



# ANNUAL REPORT

## BBB OF GREATER MARYLAND

# 2020

Serving Western Maryland to the Eastern Shore

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# BBB

## 2020

**In 2020, BBB of Greater Maryland reimagined the role of trust in a time of unparalleled uncertainty. Businesses dealt with work slowdowns, shutdowns, budget cuts and demands for greater diversity. Many, including BBB, faced these challenges while learning brand new ways of doing business.**

BBB has always been driven first and foremost by the needs of our community. Like many other organizations, we entered 2020 focused on growing our footprint by expanding our reach among young professionals and consumers.

However, the pandemic altered the path for Maryland businesses. In response, BBB pivoted to meet the evolving needs of local businesses. With collaboration from our community, we provided businesses with education and reputation-building resources.

Despite immense challenges, we strengthened the sense of community among Maryland businesses—leaving us in a strong position to continue building trust in the marketplace at 2020's end.

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## 2020 Board of Directors

### Officers

**Arlene Thayer**, KatzAbosch, P.A. - *Chair*  
**Gregory Talbott**, Strategic Tax Resolution LLC - *Treasurer*  
**Angie Barnett**, BBB Greater MD - *Secretary/President*  
**Chris Barber**, Cheaper Than A Geek!!!  
**Jeffrey Baxter**, The Whiting-Turner Contracting Co.  
**Ronald N. Carstens, Jr.**, Baltimore Gas and Electric Company  
**Bruce Quackenbush**, American Contracting Services, Inc.  
**Bill Thrush**, Friedman, Framme & Thrush, P.A

### Directors

**Andrew Altman**, Best Buy Waterproofing  
**Keith Armington**, Supply Chain OpEx Consulting  
**Katherine Armstrong**, Heritage Financial  
**Matthew Blake**, Blake Consulting and Sales Training, Inc.  
**Kate Bridgeman**, Hague Quality Water of MD Inc.  
**Clark Carter**, Mason & Carter, Inc.  
**Kevin Crysler**, Mr. Handyman of AA & PG Counties  
**Carl Delmont**, Freedmont Mortgage/NFM  
**Peggy Feeney**, Von Paris Moving & Storage  
**Evelyn Gaines**, G&G Solutions  
**Ed Hernández**, McCormick & Co.  
**Brenda McChriston**, Spectrum HR Solutions  
**Melissa McGuire**, McGuire Moore LLC  
**Wendy Merrill**, StrategyHorse Consulting Group  
**Kelly Mitchell**, impactHR  
**Allison M. Mulford**, Prometric, Inc.  
**Angela Murphy**, EZShield  
**Greg Pierce**, SPARKS! Marketing Communications  
**Jaron Rice**, Magothy Payments  
**Jim Ries**, Offit Kurman  
**Roy White**, Diverse Concepts Inc.

### Legal Counsel – Non-Voting

**Kimberly S. Grimsley, Esq.**, Oliver & Grimsley, LLC

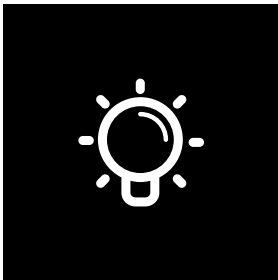
# Year At A Glance

BBB serving Greater Maryland not only sets the standards for trust in business, but also ensures they have access to support when resolving marketplace disputes. Our local footprint allows us to act as a trusted community partner to both businesses and buyers.

“ *BBB has become a great resource for our customers to share their reviews with others, as well as the support that BBB provides for local businesses, no matter how small, during these challenging times.*

”

- Signature Hardwood Floors



## Local Impact

**Inquiries:** 2,112,541

**Website Visitors:** 2,893,763

**Website Pageviews:** 9,894,936

**ScamTracker Reports:** 660

**Complaints:** 11,973

**Resolution Rate:** 81%

**Customer Reviews:** 4,074

**MD Businesses listed on bbb.org:** 49,016



# Building trust in trying times.

As the challenges of the coronavirus pandemic became clear, BBB determined we would make the biggest impact by providing support to the business community.

We put out a call for volunteers to help us build a network of support for businesses in need of guidance. Many business leaders and subject-matter experts stepped up to help their peers weather the challenges of 2020.

