



# Building a Stronger Heart of Texas

2023 ANNUAL REPORT



Better Business Bureau®  
serving the Heart of Texas

# Building a Stronger Heart of Texas

2023  
ANNUAL REPORT



Better Business Bureau®  
serving the Heart of Texas



Lukas Simianer  
*Clusiv, Inc.*  
Accredited since  
2022



Jason O'Krent and  
Dominga Barrera  
*O'Krent Floors*  
Accredited since  
1958



John Chaney, Melanie Chaney, Jade Owens, and Will Chaney  
*Baird Foundation Repair* | Accredited since 1975



“

**Having the BBB Accreditation Seal on my website holds a lot of clout.**

**Dr. Adrian Cantu**  
*ACE Physio & Performance, PLLC*  
*Accredited since 2020*

## Contents

- Our Vision, Mission, and BBB Standards for Trust .....2
- Letter from the President and CEO.....4
- Board Officers, Executive Committee and Directors.....6
- BBB by the Numbers.....7
- BBB in the Community.....8
- Torch Award Winners.....9
- Financials.....11
- Master Planning.....12
- BBB Staff.....14
- BBB Awards and Recognition.....15
- BBB Service Areas and Media Presence .....16



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

**DELL**Technologies

**ORACLE**<sup>®</sup>

# Our Vision, Mission, and BBB Standards for Trust

## 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



## Letter from the President and CEO



In 2023, we successfully executed a comprehensive two-year strategic plan, concentrating on membership, financial stewardship, mission acceleration, organizational acceleration, impact, and brand awareness.

Over the past year, we forged new partnerships, introduced impactful programs, and enhanced services, resulting in increased value for our accredited businesses. The 2023 survey reflects this success, with accredited businesses rating BBB's programs and services six percent higher than in 2022. Furthermore, 95% of BBB Accredited Businesses expressed satisfaction with our services and customer support.

With these positive ratings and invaluable member input, BBB HoT has embraced the theme of **"Building a Stronger Heart of Texas."** Our commitment is clear—to elevate the business landscape by infusing integrity into every interaction, building trust, and fostering positive change throughout the community. In alignment with our longstanding two-entity structure of the Better Business Bureau and the BBB Education Foundation, we took a strategic step forward by establishing a new for-profit entity. This move is aimed at better serving our members and communities. Our efforts are now seamlessly unified across all three branches of BBB HoT, as symbolized by the trio of circles featured on our cover sheet and in our Master Planning documentation.

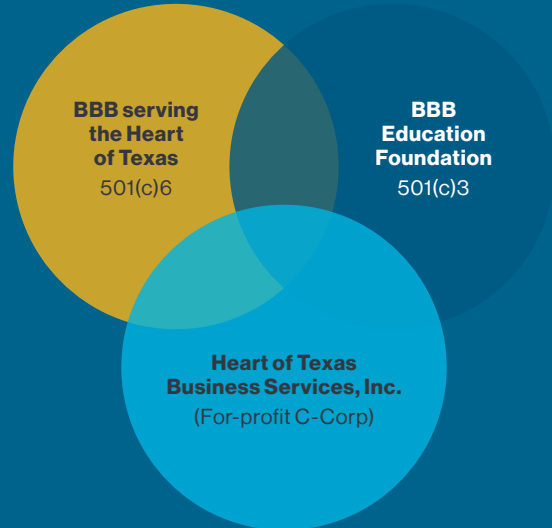
To provide a comprehensive understanding, here's a breakdown of the mission and focus of each entity:

### BBB serving the Heart of Texas 501(c)(6)

Our flagship entity, BBB serving the Heart of Texas, is a beacon for advancing marketplace trust. We actively engage and educate consumers and businesses by fostering equitable relationships, setting standards, and promoting best practices. The primary focus remains on building a trustworthy community to benefit accredited businesses and consumers.

### BBB Education Foundation 501(c)(3)

Dedicated to enhancing community trust through education, outreach, and scam prevention, the BBB Education Foundation collaborates closely with BBB HoT. Engaging in partnerships across economic development, higher education, and law enforcement, the foundation combats crimes and trends in the state. The Speakers Bureau offers insights into ethical business practices, while scam reporting and customer reviews promote transparency. This entity is crucial in supporting ignite centers and entrepreneurial Main Street accelerator programming.



### Heart of Texas Business Services, Inc. (For-profit C-Corp)

Strategically, we launched Heart of Texas Business Services, which supports small entrepreneurial businesses. This initiative specializes in HR support, payroll management, tax assistance, and feasibility planning, tailoring its services to meet the needs of both current and prospective accredited businesses. The facility's primary focus on Digital Media Marketing aligns with the growing demand for online marketing services, positioning it as the new "front door" where our mission to support and uplift businesses comes to life.

