Our 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 Sets the Standards for Marketplace Trust

3,991

BBB Accredited Businesses in Northern Colorado and Wyoming commit to BBB’s Standards for Trust:

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

116

Local nonprofits have met BBB’s 20 Standards for Charity Accountability which are a baseline set of best practices and review four key areas of interest to donors:

- Financial Management
- Fundraising and information materials
- Governance and Oversight
- Measuring Effectiveness
BBB Foundation

We provide ethics based assessment, training and recognition programs for businesses, consumers, nonprofits and students in Northern Colorado and Wyoming. The BBB Foundation is a 501(c)(3) nonprofit. Our Programs are:

BBB Torch Awards for Ethics • BBB Spark Awards for Entrepreneurship • Charity Accreditation • Military and Veterans Initiative

INCOME: $362,259
EXPENSES: $333,239
Program Expenses: $232,625
General and Administrative Expenses: $100,614
NET ASSETS: $1,388,229

BBB HELPS PEOPLE FIND BUSINESSES AND CHARITIES THEY CAN TRUST

BBB BUSINESS PROFILE INQUIRIES 636,927
CUSTOMER REVIEWS PUBLISHED 1,515
COMPLAINTS FILED 3,542
INSTANCES OF SERVICES 808,610
BBB BUSINESS PROFILE INQUIRIES 790,000
INQUIRIES 743,000
COMPLAINTS FILED 1,932
CUSTOMER REVIEWS 3,800
BUSINESSES AND CHARITIES THEY CAN TRUST
## Top 10 Industries

### Most Inquiries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Category</th>
<th># of Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online Retailer</td>
<td>55,649</td>
</tr>
<tr>
<td>2</td>
<td>Online Travel Agency</td>
<td>28,761</td>
</tr>
<tr>
<td>3</td>
<td>Roofing Contractor</td>
<td>25,048</td>
</tr>
<tr>
<td>4</td>
<td>General Contractor</td>
<td>20,228</td>
</tr>
<tr>
<td>5</td>
<td>Heating and Air Conditioning</td>
<td>17,425</td>
</tr>
<tr>
<td>6</td>
<td>Plumber</td>
<td>15,510</td>
</tr>
<tr>
<td>7</td>
<td>Marketing Software</td>
<td>12,642</td>
</tr>
<tr>
<td>8</td>
<td>Landscape Contractor</td>
<td>11,691</td>
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<tr>
<td>9</td>
<td>Electrician</td>
<td>10,703</td>
</tr>
<tr>
<td>10</td>
<td>Auto Repair</td>
<td>8,579</td>
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</tbody>
</table>

### Most Customer Reviews

<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Category</th>
<th># of Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online Retailer</td>
<td>449</td>
</tr>
<tr>
<td>2</td>
<td>Digital Marketing</td>
<td>200</td>
</tr>
<tr>
<td>3</td>
<td>Plumbing and Heating</td>
<td>194</td>
</tr>
<tr>
<td>4</td>
<td>Roofing Contractor</td>
<td>166</td>
</tr>
<tr>
<td>5</td>
<td>Fine Arts</td>
<td>139</td>
</tr>
<tr>
<td>6</td>
<td>Financial Services</td>
<td>85</td>
</tr>
<tr>
<td>7</td>
<td>Car Dealers</td>
<td>82</td>
</tr>
<tr>
<td>8</td>
<td>Plumber</td>
<td>78</td>
</tr>
<tr>
<td>9</td>
<td>Marketing Programs</td>
<td>78</td>
</tr>
<tr>
<td>10</td>
<td>Auto Repair</td>
<td>70</td>
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</tbody>
</table>