Their contributions enabled us to build two new complimentary programs: Trusted Advisors and Trust Talks. Professionals in a wide variety of industries offered their time and expertise to provide peer-to-peer support and educational webinars.

## BBB Delivers for Maryland Businesses



30



### Trusted Advisors

Our team of Trusted Advisors included 30 industry experts from BBB's Accredited Businesses. They donated over 30 hours of their time to help struggling businesses.

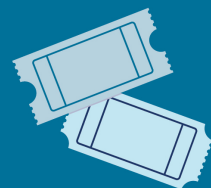
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### Trust Talks

These interactive video chats cover today's most pressing business topics. Experts in Marketing, HR, Financial Planning, IT, and more offer strategies for confronting today's business challenges.

1,026



### Registrations

BBB is proud to offer valuable business education and development opportunities to Accredited Businesses. From roofers to automotive repair, we deliver resources to businesses with integrity.

# 2020 Financial Report

## TOTAL ASSETS

\$656,272

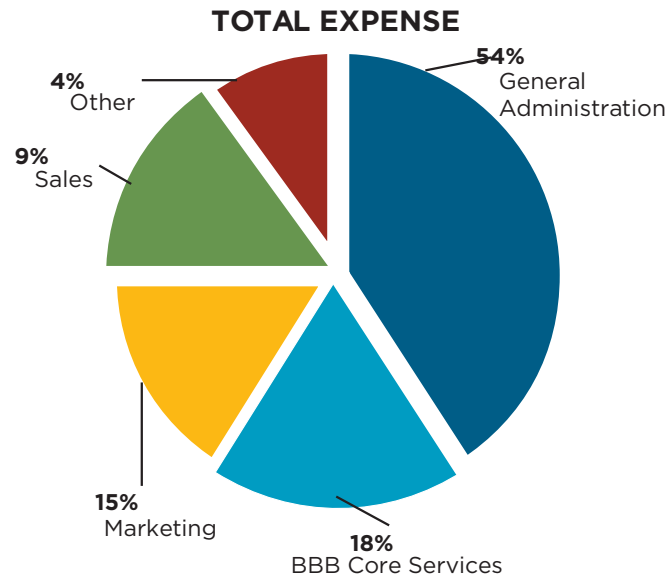
## TOTAL LIABILITY

\$154,159

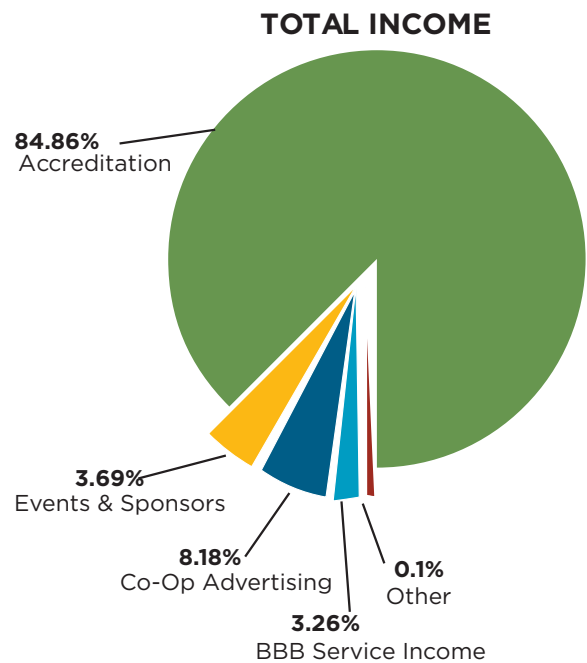
## TOTAL EQUITY

\$502,113

General Administration	\$ 1,010,747
BBB Core Services	\$ 336,916
Marketing	\$ 280,763
Sales	\$ 173,137
Other	\$ 70,191
<b>Total Expense</b>	<b>\$ 1,871,754</b>



Accreditation	\$ 1,730,338
Co-Op Advertising	\$ 166,912
Events & Sponsors	\$ 75,222
BBB Service Income	\$ 66,442
Other	\$ 186
<b>Total Income</b>	<b>\$ 2,039,100</b>
<b>Net Income</b>	<b>\$ 167,346</b>



**Reserves:** \$ 631,695

**Days of Reserves:** 102 as of Dec. 31, 2020



**Annual Report**

2020