

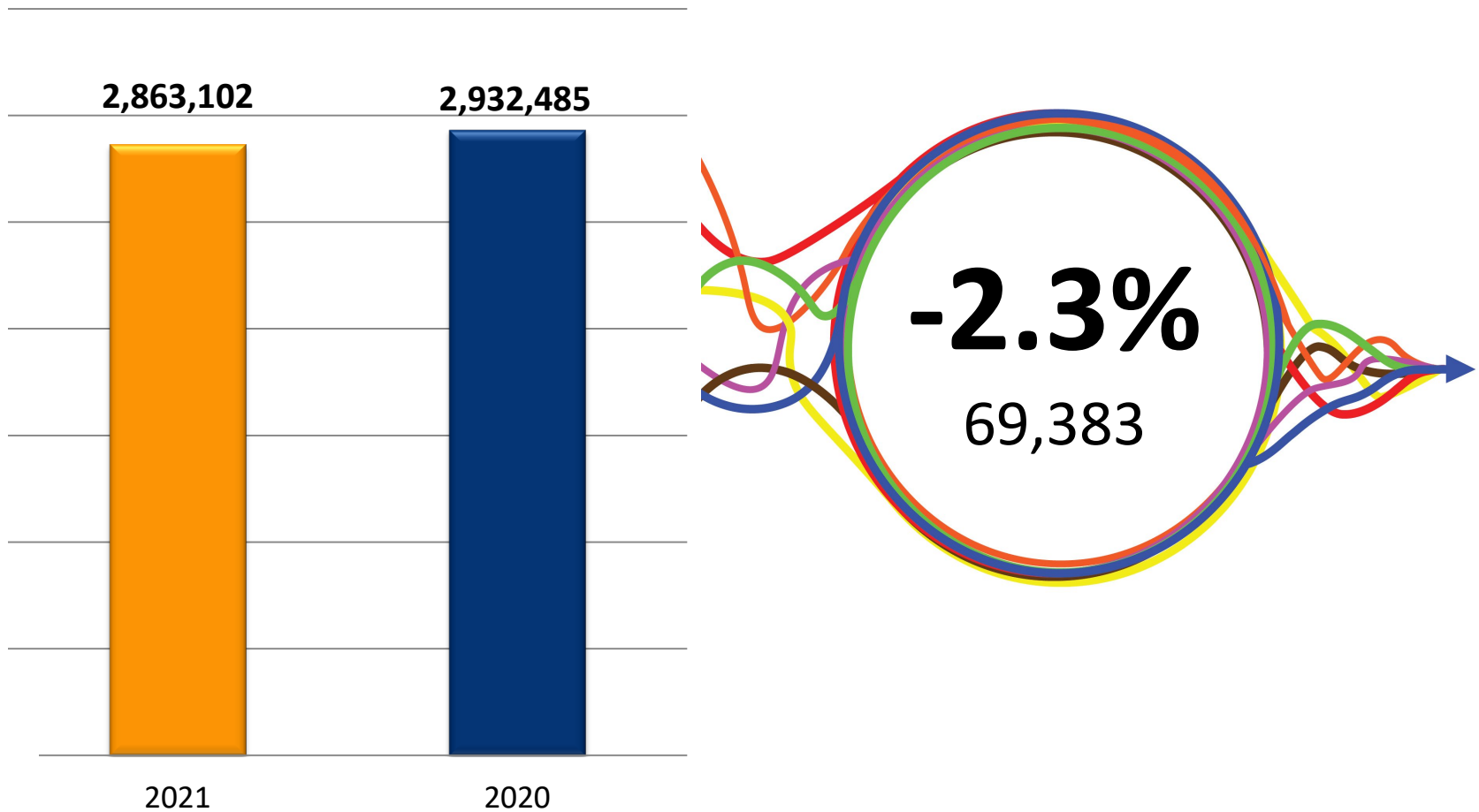
2021 Annual Review



**Better Business Bureau Serving
Central California & Inland Empire Counties**