To align all three entities with a unified and forward-focused purpose, BBB engaged in a six-month planning session that involved staff, the Board, community leaders, and focus groups. The outcome was a dynamic, multi-year strategic map outlined in BBB HoT's new Master Plan, detailing how BBB will expand and forge connections through six strategic pillars.

**Market Relationship & Sustainability (Pillar 1):** Leveraging partners and experts to anticipate business and technology trends, positioning BBB as a trusted entity for sustainability and success.

**Financial Sustainability and Marketplace Investment (Pillar 2):** Focusing on diversifying revenue streams across each entity to ensure long-term financial sustainability.

**Economic and Workforce Partnership (Pillar 3):** Develop partnerships with federal, state, and local governments, economic development commissions, workforce solutions centers, and higher education to exchange data resources, services, contracts, and space.

**People Engagement and Equity (Pillar 4):** Concentrating on recruiting top talent and establishing symbiotic, equitable partnerships within the communities served by BBB.

**Entrepreneurship and Innovation (Pillar 5):** Directing efforts toward internal and external go-to-market strategies to inspire business incubation and acceleration.

**BBB Campus and Infrastructure (Pillar 6):** Initiating a program that defines space requirements to advance partnerships and offerings for local small businesses and entrepreneurs.

Amidst the decline in trust across various U.S. institutions, it is noteworthy that trust in small businesses continues to remain consistently high. At BBB, we are unwavering in our dedication to fostering business success for the betterment of our communities. Whether you have been a longstanding BBB Accredited Business or are new to our organization, I encourage you to actively participate in our innovative approach to growth and brand relevance. Embrace the role of a champion for BBB's three entities and align with our six pillars of focus for the future.

On behalf of the BBB staff and boards, I extend my heartfelt wishes for a prosperous new year filled with trust and growth.

Sincerely,



**Carrie Angell Hurt**

*President & CEO*

Better Business Bureau serving the Heart of Texas,  
BBB Education Foundation, and  
Heart of Texas Business Services

***At BBB, we are  
unwavering in  
our dedication  
to fostering  
business  
success for the  
betterment of our  
communities.***

# Board Officers, Executive Committee and Directors

## Officers

---

CHAIR	<b>Wade Lombard</b> Square Cow Movers
VICE CHAIR	<b>Jessica Pelache</b> First National Bank of Texas
SECRETARY	<b>Mark Titus</b> Telesys Communications, Inc.
TREASURER	<b>T. Getterman</b> Supercuts
PRESIDENT/CEO	<b>Carrie Angell Hurt</b> BBB serving the Heart of Texas
PAST-CHAIR	<b>Brian Jones</b> Gravity Lending

## Executive Committee

---

**John Carlson**, Retired  
**Jon Eckert**, The Bank of Austin  
**Rick Ravel**, Karavel Shoes  
**Alicia Thrasher**, Inspired Solutioning Group

## Board of 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  
**Dustin Fawcett**, Judge, Ector County  
**Brian Francis**, Retired, Texas Department of Licensing and Regulation  
**Harold Ingersoll**, Atchley & Associates, LLP  
**Evan Islam**, Central Station Marketing, LLC  
**Richard James**, James Family Tax  
**Abby Mellott**, Austin Business Journal  
**Dr. Sally Miranda**, Hear in Texas  
**Judy Oskam**, Texas State School of Journalism & Mass Communication  
**Jade Owens**, Baird Foundation Repair  
**Pete Phillips**, Amazon  
**Philip Robinson**, Covert Auto Group  
**Enrique Romero**, The Midessa Group  
**Angie Sinkfield**, Seigman, Sinkfield & Libersky  
**Patti Smith**, Retired  
**Monte Tomasino**, Dell  
**Rick Valdez**, Corsair USA, LLC  
**Justin Wadsworth**, Seeman Holtz Property & Casualty LLC  
**Jason Webber**, JWC General Contractors



# BBB By the Numbers

## 3,935,028

### Total BBB.org Website Visits in 2023

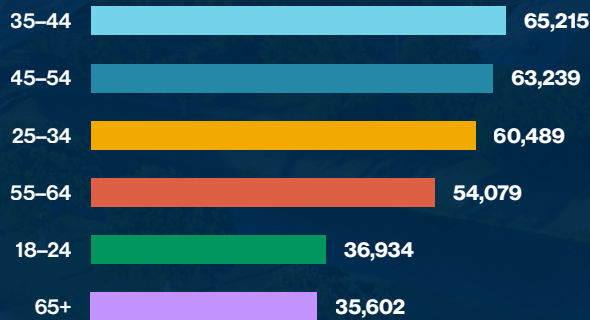
Percentage of Visits from a Mobile Device **57.23%**

