

2018 Annual Review



Better Business Bureau Serving Central
California & Inland Empire Counties

A Message from the President

Your Better Business Bureau is a standards based community benefit organization with the goal to create a local community of trustworthy businesses who support BBB's mission to be the leader in creating a marketplace where consumers and businesses can trust each other.

What is true today, as it was with BBB's beginning in 1912, is the understanding that people want to find reliable and unbiased information to help them with their purchase decisions. The record number of inquiries to BBB serving Central California & Inland Empire Counties reflects our relevancy in this marketplace endeavor. Consumers viewed our local BBB website more than **3.6 million times** in 2018. Systemwide 102 BBBs collectively provide information on 6.7 million businesses and represent a community of 400,000 BBB Accredited Businesses that meet BBB's high standards of ethical business behavior.

We are proud to report that the Better Business Bureau serving Central California & Inland Empire Counties served our community with a number of record-breaking, productive services in 2018.

Some of BBB CCIE's key 2018 accomplishments:

- Received a record 2.2 million inquiries for information about businesses.
- Handled and reported over 9,140 complaints filed from consumers about businesses.
- Handled 4,908 complaints on 2,571 businesses with the financial total in dispute totaling \$110,917,614.
- Provided information and promoted transparency by processing close to 11,300 Customer Reviews and posting a record 7,335 on local businesses.
- Developed and launched several new programs to benefit BBB Accredited Businesses, businesses in general and consumers.
- Participated in more than 3,065 consumer and business media stories on TV, print, radio and online, while generating content with a record 716,368 social media reaches to help consumers and businesses protect themselves from scam and unethical practices
- BBB Colleagues recognized our investigation and subsequent media exposure on Big Baller Brand and honored us at the International Assembly with the *Outstanding BBB Award* in the "Single Investigation Category."

We are committed to BBB's mission of advancing marketplace trust by fostering honest and responsible relationships between businesses and consumers. We thank each of our Accredited Businesses for their support of this vision and look forward to continuing our work together.

Sincerely

Blair Looney

President & CEO

Better Business Bureau serving Central California & Inland Empire Counties

Maintaining BBB's position as a leader in advancing marketplace trust, BBB CCIE received over **3.6 million website visits in 2018 to meet consumer demand for factual marketplace information and further confirm BBB's relevance as a trusted source.**

