

2024 – 2025

ANNUAL REPORT

BBB Serving Alberta and East Kootenay



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LAND ACKNOWLEDGEMENT

We acknowledge that the traditional lands and territories of the Indigenous peoples who have lived on these lands and have taken care of them since time immemorial. What became known as the Province of Alberta in 1905, is also the traditional and ancestral home to many Indigenous Peoples and for that, we are honoured to have shared this land with them since Treaties 6, 7, and 8 were entered into.

Alberta is also the historical Northwest Metis Homeland – which includes five Territories.

We acknowledge the many First Nations, Metis, and Inuit who have lived in and cared for these lands for generations.

In the Kootenay region, the traditional and unceded territory of the Ktunaxa Nation.

We are grateful for the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. We make this acknowledgement as an act of reconciliation and gratitude for those whose territory we are residing on or are visiting.



ABOUT US

Better Business Bureau Serving Alberta and East Kootenay is a 71 year old not-for-profit organization. Through education, the gathering of marketplace information and the assessment of business practices, BBB helps companies to be better at what they do. Nearly 5,020 Accredited Businesses in our region, and 400,000 members across North America, stand with BBB in its commitment to creating a trustworthy marketplace. More than 100 BBB's are supported by the International Association of Better Business Bureaus (IABBB).

MISSION

BBB's mission is to be the leader in advancing marketplace trust.

WE DO THIS BY:

- **Setting standards** for marketplace trust
- Encouraging and **supporting best practices** by engaging with and **educating consumers and businesses**
- **Celebrating** marketplace **role models**
- Calling out and **addressing substandard** marketplace **behavior**
- **Creating a community** of trustworthy businesses and charities

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive, and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.

VISION

An ethical marketplace where buyers and sellers trust each other.

VALUES

 **Excellence**
 **Integrity**
 **Teamwork**
 **Trust**
 **Respect**

Our values shape how we behave and communicate with our stakeholders. Do not compare BBB to other review or rating sites, never disparage.

WELCOME MESSAGE



Riley Paterson

Chair, BBB Board of Directors

Lynx Brand Fence

What a year!

Speaking with hundreds of businesses and consumers throughout the past 12 months, I know the Better Business Bureau Serving Alberta and East Kootenay is a valuable, dynamic, and meaningful organization reaching millions through its vast array of services.

It has been a true privilege to serve as Chair of the Board of Directors and to see up close how this group of talented individuals serves the business community and the public at large.

One of the exciting developments over the past 12 months has been the expansion of services across Alberta. Serving our accredited businesses and communities province-wide makes BBB an even stronger organization. The board and BBB team are committed to ensuring that the same high-level, personalized service will continue to be offered across the entire territory to businesses and the public.

At the core of what BBB does is signify trust. This trust is encapsulated by the iconic BBB seal, a torch. That symbol has been recognized for more than a century and will continue to be the beacon of trust across North America for many years to come. In a marketplace vying for attention BBB's seal stands for integrity. Look for the seal on service trucks, on the windows of the shops you visit, and on the websites of Accredited Businesses that proudly display it on their websites.

Thank you for supporting the Better Business Bureau and for creating better communities that we can all be proud to be a part of.

Riley Paterson

Chair - Board of Directors

BBB Serving Alberta and East Kootenay

A MESSAGE FROM THE PRESIDENT



Mary O'Sullivan-Andersen

President & CEO

BBB Serving Southern Alberta & East Kootenay

One Team, One Mission - Advancing Trust

The past year has been a dynamic and transformative one for BBB. With an experienced and dedicated team, we are proud to now serve the entire province of Alberta and the East Kootenay region.

With the strong support of our board of directors, BBB has taken bold and strategic steps to ensure our organization remains resilient and forward-looking. For over 70 years, BBB has had a local presence, and throughout the decades, our commitment has remained the same - to deliver exceptional service to our communities.

As we continue to forge a path forward, we are excited for the launch of our Engagement Centre, opening in Fall 2025. This new hub will offer enhanced meeting spaces, state-of-the-art video conferencing capabilities, and a knowledgeable team ready to assist the public and our business community.

As I reflect on the past year, I am both proud and encouraged. It's no surprise that BBB continues to meet - and strive to exceed - the high expectations of those who place their trust in us. Our commitment to advancing trust in us. Our commitment to advancing trust remains unwavering.