Website Page Views **8,891,618**

Social Media Engagement Rate (% per impression) **2.6%**

Value of Earned Media **\$2.4 M**

### Total BBB.org User Profiles by Age



BBB Business Profiles Provided to the Public **5,895,104**

Customer Reviews Submitted **34,252**

BBB Dynamic Seal Clicks **52,277**

Total Accredited Business Locations **16,544**

New Approved Accredited Businesses **3,301**

Revoked Accredited Businesses **44**

Applications for Accreditation Denied **159**

### Business Types Most Inquired About

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

### Business Types Most Complained About

- #1 Airlines
- #2 Insurance Companies
- #3 Prepaid Credit Cards
- #4 Property Management
- #5 Auto Manufacturers

Complaints Handled **35,992**

Advertising Challenges **97**

Resolution Rate **82.11%**

Average Days to Close Disputes **23.18**

Mediations **0**

Arbitrations **13**

Investigations **96**

## 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 sponsored Adopt-A-Beach Cleanup in Corpus Christi providing snacks and first aid kits 200+ volunteers.

### Bottom photo:

PR Manager, Kyle Schofield, connecting with Accredited Businesses at the Austin Home & Garden Show.



## BBB + AARP Partnership

To further education, outreach, and scam prevention. BBB and AARP collaborated on multiple events, including teleconferences and an in-person Tarrant County conference to address and educate the public about scams. The events saw significant attendance, demonstrating the effectiveness of the partnership in reaching and engaging people across the Heart of Texas.

### Partnership Highlights 2022–2023

#### Top Scams Teleconference (October 2023)

- Attendees: 7,392

#### Tarrant County Teleconference (December 2022)

- Attendees: Estimated 10,000+

#### Statewide Teleconference (December 2022)

- Location: Austin, TX
- Attendees: 10,351



## 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.



**PRESENTING  
SPONSOR**

### GOLD SPONSORS

---



### BRONZE SPONSORS

---



**HAYNES BOONE**

### IN-KIND MEDIA SPONSOR

---





**Shane Phelps Law**  
*Bryan, TX*  
Winner, 1-10  
Employee Category



**Clusiv, Inc.**  
*Austin, TX*  
Winner, 11-20  
Employee Category



**Integrity Foundation Repair**  
*Fort Worth, TX*  
Winner, 21-40  
Employee Category



**Window World TX/Brickstone**  
*San Antonio, TX*  
Winner, 41-60  
Employee Category



**The Armstrong Company**  
*San Antonio, TX*  
Winner, 61-99  
Employee Category



**NT Window, Inc.**  
*Fort Worth, TX*  
Winner, 100+  
Employee Category

## Revenues, Expenditures, and Net Income\*

Revenues	Without Donor Restrictions
Membership dues	\$ 11,473,239
Project revenue	\$ 1,316,857
Building fund	\$ 35,320
Rental income	\$ 150,613
Interest	\$ 148,506
Other income	\$ 563,631
<b>Total revenues</b>	<b>\$ 13,688,166</b>

Expenditures	
Business and consumer programs	\$ 2,691,115
Management and administrative	\$ 10,967,557
<b>Total expenditures</b>	<b>\$ 13,658,672</b>

<b>Change in net assets</b>	<b>\$ 29,494</b>
-----------------------------	------------------

<b>Net assets at the beginning of the year</b>	<b>\$ 9,303,368</b>
--	---------------------

<b>Net assets at the end of the year</b>	<b>\$ 9,332,862</b>
--	---------------------

\* Unaudited Year-End Financials

# Master Planning

**BBB went through the master planning process to create a fully integrated and community-based impact vision extending the next 12 years of operations.**

### **BBB serving the Heart of Texas**

The BBB serving the Heart of Texas, a 501(c)(6) organization, is pivotal in enhancing marketplace trust by serving accredited businesses and consumers across 105 countries in Texas. Its mission is to be a leader in advancing marketplace trust. It is achieved through a multifaceted approach, which includes fostering equitable relationships between consumers and businesses, establishing standards for marketplace trust, and encouraging and supporting best practices by actively engaging with and educating consumers and businesses. This entity focuses on serving accredited businesses and consumers by building a community of trustworthy companies.