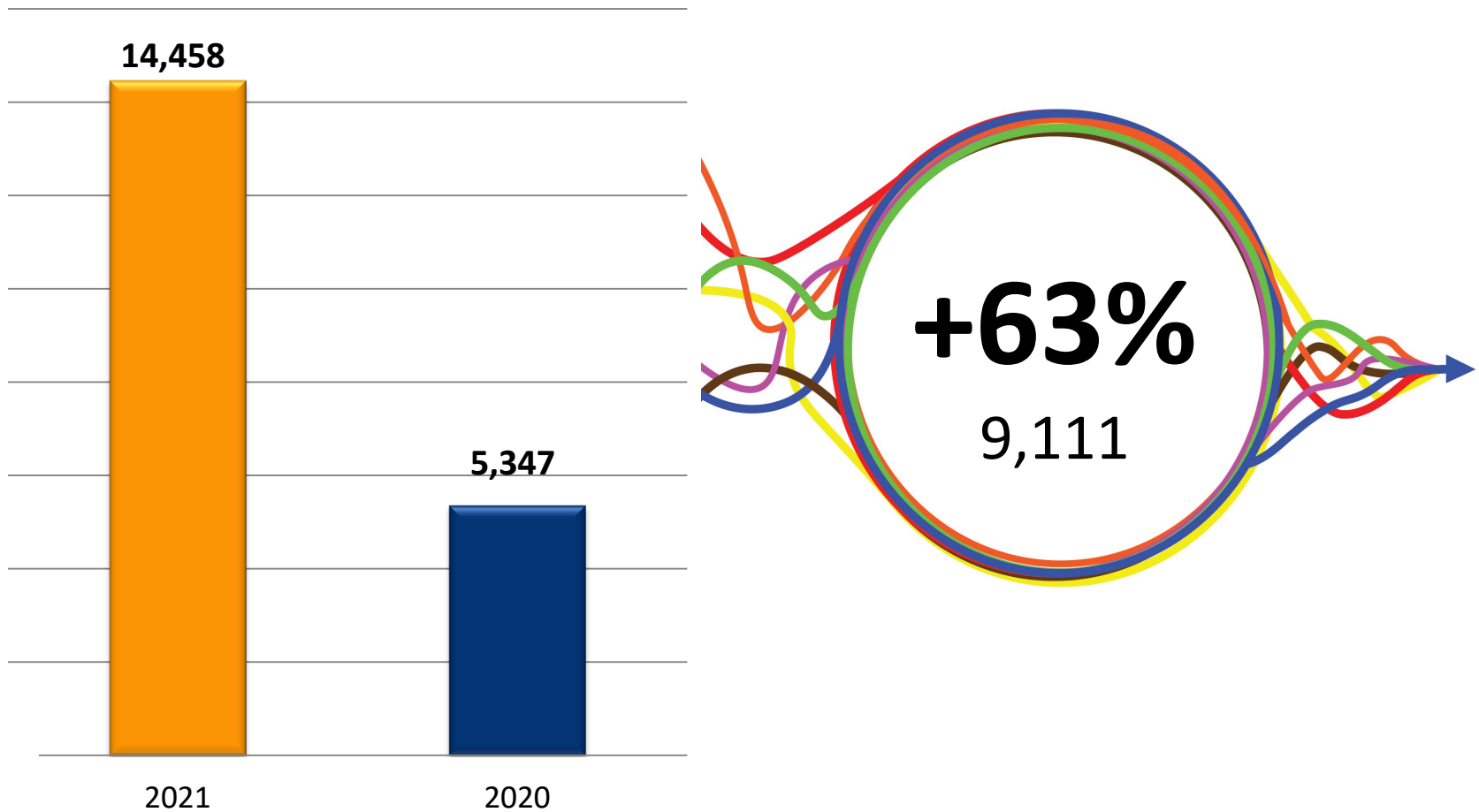
CONNECTING CONSUMERS & BUSINESSES

Business Profiles Provided to the Public