### Most Complaints

<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Category</th>
<th># of Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Online Retailer</td>
<td>681</td>
</tr>
<tr>
<td>2</td>
<td>Car Dealers</td>
<td>86</td>
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<tr>
<td>3</td>
<td>Collection Agencies</td>
<td>60</td>
</tr>
<tr>
<td>4</td>
<td>Hotels</td>
<td>57</td>
</tr>
<tr>
<td>5</td>
<td>Financial Services</td>
<td>54</td>
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<tr>
<td>6</td>
<td>Marketing Software</td>
<td>54</td>
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<tr>
<td>7</td>
<td>Property Management</td>
<td>48</td>
</tr>
<tr>
<td>8</td>
<td>Cell Phone Equipment</td>
<td>46</td>
</tr>
<tr>
<td>9</td>
<td>Online Travel Agency</td>
<td>34</td>
</tr>
<tr>
<td>10</td>
<td>Auto Repair</td>
<td>31</td>
</tr>
</tbody>
</table>
BBB Celebrates Marketplace Role Models

**BBB Torch Awards for Ethics**

The BBB Torch Awards for Ethics is the most prestigious honor BBB can present to exceptional organizations for their dedication to integrity and ethical practices. It is an annual awards program that publicly recognizes organizations that have practices in place that elevate their commitment to ethical operations. The award embodies BBB's mission of advancing marketplace trust. Started in 1999, more than 100 organizations have been honored with a Torch Award for Ethics.

- Kittle Real Estate, Windsor, CO
- Snaptron, Windsor, CO
- Neighbor to Neighbor, Fort Collins, CO

**BBB Spark Awards for Entrepreneurship**

Honored emerging businesses less than three years in operation for their commitment to building a business based on Character, Culture, and Community. 2020 Winners were:

- Better People Care, Fort Collins, CO
- ki.co Marketing, Fort Collins, CO
- Rocky Mountain Woodworks, Fort Collins, CO
- Solar Pathways, Fort Collins, CO

**Best in Safety Award**

Honored 19 businesses with the Best in Safety Award

- A&A Glass Co.
- Atek Heating & Air Conditioning
- Bishop Plumbing Heating & Air Conditioning
- Brothers Flooring
- Building Restoration Specialties
- Colorado Clean Up Services
- Colorado Iron & Metal
- Courtesy Acura
- DH Wholesale Sign
- Foothills Gutter and Insulation
- Harvey Ranches
- Marrou Concrete
- Newstripe
- Pro Mold Associates
- Shipper’s Supply Custom Pack
- The Village Smithy
- Van Lier Roofing
- Western Distributing Transportation
Third Class of Ethics Scholar Interns

The Ethics Scholar program is designed to provide students with an in-depth look at trust and ethics in business. Students selected for the Ethics Scholar Internship will work with businesses and/or nonprofits that have been nominated for the elite BBB Torch Award for Ethics. The Ethics Scholars research the nominated organizations and work collaboratively with the executive teams, employees and customers of local businesses to prepare both the written and verbal analysis as to how the business/nonprofits achieves the Torch Awards for Ethics criteria.

The 2022-2023 class who worked with the 2023 BBB Torch Award candidates included:
• Avery Cano, Colorado State University
• Clara Lichti, University of Wyoming
• Courtney Fatur Lee, University of Northern Colorado
• Lauren Hahn, Colorado State University
• Taryn de Meillon, University of Wyoming

BBB Educates Consumers, Businesses and Nonprofits

• Reached 11,581 through business and consumer education programs and outreach events
• 1,266 business leaders reserved the BBB Community Center meeting rooms
• Reached 816 Airmen at F.E. Warren Air Force Base with scam and fraud prevention information
BBB Board of Directors

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Paul Mallette, Colorado State University
Kent Noble, Bill Daniels Chair of Business Ethics, University of Wyoming
Rayno Seaser, The Egg and I
Zachary Wilson, President, The Wilson Law Firm PC
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Fort Collins Chamber of Commerce

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Employers Council
Flood and Peterson

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LoCo Think Tank

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Poudre Valley REA
PFC USA

Roberts Excavation
University of Northern Colorado
University of Wyoming

BBB TORCH AWARDS FOR ETHICS TABLE SPONSORS

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Firestorm
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Larimer SBDC

PFS Insurance
Shirazi Benefits
The Matthews House
Trozan Insurance Agency

UCHealth
Walker Manufacturing
Wyoming Business Council

Better Business Bureau Serving Northern Colorado and Wyoming
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info@wynco.bbb.org

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