



2019 Performance Review



Better Business Bureau
Serving Central California
& Inland Empire Counties

BBB® IMPACT – MARKETPLACE TRUST

BBB is a Standards Based Community Benefit organization, created by a local community of trustworthy businesses in support of BBB's mission, to provide reliable and unbiased information on the local marketplace to benefit consumers and businesses with their purchase decisions.

BBB advances marketplace **TRUST.**



BBB® IMPACT – ACCREDITATION VALUE

BBB Accreditation builds trust
with customers



73% Increase
to a business's credibility

relevant

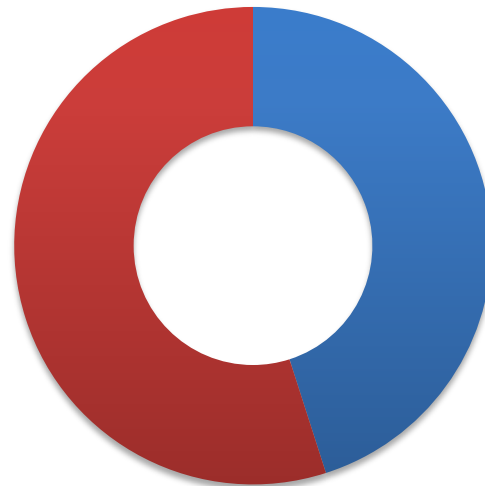
- 1: having significant and demonstrable bearing on the matter at hand
- 2: affording evidence tending to prove or disprove the matter at issue or under discussion *relevant* testimony
- 3: having social relevance

BBB® ONLINE ACTIVITY

Maintaining BBB's position as a leader in advancing marketplace trust, BBB CCIE received over **4 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
4,006,534