Yours In Trust,

Mary O'Sullivan-Andersen

President & CEO

BBB Serving Alberta and East Kootenay

BOARD OF DIRECTORS

Board Officers

Chair

Riley Paterson, Lynx Brand Fence

Co-Vice Chair & Treasurer

Nicole Assie, Veren Inc.

Co-Vice Chair

Nate Edwards, Virtuo Inc.

Past Chair

Wendy Giuffre, Wendy Ellen Inc.

Executive Committee

Jeff Brunner, Resolve Legal Group

Cliff Francis, SPAAR Inc.

Board of Directors

Greg Belanger, MegaPixx Media Ltd.

Bill Black, Calgary Construction Association

Lezli Giguere, VistaVu Solutions

Wanda Murch, The Murch Group

Neil Richardson, Ski Cellar Snowboard

Michael Taylor, HBI Heritage Business Interiors Inc.

Greg Garcia, Calgary Elite Roofing

Vered Levant, Vimy HR

Kristina Plank, Excel Homes

Juliette Omonigho, Osuji & Smith Lawyers

Sol Zia, Calgary Hotel Association

Honorary Directors

Tony Fisher, SML Entertainment

Departing Directors

Carla Berezowksi, Alberta Indoor Comfort



VALUE OF ACCREDITATION



THE SIGN OF A
**BETTER
BUSINESS***

- ✓ REPUTATION
- ✓ TRUST
- ✓ INTEGRITY

According to a 2024 IABBB survey of BBB
Accredited Businesses with 13,000 responses.



The BBB Seal is *The Sign of a Better Business*™

Nearly **90%** of responding Accredited
Businesses find it valuable to their business.



Added Credibility

Almost **90%** of Accredited Businesses we
heard from attested to the credibility-boosting
potential of BBB Accreditation.



Connect with Customers

More than **75%** acknowledged BBB's role in
connecting customers with trusted businesses.

“

*Engaging with fellow BBB
members swiftly establishes
trust and alignment due to a
mutual dedication to integrity
and excellence. The sense of
camaraderie quickly cultivates
enduring partnerships and
shared growth.”*

Wanda Murch
The Murch Group

BBB BY THE NUMBERS

Better Business Bureau is more relevant than ever. Consumers want a trusted source to find verified, unbiased information. There are more than 32 million businesses in North America alone, and hundreds of thousands of sites around the world where people shop online. Thousands of free and subscription websites offer a range of information, including reviews, reports, directories and listings. Where can consumers turn?

Start with Trust. Start with BBB.



BBB ACCREDITED BUSINESSES

5,051

Businesses in Alberta and East Kootenay

85.68%

Annual Retention Rate

186,974,251

Visitors to BBB.org

BRAND ENGAGEMENT

400,000

Accredited Business in North America

2,318,404

Local Visitors to BBB.org

7,172

Social Media Engagement

CONSUMER CONFIDENCE

1,324,439

Local Instances of Service

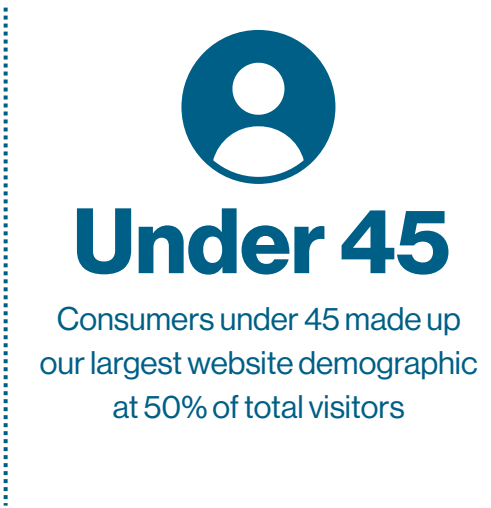
1,589,584

Business Profiles Accessed



BBB BY THE NUMBERS

DIGITAL REACH



TOP 5 INDUSTRIES

Ranking	 By Inquiries	 By Reviews	 By Complaints
	1 Roofing Contractors	Moving Companies	Airlines
	2 General Contractor	Mattresses	New Car Dealers
	3 Plumber	Mortgage Brokers	Furniture Stores
	4 Home Builders	Roofing Contractors	Retail Florist
	5 Home Improvement	Windows	Internet Services

BBB IN THE NEWS

Earned Media at BBB

The Better Business Bureau earned media program is at its core about reaching consumers and businesses across Alberta and East Kootenay with information and stories that make a difference to their lives.

