Profiles Provided to the Public  
**1,105,366** Type of Business Rosters Provided to the Public  
**32,584** Accredited Business Online Dynamic Seal Clicks  
**26,087** Customer Reviews  
 50.5% Positive 48.7% Negative 0.8% Neutral ★★★★★  
**47,475** Accredited Business Get-A-Quote Emails Sent  
**5,122** Accredited Businesses



## Resolution through BBB

**30,607** Complaints Handled   
 79.73% Resolution Rate  
**49** Mediations and Arbitrations  
**566** Advertising Reviews   
**454** Business Investigations  
**1,098** Scam Tracker  
 West Florida: 1,098  
 All Florida: 2,552  
 US & Canada: 46,143



## Staying Engaged

**9,704,171** Website Page Views   
**5,220,611** Web Visitors  
**1,725,284** Social Media Impressions  
**155,645** Social Media Engagements  
**1,784** Local Media Mentions 

## Top 10

### Top 10 Complaints

- 1) Free Trial Offers
- 2) Auto Rental and Leasing
- 3) Furniture Stores
- 4) Beverage Dispenser
- 5) Laser Hair Removal
- 6) Online Retailers
- 7) New Car Dealers
- 8) Storage Units
- 9) Collection Agencies
- 10) Air Conditioning Contractors

### Top 10 Inquiries

- 1) Free Trial Offers
- 2) Roofing Contractors
- 3) Air Conditioning Contractors
- 4) Online Retailers
- 5) Pool Contractors
- 6) General Contractors
- 7) Collection Agencies
- 8) Plumbers
- 9) Home Builders
- 10) Insurance Companies





A Special Thank You to BBB partners at Pinellas Education Foundation and Junior Achievement of Tampa Bay who foster a future generation to lead with an ethical mindset.

# Start With Trust®



[bbb.org/west-florida](http://bbb.org/west-florida)

Web Visits from Mobile Devices  
**3,149,499**



## 2021: BBB Means Trust

