

Accelerating Business

**INSPIRED BY MORE THAN
100 YEARS OF EXPERIENCE**



**Better Business Bureau®
serving the Heart of Texas**

2022 ANNUAL REPORT



Accelerating Business

Inspired by More Than 100 Years of Experience

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BBB Accredited Businesses Featured on the Cover

Lanny Lancarte

Joe T. Garcia's Restaurant, Fort Worth, TX
Accredited since 1976
Type of Business: Restaurants

“**BBB is there for small businesses, without a question.** They're there to help the small businesses. They will send that person in the right direction.”

Amy Shandick

Precisely Veiled Tattoo, Killeen, TX
Accredited since 2016
Type of Business: Tattoos

“ I started looking into becoming accredited by BBB because **I wanted authenticity.**”

Kelly Plant & Jesse Gomez

Wake Riderz, Austin, TX
Accredited since 2022
Type of Business: Boat Rentals

“ We wanted to be accredited because **the more transparency we provide, the more comfortable (our customers) are.**”

Lanny Lancarte



Amy Shandick



Kelly Plant & Jesse Gomez



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Sensei Scottie C. Jackson

PKIMMA, San Antonio, TX

Accredited since 2018

Type of Business: Martial Arts

“ One of the beautiful things about BBB is the Standards of Trust. I teach my students the importance of transparency and integrity.”

Our Vision

An ethical marketplace where buyers and sellers trust each other.

Our Mission

BBB's mission is to be the leader in advancing marketplace trust. BBB accomplishes this mission 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 offers its national and local consumer services online and in person. Through our efforts, BBB helps millions of people each year.

- BBB sets standards for ethical business behavior and monitors compliance.
- Over 400,000 Accredited Businesses meet and commit to our high standards.
- BBB helps consumers identify trustworthy businesses, and those that aren't, through more than 6 million BBB Business Profiles.
- BBB sets standards for and evaluates thousands of advertisements each year to ensure that people can trust what advertisers say.
- BBB sets standards for and evaluates the practices of thousands of charities so that donors know where their money is going.
- BBB coaches businesses on ethical behavior and how to build stronger, more trusting relationships with their customers.



BBB Standards for Trust

Build Trust

Establish and maintain a positive track record in the marketplace.

Advertise Honestly

Adhere to established standards of advertising and selling.

Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms.

Be Transparent

Openly identify the nature, location and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer's decision to buy.

Honor Promises

Abide by all written agreements and verbal representations.

Be Responsive

Address marketplace disputes quickly, professionally and in good faith.

Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed and respect the preferences of consumers regarding the use of their information.

Embody Integrity

Approach all business dealings marketplace transactions and commitments with integrity.

A special thank you to our corporate sponsors for their generous support.

DELL Technologies



ORACLE[®]

Letter from the President and CEO



Never before has BBB been more needed, more trusted, and more equipped to help businesses succeed in a highly competitive marketplace.

As we embarked on our vision to accelerate Texas businesses in 2022, BBB serving the Heart of Texas, committed to creating high-impact programs, partnerships, and tangible benefits for our members and communities. Never before has BBB been more needed, more trusted, and more equipped to help businesses succeed in a highly competitive marketplace.

I spent much of my time in 2022 listening to small business owners and our community partners on the challenges they faced in a post-pandemic world. From increasing staff, expanding business, and investing in digital marketing, companies now have to respond to a new core set of marketplace challenges.

BBB is actively listening and positioned to help our communities in new and unique ways. Our goal is to provide services that accelerate business and make small companies proud to promote the BBB torch.

In 2022, BBB focused on spotlighting our Accredited Businesses. From our Better Business video series to engaging social media campaigns celebrating our businesses and communities, we curated content with you in mind. We took a more authentic approach in talking about BBB's impact through the lens of our member companies and partners.

Our accreditation orientations are a direct response to feedback I was hearing from business owners through discussions and surveys. We established these biweekly orientations hosted by our Regional Directors and Customer Engagement team to jumpstart the accreditation journey with real connections from staff experts at BBB. The live virtual webinars allow us to provide tailored guidance and relationship-building in the first month of accreditation. In 2022 we hosted over 300 Accredited Businesses in these orientations, with plans to double that number in 2023!

We finished 2022 strong, leading the BBB system in new Accredited Business recruitment. This milestone resulted in international Outstanding BBB Awards (OBAs) in the Accreditation Growth and Innovation categories. More than awards, the success proves BBB's brand value to businesses.