**Business
Reviews**
2,548,993



Visitors
2,102,604

BBB[®] ONLINE ACTIVITY

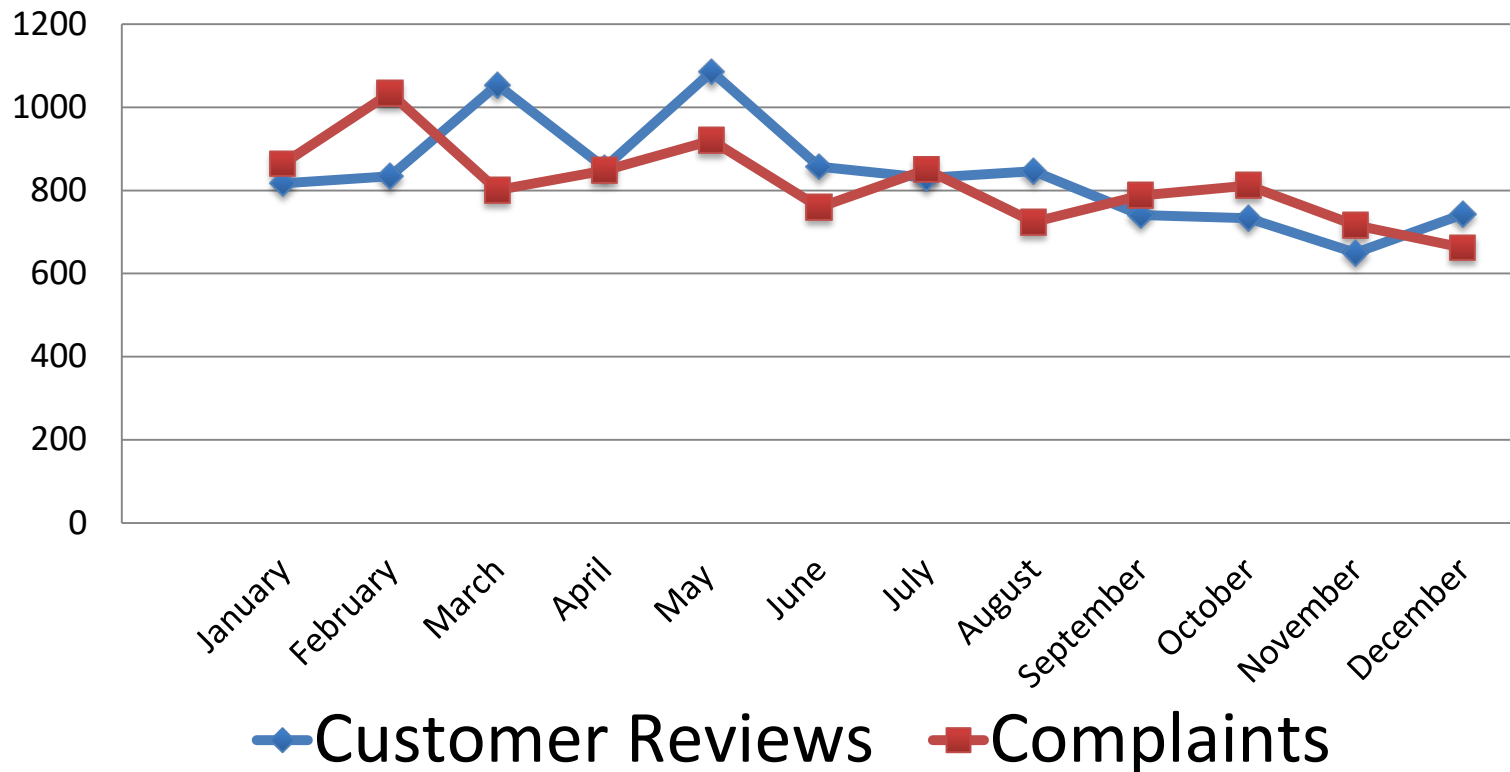


+9.9%
2019 over 2018

BBB® REVIEWS & COMPLAINTS

BBB complaint details are published for consumers to see how a business handled the situation. BBB takes steps necessary to verify a customer review is legitimate before it is published. Consumers confidently rely on BBB reports.