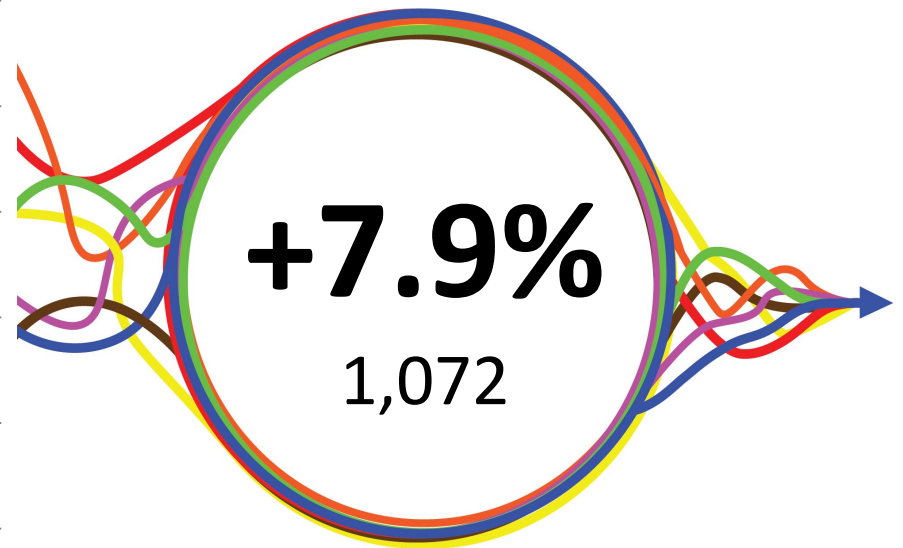
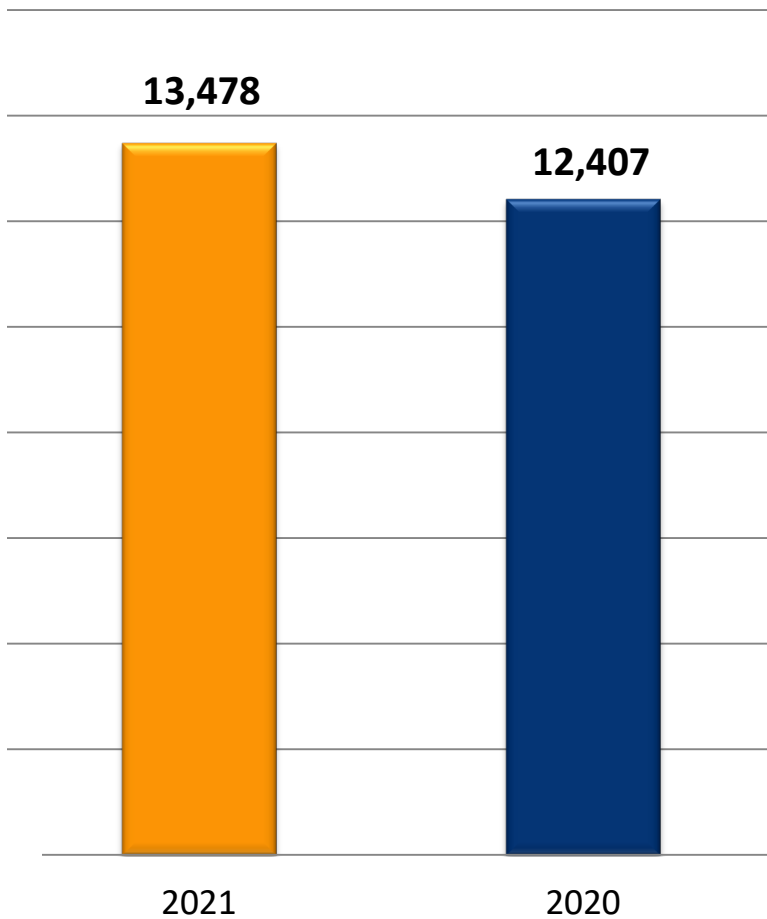
CONNECTING CONSUMERS & BUSINESSES