Total BBB serving CCIE Website Views 3,682,635

**Business
Reviews
2,291,245**

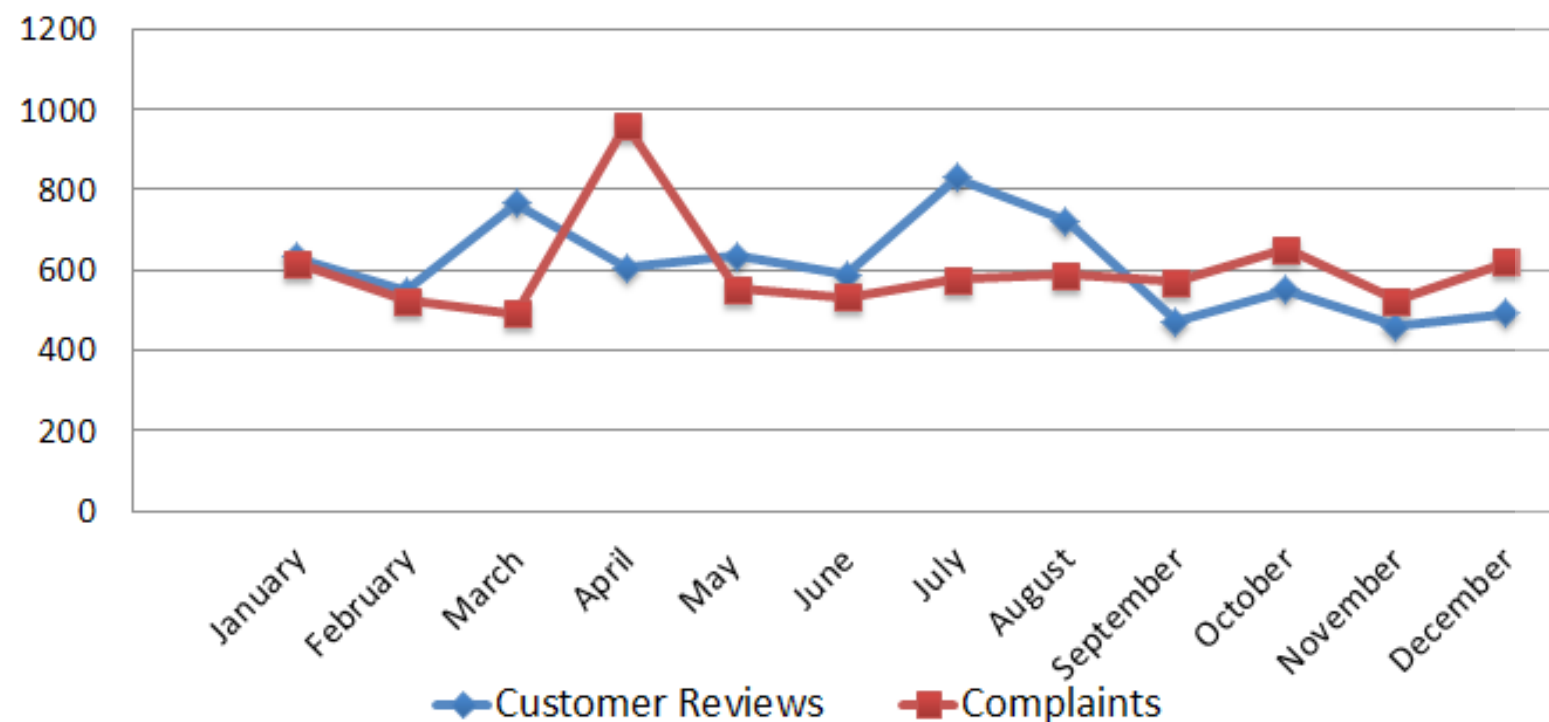


**Visitors
1,878,986**

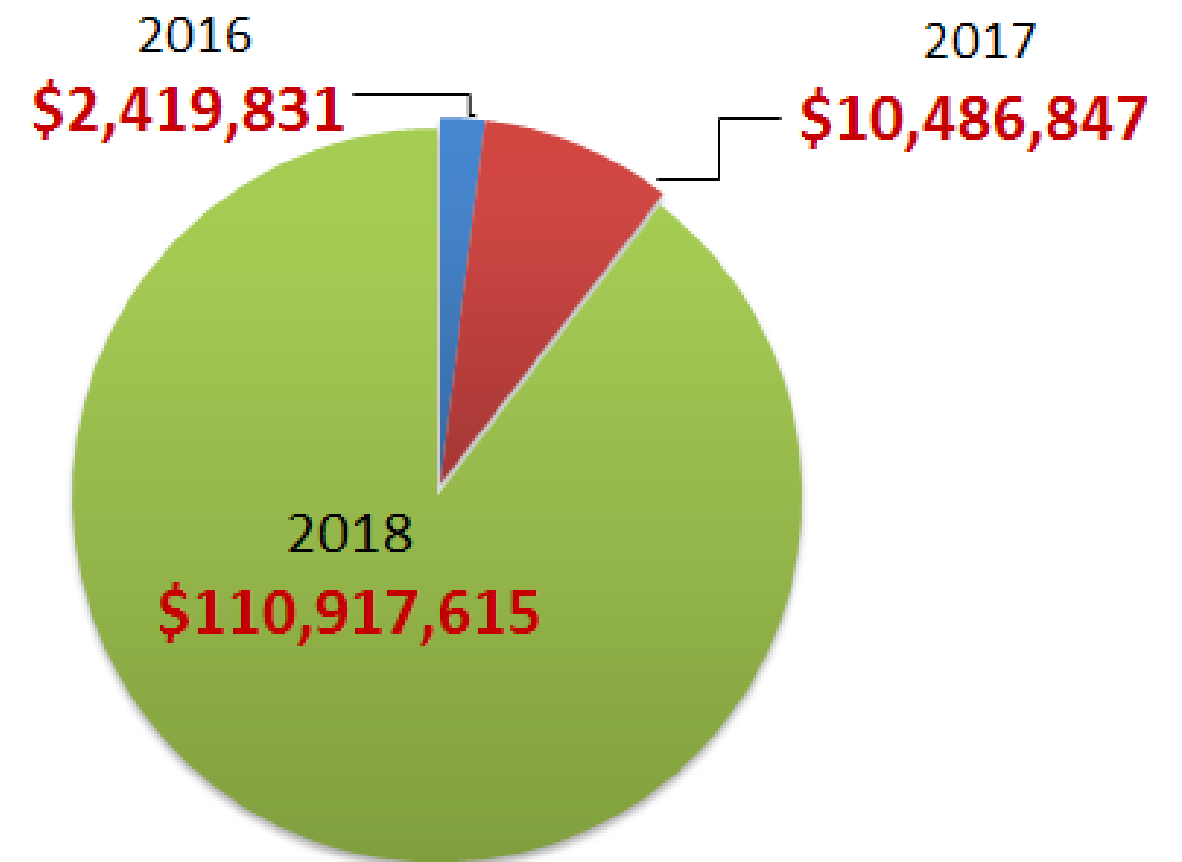
BBB publishes complaint details so consumers can see how the business handled the situation. And BBB takes the necessary steps to verify that any customer review is legitimate by both the business and consumer before it is published. Consumers can make confident decisions using BBB reports.