Customer Reviews vs Reportable Complaints



BBB® REVIEWS & COMPLAINTS



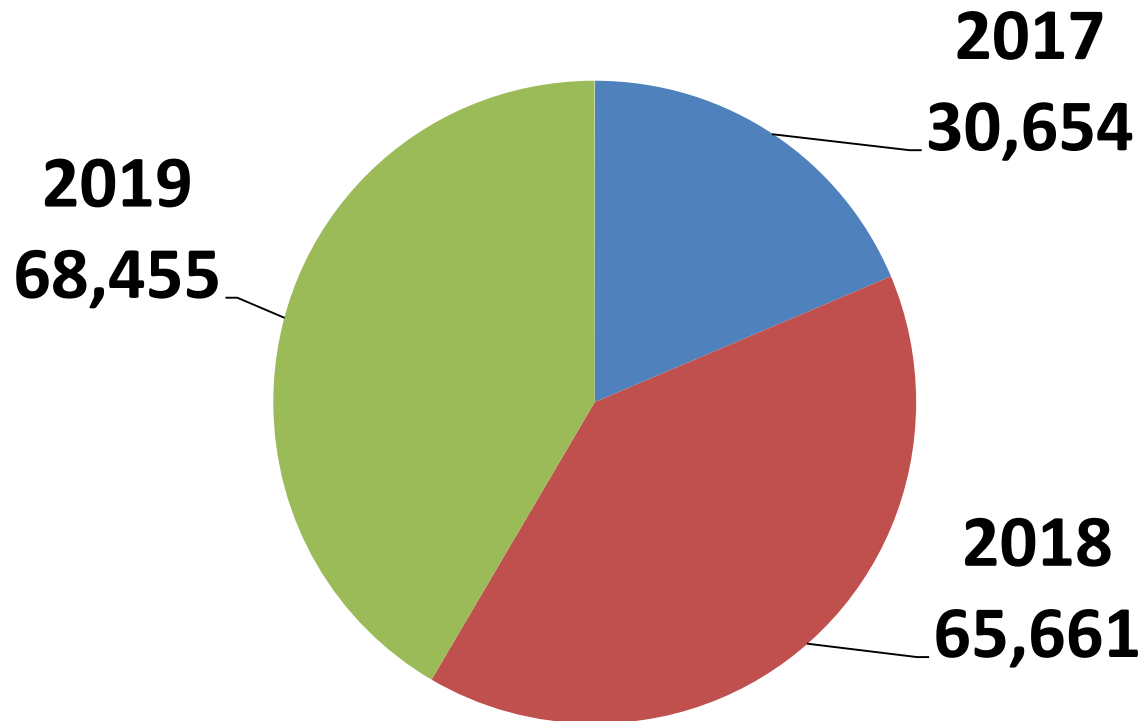
+29.9%

2019 over 2018

BBB® DATA QUALITY

BBB's strategic commitment to being the trusted source for data quality accuracy has been strengthened through ongoing staff training resulting in achievement of our collective goal.

"Data Quality" Annual Records Updated



BBB® DATA QUALITY



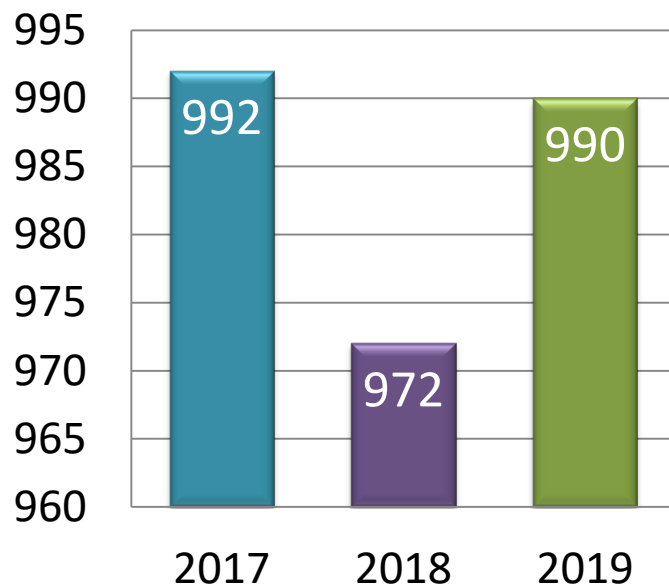
+4%

2019 over 2018

BBB® ACCREDITATION

Prospective Accredited Business applications are screened for compliance with BBB's high standards of ethical business behavior - our criteria for accreditation. Not all businesses qualify for BBB Accreditation.