With BBB now serving Edmonton and northern Alberta this impact is even greater with regular coverage in print, on radio, and television.

Major media outlets--Canadian Press, Global, CTV, CBC, Calgary Herald, Edmonton Journal--and many others count on BBB for pertinent information that gets to the heart of the story.

Notable stories this year have included home delivery scams, how to hire a roofing contractor and an entire month of media coverage during March - Fraud Prevention Month - which reached 1.8 million consumers.



11 million

Earned media dynamic reach

\$317,000

Earned media coverage



TOP NEWS STORIES

- **Delivery Scams**
- **How to Hire a Roofing Contractor**
- **Fraud Prevention Month (March)**

Through fostering relationships with key media outlets the earned media program is dynamic with a reach of nearly 11 million during the fiscal year. In the media business reach is an honest number that reflects the actual number of the audience; consumers that have interacted with BBB content.

This translates into more than \$317,000 of earned (free) coverage that places BBB firmly top of mind for consumers and businesses in Alberta and East Kootenay.

BBB IN THE COMMUNITY

Community Outreach & Education: Building Trust, Empowering Communities



1,691

People Reached



45,000+

Community Event Impressions



76

Consumer Presentations

BBB's Community Outreach and Education efforts continue to be a driving force in empowering individuals with the knowledge and tools to protect themselves from scams, fraud, and unethical business practices. Through dynamic partnerships and community engagement, our team has significantly expanded its reach and impact across Alberta and beyond.

In 2024, BBB connected directly with more than 2,000 individuals through 75 educational presentations — delivered both virtually and in-person — reaching audiences locally, nationally, and internationally. In addition, BBB's presence at 20 consumer-focused events allowed us to engage with over 1,000 people, providing trusted resources and scam prevention tips.

Program Highlights:

Fraud Prevention Month: BBB joined forces with provincial partners, government agencies, police services, and fraud prevention organizations to mark this important annual initiative. Our team was on the ground in Edmonton, Red Deer, and Calgary, engaging directly with hundreds of Albertans to raise awareness and provide fraud prevention resources.

Campus Connections: Partnering with ATB Financial and the University of Calgary, BBB delivered tailored presentations to students on avoiding online shopping scams, rental fraud, and employment scams. BBB also collaborated with SAIT to host a virtual session specifically addressing employment scams for students entering the workforce.

Community Partners

Calgary Catholic
Immigration Society
Calgary Immigrant
Women's Association
Centre for Newcomers
ImmiCARYA
Making Changes Association
Elements Mental
Health Association
Onward Homes
ATB Financial

+55 Connections
Venvi Living
Sundance on the Green
Grant Services Calgary
Bow Valley College
Columbia College
Southern Alberta
Institute of Technology
University of Calgary
Equilibrium School
Unison@ Kerby Centre

Coffee with a Uniform: Partnering with Calgary Police Service, BBB supported this community engagement initiative designed to foster trust and open conversation between residents and local law enforcement.



EXPANDING OUR REACH

Strengthening Our Impact

In 2024, BBB proudly expanded its service area to include all of Alberta - a significant milestone that strengthens our market presence and deepens our commitment to building trust in the communities we serve.

This expansion enables BBB to extend its services, resources, and community engagement efforts to a broader audience of businesses and consumers. It positions us to foster new relationships, deliver impactful education and outreach, and provide enhanced support to both established and emerging markets across the region.

As we continue to grow, our focus remains the same: empowering consumers, supporting ethical businesses, and strengthening trust across every community we serve — from Alberta's largest urban centres to its rural towns, and the vibrant East Kootenay region.



“One team, one mission. We are incredibly proud to serve Alberta and the East Kootenay region. As our service area expands and our team grows, our commitment remains clear - to deliver mission-driven support that strengthens the communities we serve.”

Mary O’Sullivan-Andersen
President & CEO

A BETTER COMMUNITY

Accredited Business Milestone Anniversaries

70 YEARS

Ski Cellar Snowboard

65 YEARS

J. Vair Jewellers

60 YEARS

Edmonton Chamber of Commerce
N.S. Pawliuk & Son Contracting Ltd.

55 YEARS

CF Chinook Centre
Crosstown Chrysler Dodge Jeep Ram
Dawson Motors Ltd.