Accredited Business Get-A-Quotes Sent



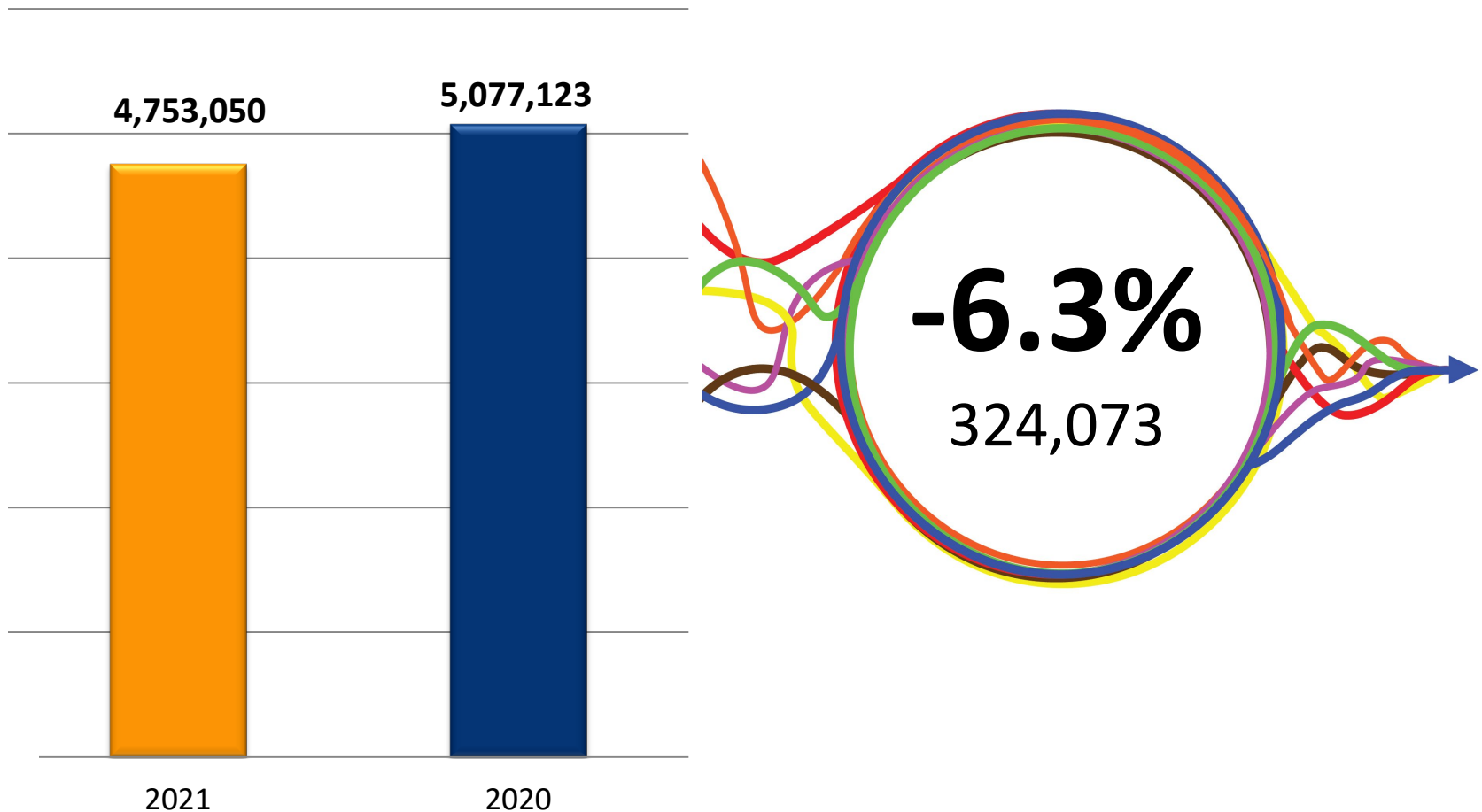
CONNECTING CONSUMERS & BUSINESSES