New Accredited Businesses



	New ABs	Revenue
2017	992	\$510,284
2018	972	\$501,966
2019	990	\$516,777

BBB[®] ACCREDITATION

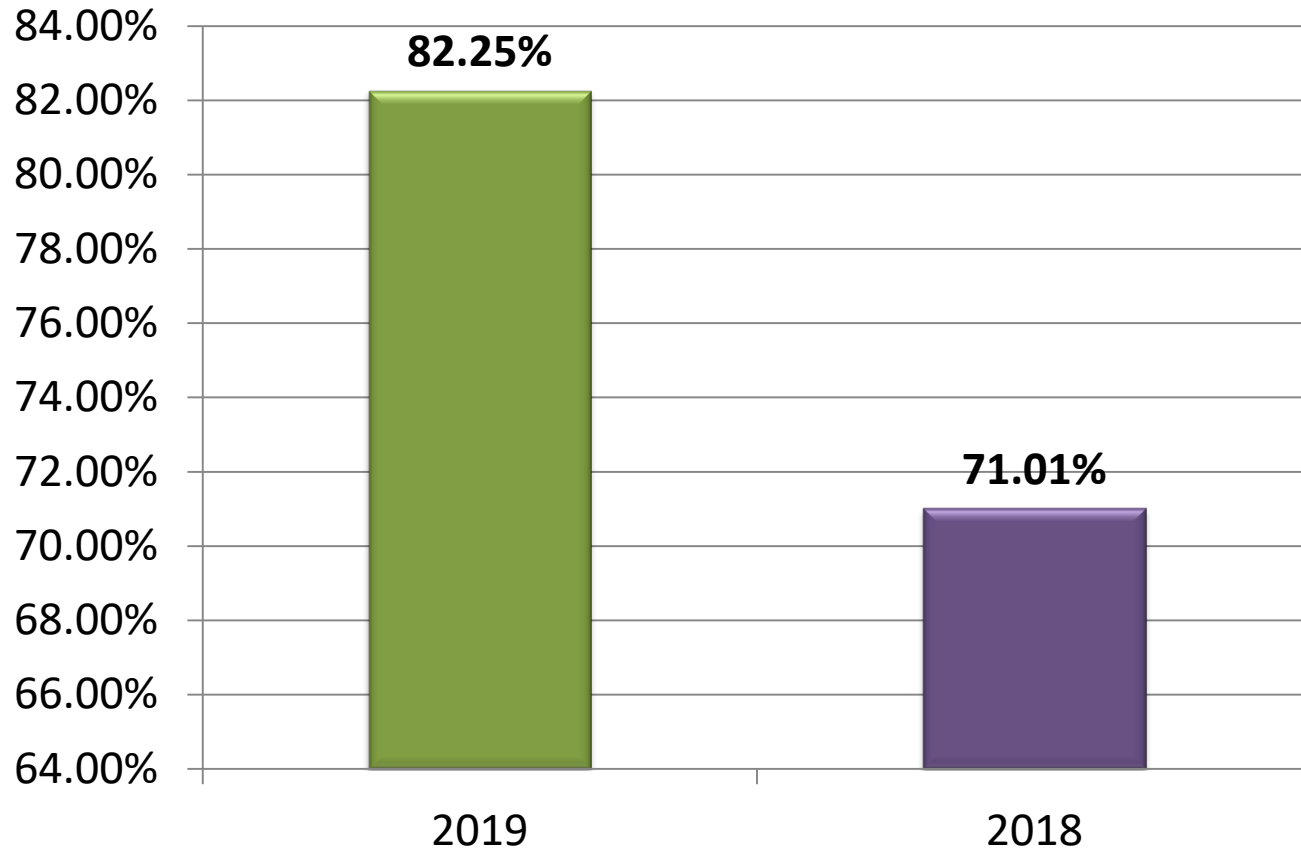


+2%

2019 over 2018

BBB® RETENTION – ALL

Retention of All Accredited Businesses



*December 31, 2019 versus December 31, 2018 Interactive Blue Report #140

BBB[®] RETENTION – ALL

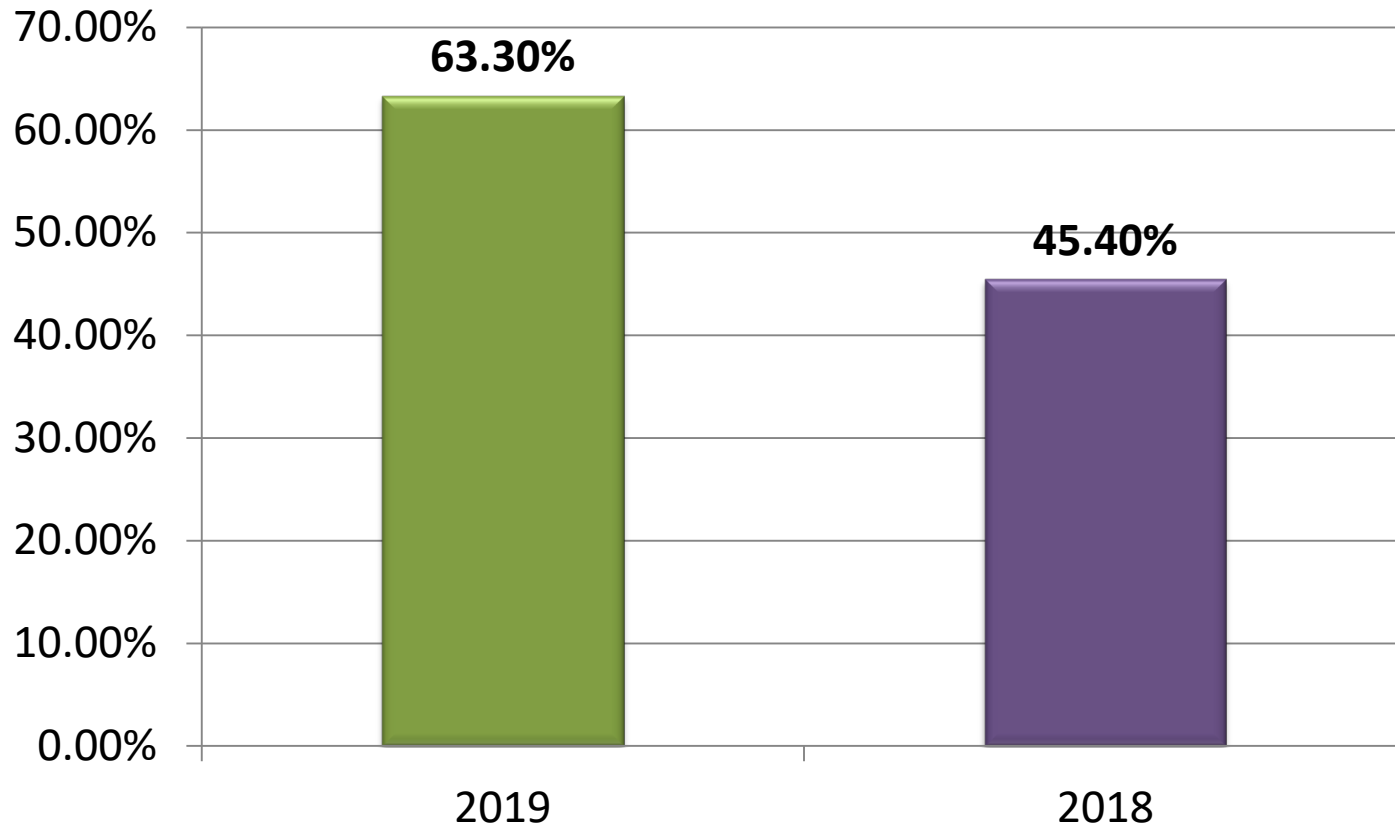


+11.24%

2019 over 2018

BBB® RETENTION – 1st & 2nd YEAR