BBB is a destination for people seeking marketplace resolutions. Through BBB's customer service thousands of people receive assistance in resolving disputes with businesses.

Customer Reviews vs Reportable Complaints

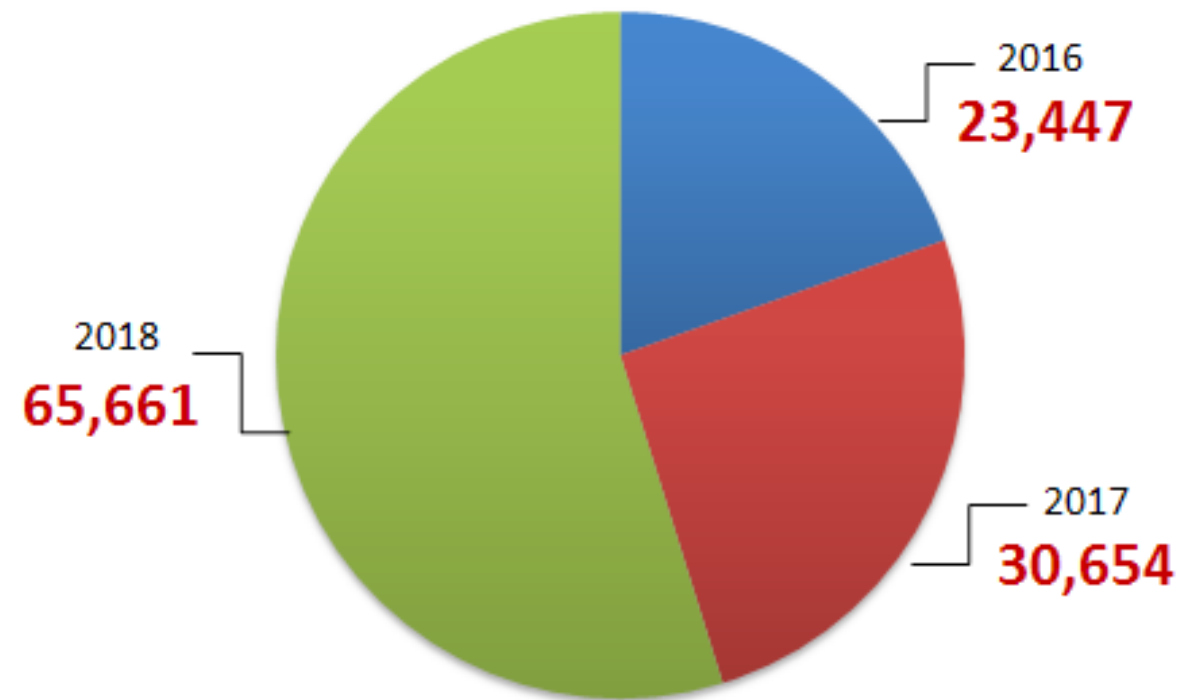


Amount Involved in Disputed Purchases



Three years ago this BBB made a strategic commitment to investing in the accuracy of the information in our data base. Each year we have broadened staff training while strengthening our processes. Being the trusted source for data quality is our collective goal.