Customer Reviews



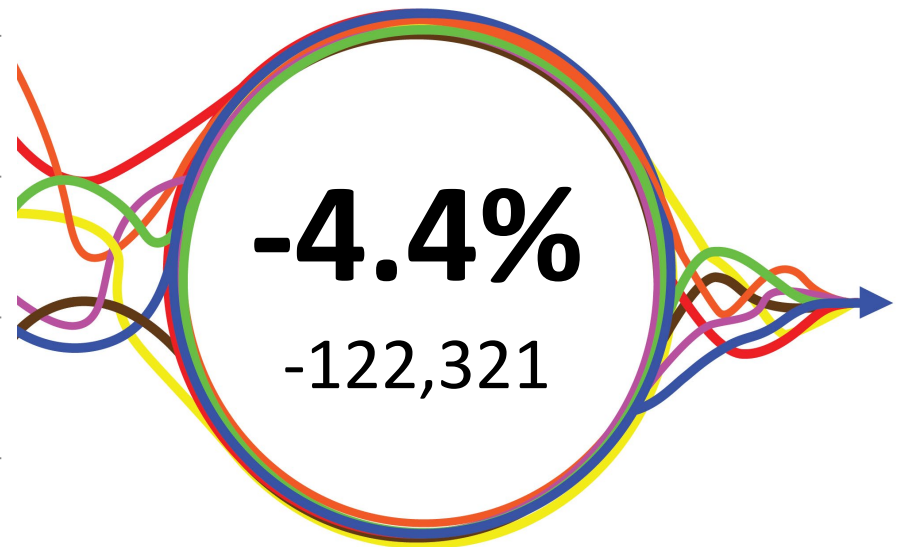
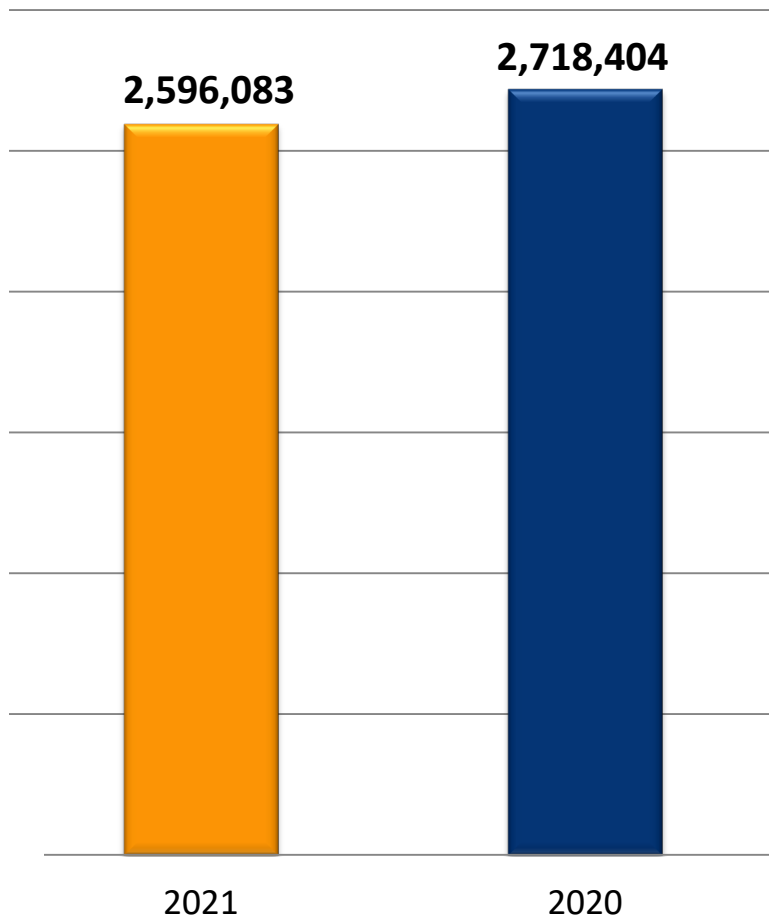
MARKETPLACE ENGAGEMENT

