



ANNUAL REPORT

BBB OF GREATER MARYLAND

2023

Serving Western Maryland to the Eastern Shore

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Letter from the President/CEO

In 2023, BBB® of Greater Maryland strengthened its mission to build trust in the marketplace, fostering growth for consumers and businesses alike. With the support of our Board, Accredited Businesses, and dedicated team, we expanded consumer engagement, grew our Accredited Business community, and enhanced our role as a trusted resource.

Through partnerships and virtual workshops, we provided valuable resources to hundreds of professionals, while 1.8 million Marylanders turned to BBB.org to find businesses displaying The Sign of a Better Business. We also prioritized initiatives to empower small businesses, promote ethical practices, and enhance marketplace transparency. Our efforts reflect a commitment to helping Maryland's business community navigate challenges and seize opportunities.

Thank you for your continued support as we work together to empower trust and growth across Greater Maryland.

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.

Vision

An ethical marketplace where buyers and sellers trust each other

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

Local Impact

BBB.org Visitors from Maryland: 1,823,061

BBB.org Pageviews from Marylanders: 7,524,919

Businesses located in Greater Maryland listed on bbb.org: 55,900

Complaints: 8,775

Complaint Resolution Rate: 70%

Customer Reviews: 5,623

ScamTracker Reports: 833





30 Alternative Dispute Resolutions Held in 2023

- 17 Arbitrations
- 8 AutoLine Cases
- 5 Mediations

Mediation and Arbitration Services Using BBB's dispute resolution program

Every business gets complaints because no company is perfect, mistakes take place, and miscommunications happen. What matters is that the complaints are resolved. Being responsive and working to solve issues that arise is part of what sets BBB Accredited Businesses apart.

As an impartial third party, BBB helps businesses and consumers find fair solutions, while avoiding costly lawsuits and public settlements. In addition to free complaint conciliation, BBB offers low-cost mediation and arbitration that helps businesses and consumers work through complaints to reach a mutually agreed-upon resolution.

BBB complaints are processed for Accredited and non-accredited businesses, and BBB asks all businesses to respond to any complaints they receive and address the issue(s) stated. This is just one additional way BBB is helping create a community where businesses and consumers can trust each other.

Business Events Calendar

BBB hosted a variety of educational and business-focused events throughout the year, designed to equip businesses with valuable insights, promote best practices, and cultivate a community committed to trust and integrity in the marketplace

Building Your Business with BBB

3/15 at 8:30am (BBB's Baltimore Office)

Conversation, coffee and an introduction to BBB. Plus, hearing how businesses get more exposure with Accreditation.

Craft Your Pitch

3/16 at 8:30am (Zoom)

In today's fast-paced business world, we need to be able to sell an idea, product, or service quickly and effectively.

Common and Costly Marketing Mistakes

3/23 at 8:30am (Zoom)

Your business can't afford to waste money. Get more from your marketing budget with guidance from BBB's trusted advisor.

Your Story Drives Profits and Growth

3/30 at 8:30am (Zoom)

When you think about your marketing, how do you incorporate the larger narrative: what makes you human and how do you impact peoples' lives?

Reaching Your Customers Online

4/6 at 8:30am (Zoom)

Transform customer insights into informed marketing and business decisions with valuable data from your website.

What Value Does Social Media Have for My Business?

4/13 at 8:30am (Zoom)

Everyone thinks they have to be on social media, and many do, but let's explore the best approach to yield the highest ROI for your business

Collaborate & Conquer: A Joint Networking Event

4/13 at 5:30 (Wayward Bar & Kitchen)

DA chance to connect, collaborate, and innovate with a diverse community of professionals outside your industry circle.

Search Engine Optimization: Simple Strategies to Improve Web Performance

4/20 at 8:30am (Zoom)

See 'behind the curtain' and learn ways to have your website rank higher in search-engine results.

Radio Ads That Stick

4/27 at 8:30am

Learn to craft memorable ads that speak directly to your audience.

Business Events Calendar (cont.)

BBB hosted a variety of educational and business-focused events throughout the year, designed to equip businesses with valuable insights, promote best practices, and cultivate a community committed to trust and integrity in the marketplace

Gathering Customer Reviews for Social Proof to Drive Online Leads

5/4 at 8:30am (Zoom)

How to get high-quality customer reviews and leverage their power to increase your online visibility.

Shifting Customer Service to Customer Experience Thru Emotional Intelligence

5/11 at 8:30am (Zoom)

Revamp your customer service and attract loyal stakeholders with expert strategies.

Get Your Business on Google Search and Maps

5/16 at 8:30am (Zoom)

Managing your business on Google Search & Maps.

BBB of Greater Maryland Foundation's 2023 Golf Tournament

6/3 at 8:30am (Zoom)

Supporting the BBB Greater Maryland Foundation, providing consumer education and business assistance.

Digital Skills for Everyday Tasks

6/13 at 8:30am (Zoom)

Want to learn how to manage work and life tasks more effectively using Google tools like Gmail, Drive and more? This workshop is for you!

Building Your Business with BBB

6/14 at 8:30am (BBB's Baltimore Office)

Conversation, coffee and an introduction to BBB. Plus, hearing how businesses get more exposure with Accreditation.

How to Avoid Combat Chargebacks

9/14 at 8:30 (Zoom)

Stop chargebacks from draining your profits!

Best Practices in Website Design

9/21 at 8:30am (Zoom)

Learn best website design practices from marketing industry expert, Gina Ramsey.

Engage Your Audience Through Storytelling

9/28 at 8:30am (Zoom)

Transform your business with compelling storytelling! Peter Davis reveals the keys to captivating your audience.

Cyber Security for Small Businesses

10/5 at 8:30am (Zoom)

Cybersecurity isn't just for big corporations. Join Christopher Barber and BBB to learn about safeguarding your business from cyber threats.

Business Events Calendar (cont.)

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BBB of Greater Maryland's Signature Event Featuring Torch Awards for Ethics

10/12 at 8:30am (Hilton Baltimore BWI Airport Hotel)

Celebrate ethics & legacy in Maryland while celebrating the Torch Awards for ethics winners and finalists.

National Labor Relations Act Developments in 2023

11/2 at 8:30am (Zoom)

Struggling to keep up with labor law changes? Curious about the NLRA's impact on your business? Join this free webinar!

What's in a Name: Trademarks 101

11/9 at 8:30am (Zoom)

Learning the basics of trademarks and protecting your intellectual property.

Strategies to Help Minimize Accounts Receivables

11/16 at 8:30am (BBB's Baltimore Office)

Tired of cash flow uncertainty? Join this webinar with Bill Thrush for steps to create a strong financial foundation.

Building Customer Loyalty Starts with Effective Administration

11/30 at 8:30am (Zoom)

Tired of struggling with retaining customer loyalty? Join Debra Keller-Greene and BBB to discuss how your business administration can help.

Top Accounting Items for Creating, Growing & Protecting Your Small Business

12/7 at 8:30am (Zoom)

For businesses that struggle to put business systems and operations in place.



THE SIGN OF A
**BETTER
BUSINESS**
BBB.org

421 BETTER BUSINESSES

Chose the Sign of a Better Business, the BBB Seal in 2023 by joining the Better Business Community. BBB Accredited Businesses are committed to operating with integrity, honoring promises and telling the truth. Makes you wonder why all businesses aren't BBB Accredited?

Find a Better Business anytime at **BBB.org**.