"Data Quality"
Annual Records Updated

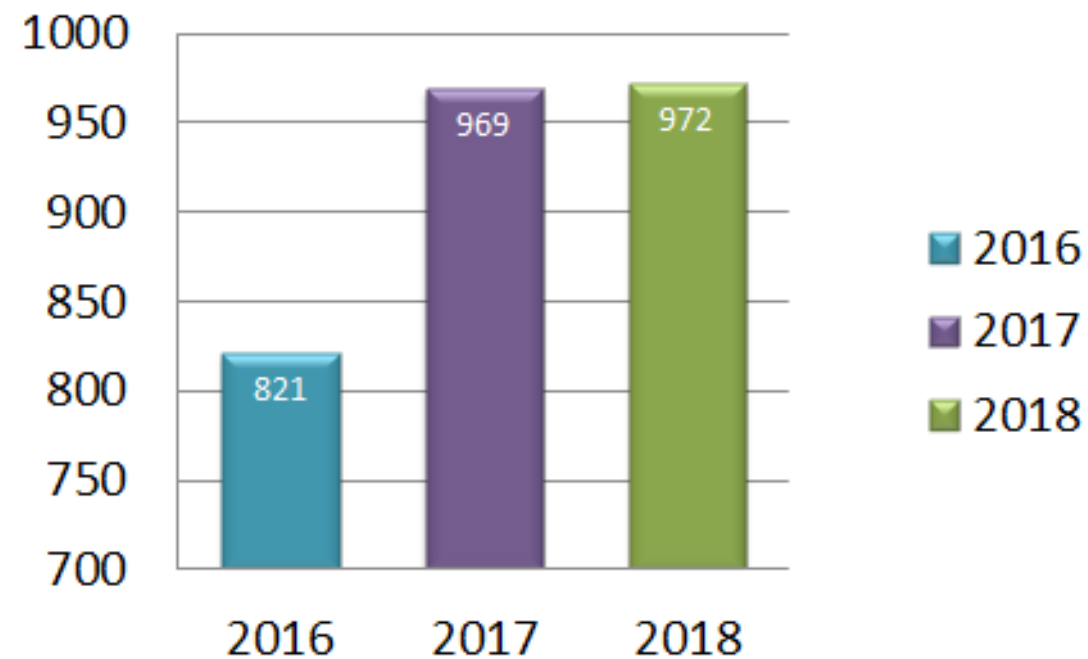


Better Business Bureau standards, processes and "7 Key Element" rating algorithm ensures BBB's Business Ratings are as objective and comprehensible as possible.



Every application from a prospective Accredited Business is screened to ensure they meet the criteria for accreditation. Not all businesses qualify to be a BBB Accredited Business.

New Accredited Businesses



	New ABs	Revenue
2016	821	\$405,082
2017	969	\$510,284
2018	972	\$501,966

By displaying the Better Business Bureau “Accredited Business” seal, businesses benefit by symbolizing and highlighting their reputation for reliability, trust and integrity to potential customers.



Not every business that applies for accreditation is eligible.

BBB Accreditation is only available to companies that meet our high standards for business and customer service. BBB Accredited Businesses must pledge to uphold the eight BBB Standards for Trust.



<u>Business Name</u>	<u>#Complaints</u>	<u>#Customer Reviews</u>	<u>\$Disputed</u>
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Big Baller Brand	179	281	\$19,670
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Result of BBB Investigation: Business changed order processing, shipping and customer complaint handling practices. Company began cleaning up existing BBB complaints.

Paw Prime	130	64	\$3,191
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Result of BBB Investigation: Business's website was shutdown.

Cal Mini	99	32	\$75,920
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Result of BBB Investigation: Business changed order processing, shipping and customer complaint handling practices. Company began cleaning up existing BBB complaints.