Website Page Views



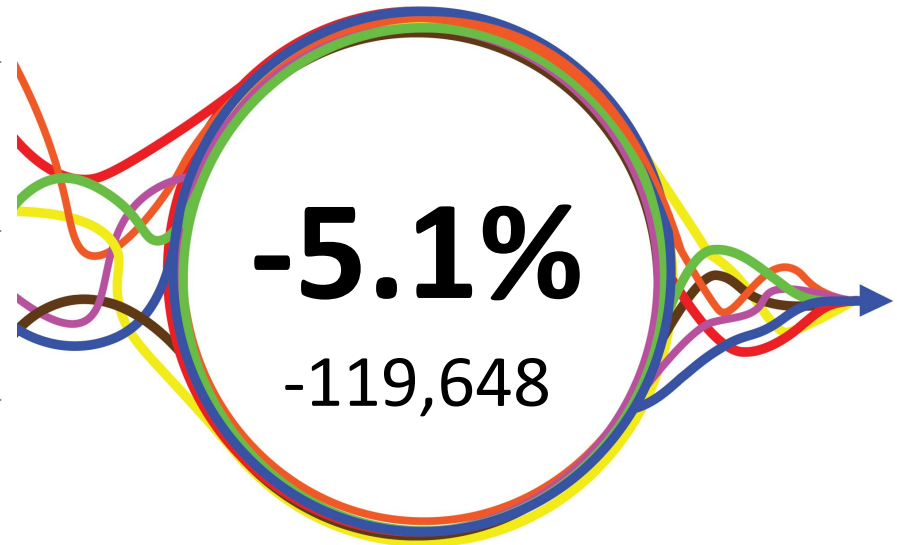
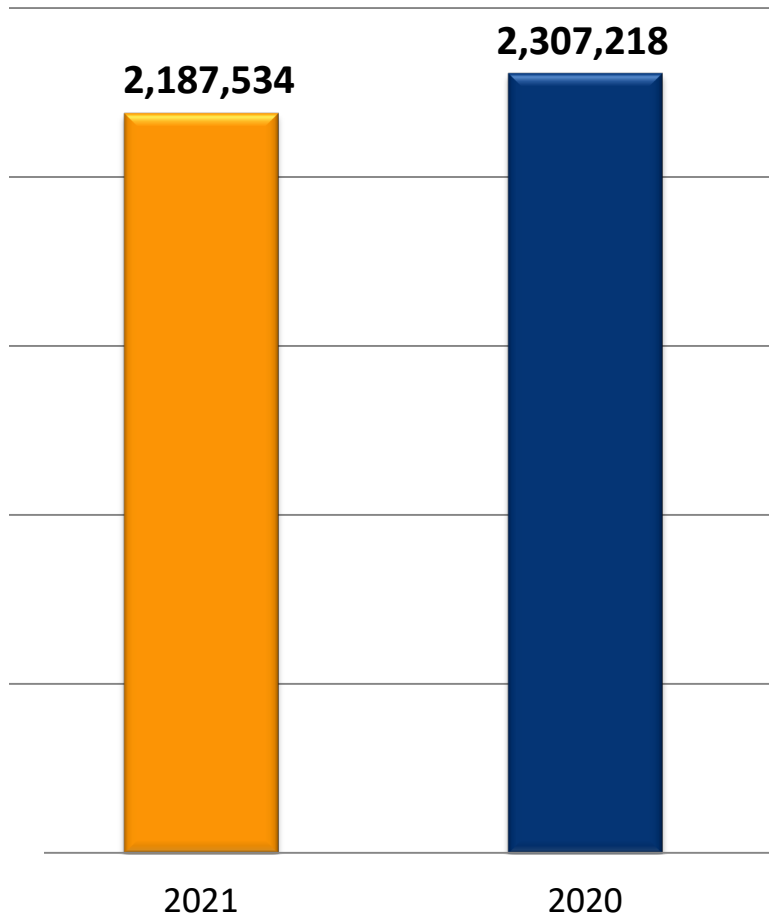
MARKETPLACE ENGAGEMENT