### **BBB Education Foundation**

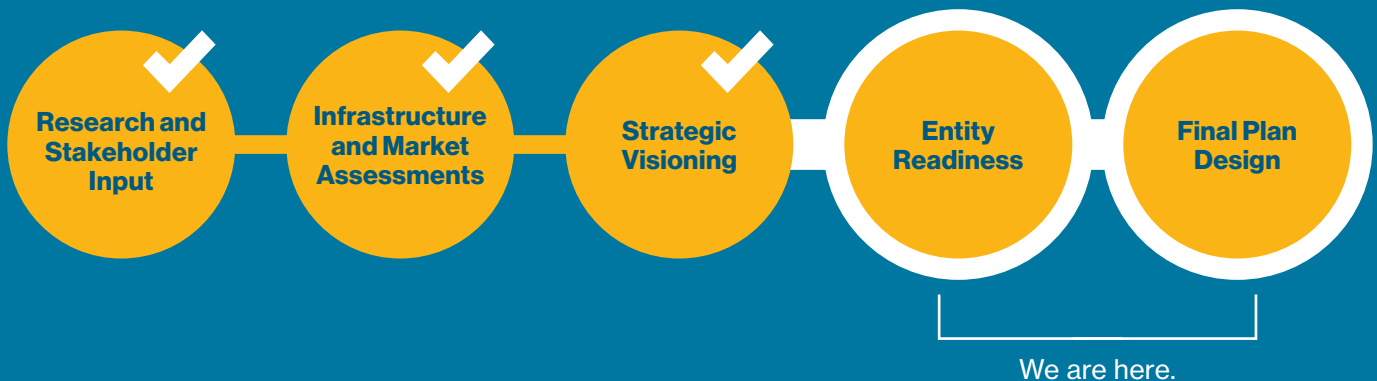
The BBB Education Foundation, a 501(c)(3) organization, is dedicated to enhancing community trust through education, outreach, and scam prevention in Texas. The EF collaborates with the BBB HoT and engages in various partnerships,

including economic development, higher education, and law enforcement, to combat crimes and trends in Southern and Eastern Texas. Their Speakers Bureau offers insights into ethical business practices, while their scam reporting and customer reviews promote transparency and ethical behavior. The BBB HoT also provides valuable resources through newsletters and hosts consumer privacy events. This entity will significantly support the ignite centers and entrepreneurial Main Street accelerator programming.

### **Heart of Texas Business Services, Inc.**

Heart of Texas Business Services, a for-profit C-Corp, aims to support small entrepreneurial businesses lacking access to HR support, payroll management, tax assistance, and feasibility planning for their business ventures. This initiative will cater to the current and future accredited businesses, equipping them with essential resources. A primary focus of the facility will be in the field of Digital Media Marketing, where

## Master Plan Phases of Progress



in-house BBB HoT staff will accommodate the growing demand for online marketing services. This strategic addition is seen as the new "front door" where the BBB's mission is to support and uplift other businesses, aligning with the belief that collective success benefits all members.

**We will fulfill this vision through a dynamic organizational structure encompassing 501(c)3 and a for-profit entity.**

**BBB serving the Heart of Texas**  
501(c)(6)

**BBB Education Foundation**  
501(c)(3)

**Heart of Texas Business Services, Inc.**  
(For-profit C-Corp)

**Top photo:**

BBB HoT team engaging in an ideation session in San Antonio, reviewing design options for the upcoming Texas Business Services campus.

**Middle photo:**

BBB HoT Leadership immersed in a multi-day master planning session.

**Bottom photo:**

Creative design thinking exercises taking place during the BBB HoT Leadership retreat in San Antonio.



## 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 left photo:**  
Marketing and Human Resources collaborating in Austin office.

**Top right photo:**  
BD Rep Michelle Bononcini at 2023 San Antonio Topgolf Tournament repping BBB.

**Bottom photo:**  
Staff volunteering at Austin Shred Event.



## BBB Heart of Texas Culture Club

The BBB Heart of Texas' Culture Club is an internal committee dedicated to enhancing the organization's work environment. Focused on diversity and inclusivity, the Culture Club carefully tailors activities and plans events to align with the unique cultures of each office. By fostering a sense of community and understanding, the committee aims to strengthen the overall organizational culture, promote active employee engagement, and contribute to making BBB Heart of Texas a best place to work. Their initiatives reflect a

commitment to creating a workplace where every team member feels valued and connected.

### 2023 Highlights

Employee Engagement Events	17
Employee Awards	98
New Employees Hired	66



## Awards and Recognition

*THE NONPROFIT TIMES*  
The Leading Business Publication For Nonprofit Management



### **The Non Profit Times' Best Non Profits to Work For**

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

**TOP  
WORK  
PLACES  
2023**

Austin American-Statesman  
statesman.com

Better Business Bureau serving the  
Heart of Texas is a 2023 Top  
Workplace!

### **Austin American-Statesman Top Workplaces**

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

**PRSA**

San Antonio Chapter

### **Public Relations Society of America (PRSA) of San Antonio Del Oro Awards**

La Plata Merit:  
Media Relations Campaign

## BBB Service Areas and Media Presence

***BBB serving the communities in and around Austin, Bryan-College Station, Coastal Bend, 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



“

***What we love about the BBB is that they really are an advocate for both the consumer but also for the business.***

**Jade Owens**  
*Baird Foundation Repair*  
Accredited since 1975



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