Retention of 1st & 2nd Year Accredited Businesses



*December 31, 2019 versus December 31, 2018 Interactive Blue Report #140

BBB® RETENTION – 1st & 2nd YEAR

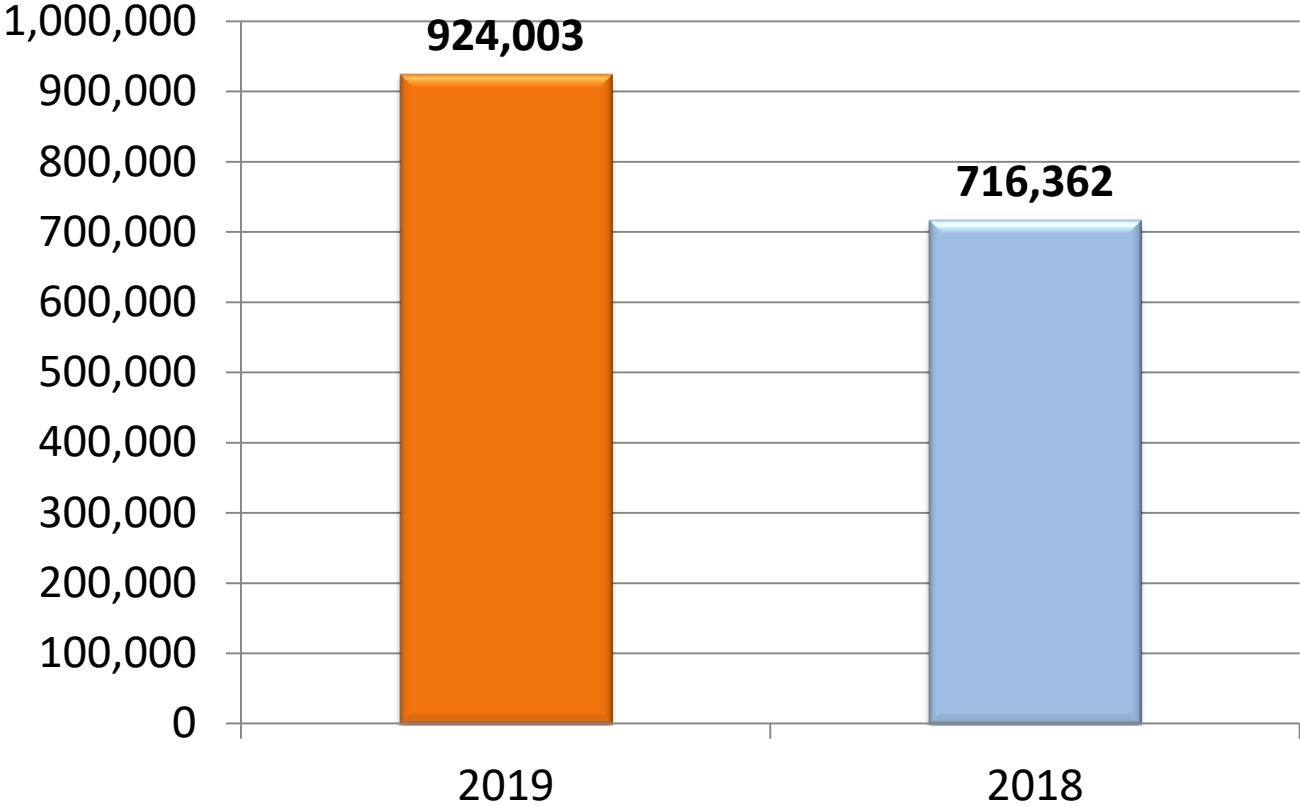


+17.9%

2019 over 2018

BBB® SOCIAL MEDIA REACH

Total Social Media Reach



BBB[®] SOCIAL MEDIA REACH



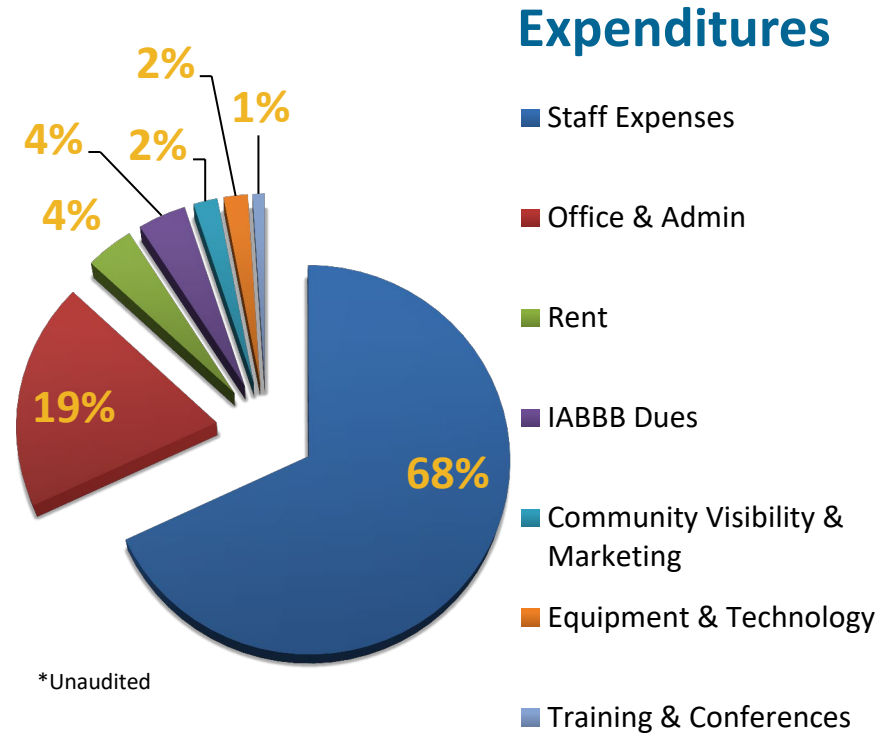
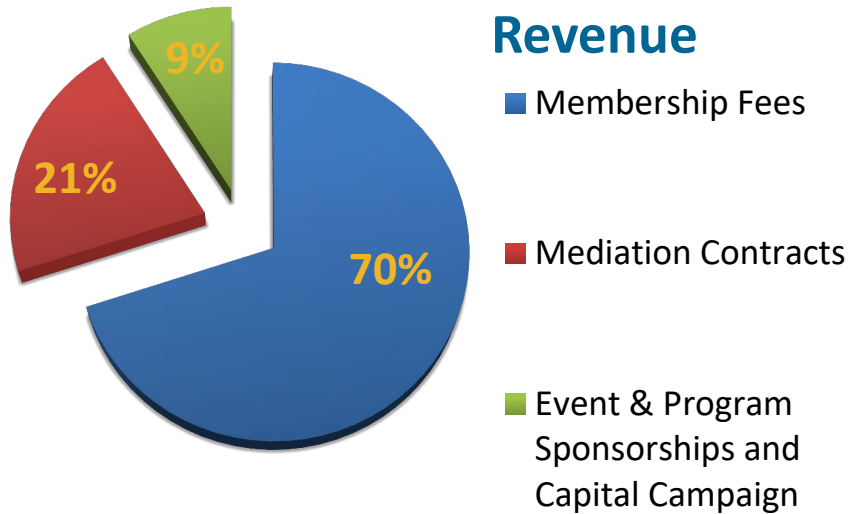
+22.5%

2019 over 2018

BBB® FINANCIAL STATEMENT

REVENUES & EXPENDITURES*