Website Visitors



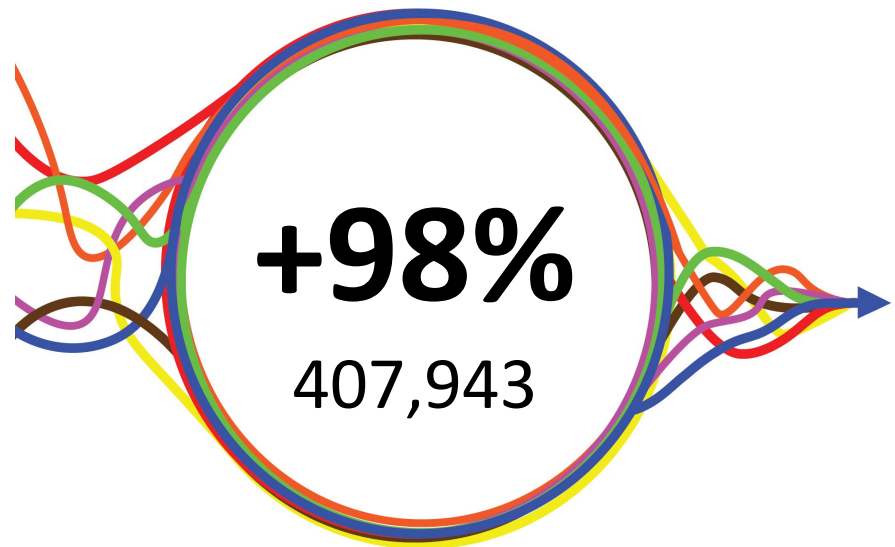
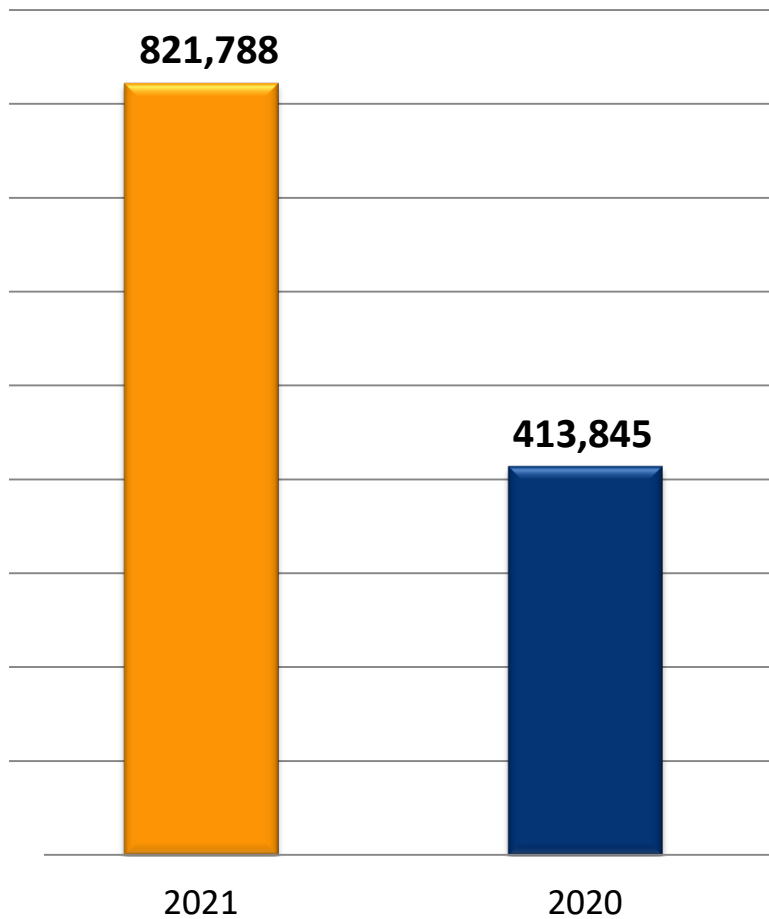
MARKETPLACE ENGAGEMENT