Additionally, we introduced new systems to improve our efficiencies and customer experience, including implementing a new phone system that allows managers to focus their coaching efforts, increasing the level of knowledge and ultimate success of the entire BBB team. Our organization is primed and ready to accelerate businesses across Texas and the entire BBB system by serving our communities with best-in-class service, resources and support.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carrie A. Hurt'.

Carrie A. Hurt
President & CEO
BBB serving the Heart of Texas

Board Officers, Executive Committee and Directors

Officers

CHAIR	Brian Jones Gravity Lending
VICE CHAIR	Angie Sinkfield Seigman, Sinkfield & Libersky
SECRETARY	T. Getterman Supercuts
TREASURER	Wade Lombard Square Cow Moovers
PRESIDENT/CEO	Carrie A. Hurt BBB serving the Heart of Texas
PAST-CHAIR	John Carlson Retired

Executive Committee

Jon Eckert, The Bank of Austin

Jessica Pelache, First National Bank of Texas

Rick Ravel, Karavel Shoes

Mark Titus, Telesye Communications, Inc.

Directors

Nick Alter, Alter Endeavors

Pierre Cardenas, Capital Credit Union

Alan Cutting, HI-TEX Flags Advertising
Specialties, Inc.

Adam Davis, Bluebonnet Roofing & Remodeling

Curt Dubose, PentaVia Custom Homes

Tom Eastman, Summit Security Company

Brian Francis, Retired, Texas Department
of Licensing and Regulation

Harold Ingersoll, Atchley & Associates, LLP

Evan Islam, Central Station Marketing, LLC

Dr. Sally Miranda, All About Hearing

Judy Oskam, Texas State School of
Journalism & Mass Communication

Philip Robinson, Covert Auto Group

Enrique Romero, The Midessa Group

Patti Smith, Retired

Nancy Thompson, Bolton Real Estate Services

Monte Tomasino, Dell

Alicia Thrasher, MGR360

Rick Valdez, Corsair USA, LLC

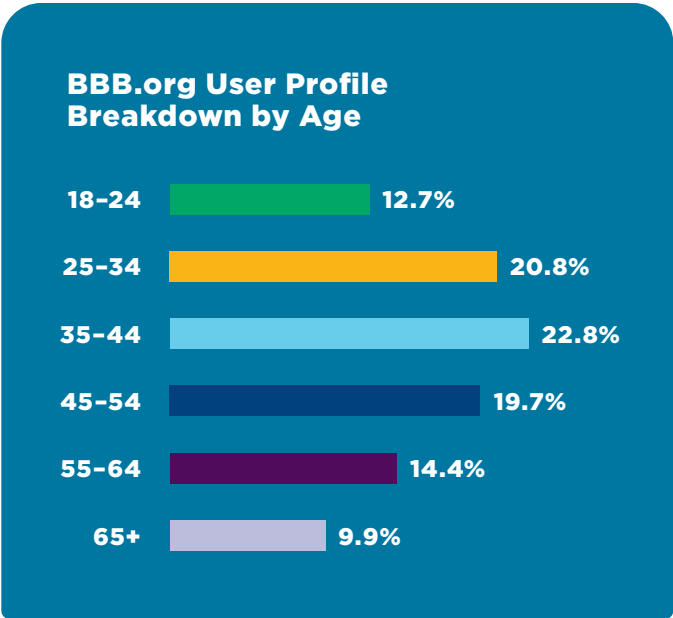
Justin Wadsworth, Seeman Holtz
Property & Casualty LLC

Jason Webber, JWC General Contractors

Regina Williams, United Way of Tarrant County

BBB by the Numbers

Website Visits	3.9 M
Percentage of Visits from a Mobile Device	53.1%
Website Page Views	8.1 M
Social Media Engagement Rate (% per impression)	5.9%
Value of Earned Media	4.2 M



Total Accredited Business Locations	17,447
New Approved Accredited Businesses	3,448
Revoked Accredited Businesses	45
Applications for Accreditation Denied	110

BBB Business Profiles Provided to the Public	4.8 M
Customer Reviews Submitted	32,072
BBB Dynamic Seal Clicks	39,484

Complaints Handled	33,078
Advertising Challenges	149
Resolution Rate	84.5%
Average Days to Close Disputes	19.71
Mediations	4
Arbitrations	2
Investigations	173

Most Inquired About Business Types

- #1 Roofing Contractors
- #2 Home Builders
- #3 General Contractor
- #4 Property Management
- #5 Plumber

Most Complained About Business Types

- #1 Airlines
- #2 Online Retailer
- #3 Auto Manufacturer
- #4 Insurance Companies
- #5 Property Management

BBB in the Community

BBB strengthens community trust through education, outreach and scam prevention – with both businesses and consumers. This is accomplished through media appearances, press releases, speaking engagements and community events throughout 105 counties in Texas.