50 YEARS

Busy-Bee Sanitary Supplies Inc.
Elk Point Drilling Corp.
Gratzfeld Eavestroughing & Tinsmithing
Hallmark Auto Body Ltd.
Porter Tile and Marble (1991) Ltd.
Saneal Cameras
The Gear Centre

45 YEARS

Aboe Lockworks Ltd.
BFC Flooring Design Centre
Deanna Test File
Edmonton Exterminators Ltd.
Jostar Interiors Ltd.
Schwabe's Automotive Centre Inc.
Spring's Servicing & Heating Ltd.
Tippet-Richardson
UMC Financial Management Inc.

40 YEARS

Albern Coins
Alberta Carpet Cleaning
Alberta First Choice Moving Systems
Alberta Furnace Cleaning
AMJ Campbell Edmonton
Diamond Fireplace Distributors Ltd.
Foothills Concrete Construction Ltd.
Gannet Homes
Gem Cabinets Ltd.
Hubbard Roofing & Exteriors Inc.
Okotoks Ford Lincoln
Park Muffler Radiator Brakes & Tires
Rob's Albertan Service Experts
South Pro Automotive Ltd.
Telsco Security Systems
Calgary Chamber of Commerce
Woodridge Ford Lincoln Ltd.

A BETTER COMMUNITY

Accredited Business Milestone Anniversaries

35 YEARS

Academy Mechanical Services Inc.
Amperage Technology Industries Ltd.
ATB Financial (Corporate Office)
Brookfield Residential (Alberta) LP
C&C Interiors Ltd.
Chan International Model & Talent
Contemporary Bathrooms Kitchen
and Design Center
Dave's Diesel Repair
Econo-Chem
Elegant Homes Ltd.
FBC Farm and Small Business Tax
Consultants
Homexx Corporation
JaymanBUILT
Lehigh Hanson Materials Limited
National Transmission (14 St NW)
POINTTS, The Traffic Ticket
Specialists
Provincial Moving & Storage
Record Technologies
Riverside Honda & Skidoo Sales
Steinbring Insurance
The Alberta New Home Warranty
Program
The Reading Foundation
Vacuum Wholesalers

30 YEARS

A-1 Heating (St Albert) Ltd
A-Canadian Autobody Ltd.
Advantage Ford Sales Ltd.
Alberta Hardwood Flooring (Cgy)
1985 Ltd.
All-Lock-Rescue Ltd.
All-Tra Battery
Allen & Sons Auto Recyclers Ltd.
Arbutus Hardwood Floors Ltd.
Bath Fitter
Bow Cycle & Sports
Calgary Tent & Awning Ltd.
Castelli Masonry
Chinook Bowladrome
Con-Spec Industries Ltd.
Corrado's Auto Repair
Craftsman Counter Tops
Crowfoot Image Autobody Ltd.
CSS Office Solutions Inc.
Cut N Rock Ltd.
Cydcom Heating & Air Conditioning
D. A. Electric Ltd.
DelCor Construction Ltd.
Designer Coachworks Ltd.
Fort McMurray Chamber of
Commerce
Four Seasons Sunrooms

A BETTER COMMUNITY

Accredited Business Milestone Anniversaries

30 YEARS

Gino's Landscaping & General Construction Ltd.
HBI - Heritage Business Interiors Inc.
High Security Locksmith Co. Ltd.
Laidley Management Ltd.
Lakeview Insurance Brokers Ltd.
LIVun Ltd.
Lo-Cost Auto Electric Ltd.
M & H Wood Specialties Ltd.
Northland Radiator Service Ltd.
Platz Auto Service
Reggin Technical Services Ltd.
Renfrew Auto Service
ServiceMaster Clean of Edmonton
ServiceMaster of Lethbridge
Studio 107 Hair Inc.
T.E.C. (The Executive Committee) Ltd.
Toptech Automotive Ltd.
W & B Automotive Repair Ltd.
Year Round Landscaping Inc.

25 YEARS

Allwest Refinishing & Tile
Bow Valley College
CDL Carpet & Floor Centre (11th St SE)
Demko Ventilation Services Ltd.
Dent Clinic (SE)
Garry's Heating Services
J & G Auto Service
Mister Transmission Calgary
My Gardener Landscaping Ltd.
Stampede Appliances Ltd.
The Cabinet Doctor
Trail Appliances Ltd.