Just Right Packages	164	28	\$39,627
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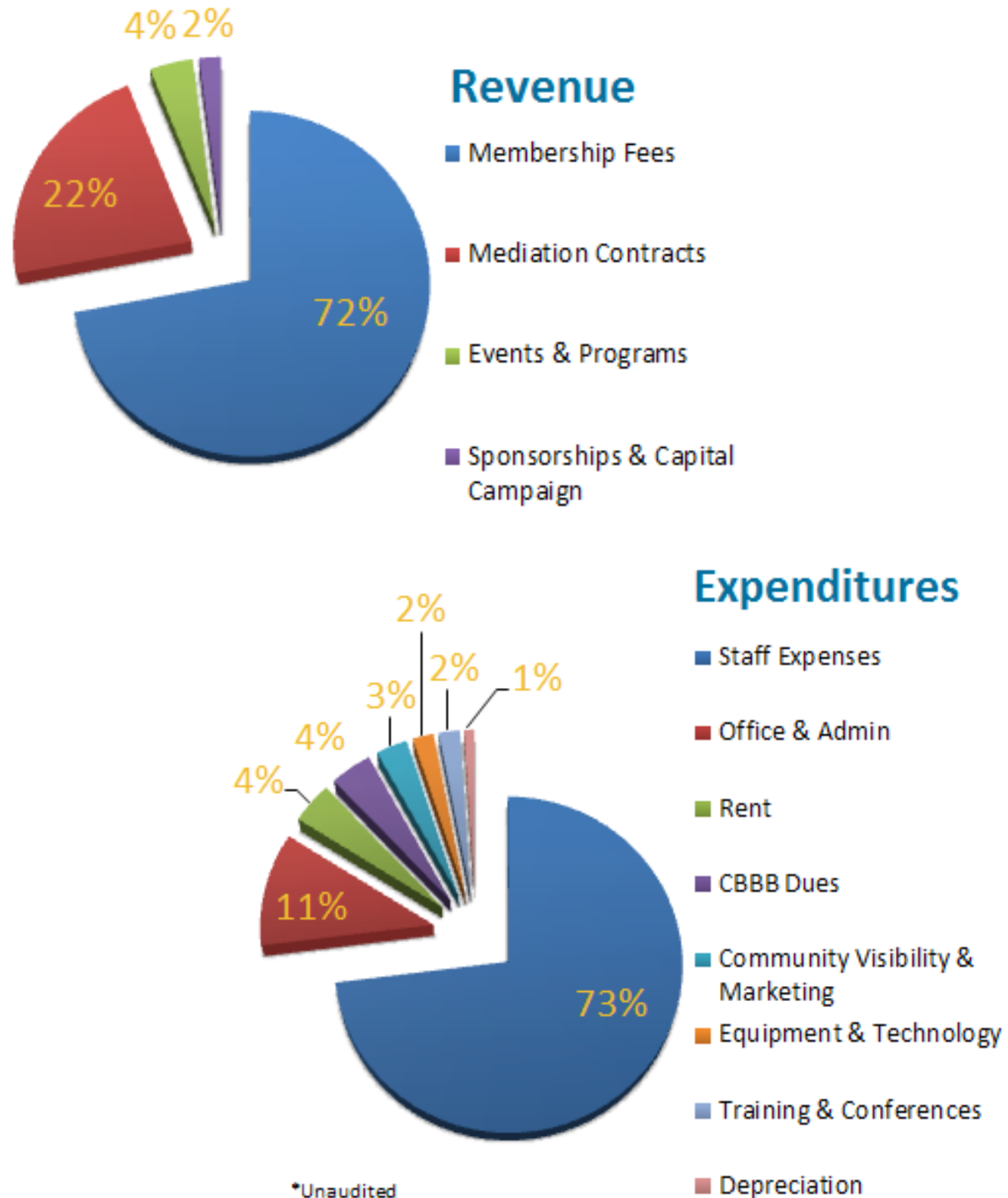
Result of BBB Investigation: Business's website was shutdown.

Total Investigations **48**

Total Ad Reviews **60**

REVENUES & EXPENDITURES*

January 1, 2018 - December 31, 2018



Our goal is to create a community of trust worthy businesses who support BBB's mission to be the leader in creating a marketplace where consumers and businesses can trust each other.



Better Business Bureau®

Serving Central California & Inland Empire Counties



800-675-8118

BBB.org/ccie | info@ccie.bbb.org

2600 W. Shaw Lane
Fresno, CA 93711

1601 H Street Ste. 101
Bakersfield, CA 9330