Top photo: BBB Cares volunteers with Hope for the Holidays.

Bottom photo: Senior Regional Director Jason Meza on set at KENS 5.





BBB Torch AWARDS for EthicsSM

Presenting Sponsors



Recognizing Award-Winning Businesses

BBB Torch Awards for Ethics promotes not only the importance of ethical business practices, but also the willingness and efforts made by outstanding businesses that demonstrate a commitment to enhancing marketplace trust. Winners are chosen by a panel of independent, volunteer business and community leaders, who judge entrants based on the commitment and communication of each business's ethical marketplace practices.

Gold Sponsor



Silver Sponsors



Bronze Sponsor





Red Development Group
Fort Worth
Winner, 1-10 Employee Category



Clinical Bridges, PLLC
Fort Worth
Winner, 11-20 Employee Category



Valor
Fort Worth
Winner, 21-40 Employee Category



Assisting Hands of Fort Worth West
Fort Worth
Winner, 41-60 Employee Category



Baird Foundation Repair
San Antonio
Winner, 61-99 Employee Category



Protectall by GBS
Fort Worth
Winner, 100+ Employee Category

2022 Financials

Revenues, Expenditures, and Net Income*

Revenues	Without Donor Restrictions
Membership dues	\$ 11,291,751
Project revenue	\$ 868,495
Building fund	\$ 39,100
Rental income	\$ 151,485
Interest	\$ 45,389
Other income	\$ 601,530
Total revenues	\$ 12,997,756

Expenditures	
Business and consumer programs	\$ 2,703,246
Management and administrative	\$ 10,069,818
Total expenditures	\$ 12,773,065

Change in net assets	\$ 96,095
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Net assets at the beginning of the year	\$ 9,119,693
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Net assets at the end of the year	\$ 9,215,788
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* Unaudited Year-End Financials

BBB Staff

BBB serving the Heart of Texas staff contribute every day to a positive, collaborative workplace culture. They support each other, challenge each other to grow and help to make BBB one of the best places to work in Texas.



Top photo: Communications team at our San Antonio Topgolf Tournament.

Middle photo: Operations and HR Departments collaborating in the Austin office.

Bottom photo: Content Manager Victoria Fardanesh receiving the Employee of the Year award.



BBB Awards and Recognition



The Non Profit Times' Best Non Profits to Work For

Honored as one of the best nonprofits to work for in the United States.



Best Companies to Work for in Texas

Honored as one of the best places to work for in Texas.



Austin American-Statesman Top Workplaces

Honored as one of the best places to work for in Texas.

IABBB Awards

OBA Accreditation Growth
2022

OBA Innovation Award
2022

Top Sales BBB by Revenue
2022

Top Sales Rep by Revenue and Sales
2022

AVA Digital Awards

Platinum Award
The BBB Matchelorette

Gold Award
BBB Reviews Matter

Gold Award
2021 BBB Annual Report

Gold Award
Building Better Business Through BBB Accreditation

Honorable Mention
Never Forgotten:
The 20th Anniversary of 9/11

Honorable Mention
BBB Torch Awards for Ethics Virtual Ceremony

Honorable Mention
BBB News - Thanksgiving 2021 Special



Lee Ryan

Dragon Amplifiers, Fort Worth, TX

Accredited since 2019

Type of Business: Musical Instrument Repair

“**BBB provides a moniker for my business that tells customers, ‘You can rely on this business. They’re honest. They’re reliable. Trustworthy.’**”



Corporate Office

BBB serving the Heart of Texas
1805 Rutherford Lane Suite 100
Austin, TX 78754

BBB serving the communities in and around Austin, Bryan-College Station, Corpus Christi, Fort Worth, Midland-Odessa, San Antonio and Waco.

Social Media Pages



@CentralTexasBBB



Better Business Bureau
(BBB) serving the Heart of Texas



@CentralTexasBBB



@CentralTexasBBB



@CentralTexasBBB

Regionalized Facebook Pages

Waco

@WacoBBB

Coastal Bend

@CoastalBendBBB

Bryan/College Station

@BryanCollegeStationBBB

Permian Basin

@PermianBasinBBB

Fort Worth

@FortWorthBBB

San Antonio

@SanAntonioLaredoBBB