CELEBRATING TRUST & INTEGRITY

Torch Awards

BBB Torch Awards for Ethics recognize companies whose leaders demonstrate high level of personal character and ensure that their organization's practices meet the highest standards of ethics, and consequently, generate trust. These marketplace role models demonstrate an outstanding commitment to ethics and integrity in all aspects of their operations.



WINNERS



Security Shutter Ltd.

Category: Small Size Business



Allmakes Auto Repair

Category: Medium Size Business



Groundworks

Category: Large Size Business

FINALISTS

Calgary Audio Visual
Exmerce Barter

Coyote T-Shirts Ltd
The Patchmaster Ltd.

Clean Club Calgary
RMI LLP

Spark Awards

The BBB Spark Award, a business integrity award for entrepreneurship, recognizes business owners 35 and under, or business owners of any age operating for less than three years who demonstrate a higher level of character, generating a culture that is authentic about its mission, and connects with the community.

This year, BBB received 10 nominations, these exemplary companies earned this prestigious recognition.



WINNER

Kulture Institute of Cosmetology



FINALISTS

Haven Luxury Homes
YYC Heating & Cooling Pros

Torch & Spark Award Prize Donors

Bell Media



SPONSORS

TRUST PARTNERS



SUPPORT PARTNERS



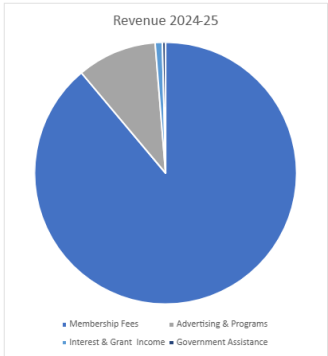
SAFEGUARD PARTNERS



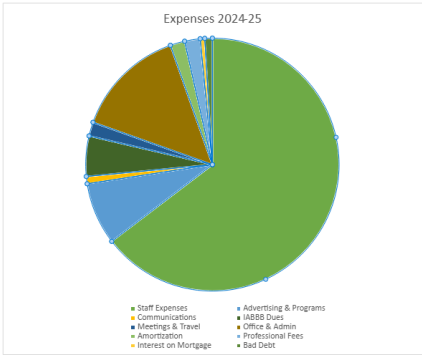
FINANCIALS

Revenue	2024	2023
Membership Fees	\$2,284,790	\$1,681,216
Advertising & Programs	\$252,934	\$254,642
Interest & Grant Income	\$22,761	\$45,102
Government Assistance	\$10,003	\$10,125
	\$2,570,488	\$1,991,085
Expenses		
Staff Expenses	\$1,475,787	\$1,318,366
Advertising & Programs	\$181,698	\$192,357
Communications	\$21,158	\$21,050
IABBB Dues	\$117,346	\$118,421
Meetings & Travel	\$40,729	\$32,904
Office & Admin	\$324,188	\$304,496
Amortization	\$42,509	\$39,902
Professional Fees	\$45,233	\$40,149
Interest on Mortgage	\$13,127	\$14,438
Bad Debt	\$21,989	\$19,677
	2,283,764	\$2,101,760
Revenue over expense	\$286,724	-\$110,675

Revenues 2024-25



Expenses 2024-25



BBB TEAM

Our Mission. Our People. The Heart of BBB.

At the core of BBB's success is our dedicated team — a group of passionate, purpose-driven individuals united by a shared commitment to creating a marketplace where buyers and sellers can trust one another.

Our mission comes to life every day through the work of our people. From helping consumers navigate complex marketplace challenges to supporting businesses in building trust with their customers, our team leads with integrity, compassion, and expertise.

More than just colleagues, we are collaborators and community builders — supporting one another, celebrating wins together, and showing up with care and respect for the people and communities we serve.

In the past year, our team has demonstrated remarkable resilience, adaptability, and heart. Whether connecting with consumers in moments of vulnerability, guiding businesses through accreditation, or delivering outreach and education across Alberta and the East Kootenay region, our people consistently go above and beyond to make a positive impact.



The strength of BBB lies in the passion and dedication of its people. It's inspiring to see a team so deeply committed to supporting both our communities and one another while upholding the values that define BBB."

Riley Paterson
BBB Board Chair



Connect with us.



@AlbertaBBB



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@BBBAlberta



@BBB-Alberta-and-East-Kootenays



Serving Alberta & East Kootenay