



# ANNUAL REPORT

Better Business Bureau®  
Serving West Florida



20  
22

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



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## Our Vision:

An ethical marketplace where buyers  
and sellers trust each other.

## Our Mission:

To be the leader in advancing  
marketplace trust.



**THE SIGN OF A  
BETTER  
BUSINESS**

Trust is a differentiator, and at the core of the BBB mission is building a community of business leaders who have agreed to uphold our 8 Standards of Trust when operating their business, which ultimately sets them apart from their competition.

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





# 2022 Influence

## Connecting Consumers & Businesses

- 4,717,098** BBB Business Profiles Provided to the Public
- 915,598** Type of Business Rosters Provided to the Public
- 10,347** Accredited Business Online Dynamic Seal Clicks
- 22,032** Customer Reviews  
48.3% Positive 50.9% Negative 0.8% Neutral
- 72,538** Accredited Business Get-A-Quote Emails Sent
- 5,457** Accredited Businesses

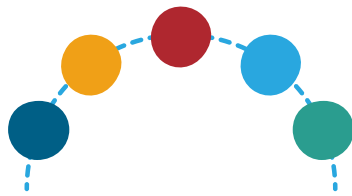


## Resolution through BBB

- 28,690** Complaints Handled   
79.73% Resolution Rate
- 17** Mediations and Arbitrations
- 203** Advertising Reviews
- 286** Business Investigations
- 903** Scam Tracker   
West Florida: 903  
All Florida: 2,082  
US & Canada: 41,976

## Staying Engaged

- 7,296,079** Website Page Views
- 4,033,104** Web Visitors
- 1,386,587** Social Media Impressions
- 129,251** Social Media Engagements
- 2,930** Local Media Mentions



## Top 10 Complaints

- 1) Auto Renting and Leasing
- 2) Free Trial Offers
- 3) Medical Spas
- 4) Furniture Stores
- 5) Portable Storage Units
- 6) New Car Dealers
- 7) Hot Tub Parts
- 8) Online Retailers
- 9) Property Management Companies
- 10) Air Conditioning Contractors

## Top 10 Inquiries

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





THE SIGN OF A **BETTER BUSINESS**™

BBB® Resources for Starting a New Business

[BBB.org/NewBiz](https://www.bbb.org/newbiz)

**IT'S HERE!**

2022 BBB SCAM TRACKER™ BOOK REPORT

Employment scams make a resurgence

[BBBMarketplaceTrust.org/RiskReport](https://www.bbb.org/marketplace-trust/risk-report)

INSTITUTE for MARKETPLACE TRUST™

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2022 BBB® INDUSTRY REPORT

Outlook for the Future of the Financial Planning Industry

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2022 BBB® INDUSTRY REPORT

Property Management

Industry outlook for 2022 and beyond

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Value of BBB® Accreditation

2022 Survey of 13,000 Accredited Businesses

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2022 BBB® INDUSTRY REPORT

4 Trends Accelerating the Auto Repair Industry Forward

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Electrical Industry Outlook

Trends and Opportunities

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Home Care Industry Outlook

Taking care of patients and your business

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Flat or High Gloss?

Outlook for the future of the painting industry

2022 BBB® INDUSTRY REPORT

Digital Transformation in Financial Institutions

An Outlook for 2022 and Beyond

Read the full report at [BBB.org](https://www.bbb.org)