January 1, 2019 – December 31, 2019*



*Unaudited

BBB[®] FINANCIAL STATEMENT

REVENUES, EXPENDITURES AND NET ASSETS*

January 1, 2019 – December 31, 2019*

REVENUE		2019
Membership Fees	\$	2,246,237
Mediation Contracts	\$	677,299
Events & Programs Sponsorship	\$	253,311
Capital Campaign	\$	17,142
Total	\$	3,256,712*

EXPENDITURES		2019
Staff Expenses	\$	2,278,059
Office & Admin	\$	641,424
Rent	\$	138,677
IABBB Dues	\$	148,916
Community Visibility & Marketing	\$	70,003
Equipment & Technology	\$	58,718
Training & Conferences	\$	41,452
Total	\$	3,435,967*

Revenue to Expenditure **\$ -179,255***



BBB[®] FINANCIAL STATEMENT

TOTAL NET ASSETS

2019	2018	DIFFER
\$1,314,729	\$1,124,184	\$ 190,544

TOTAL ACTUAL CASH

2019	2018	DIFFER
\$1,304,923	\$1,094,756	\$ 210,166



BBB® IMPACT 2020



***Engaging together in BBB's mission
for the marketplace's future.***



**1950-
2020**

**BETTER
BUSINESS
BUREAU[®]**

**CENTRAL CALIFORNIA
AND INLAND EMPIRE**