New Website Visitors



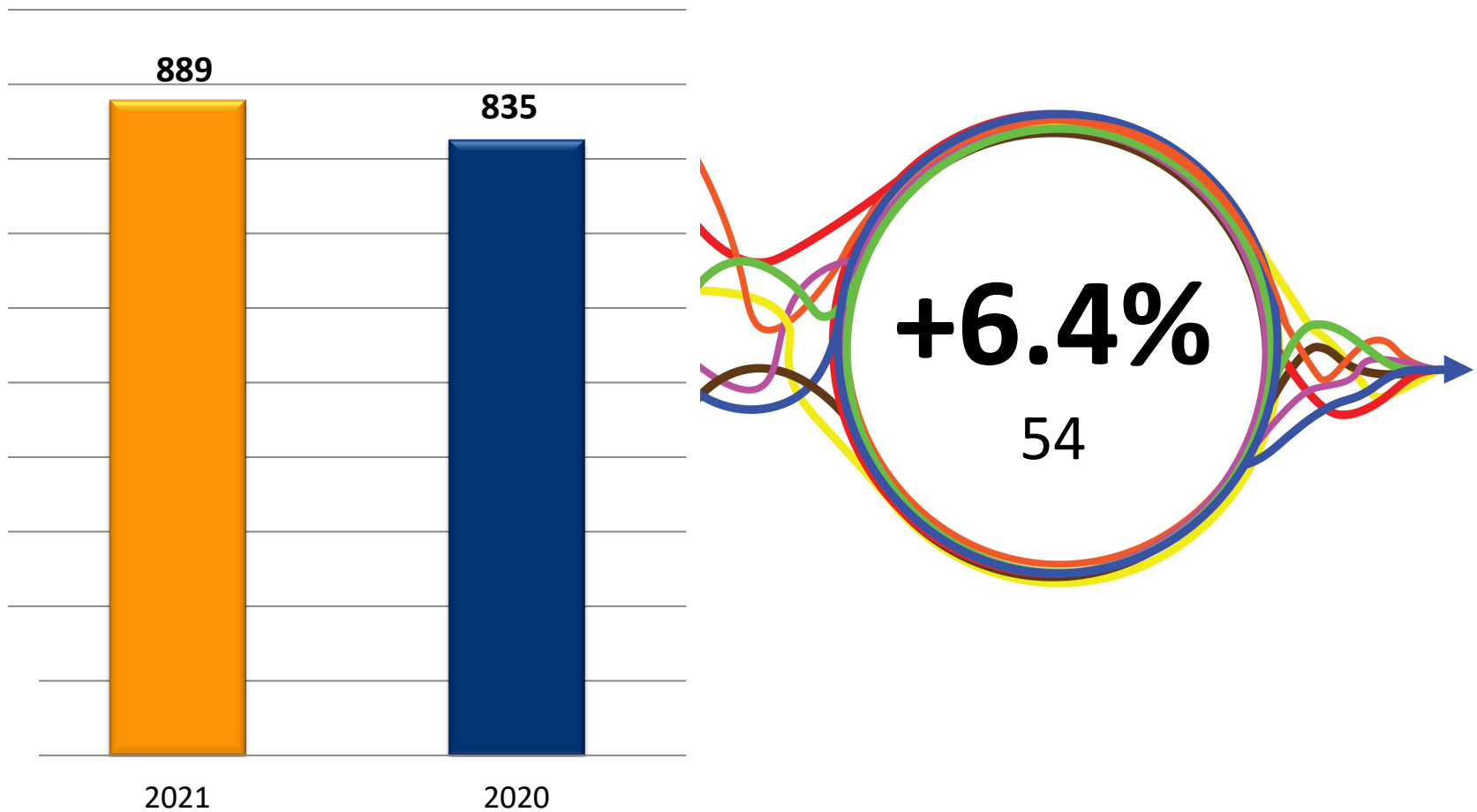
MARKETPLACE ENGAGEMENT

Social Media Reach



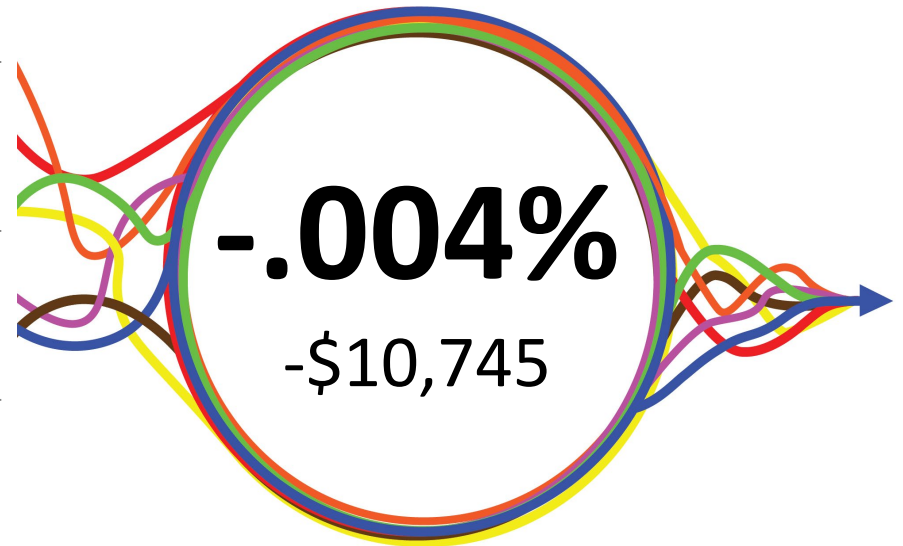
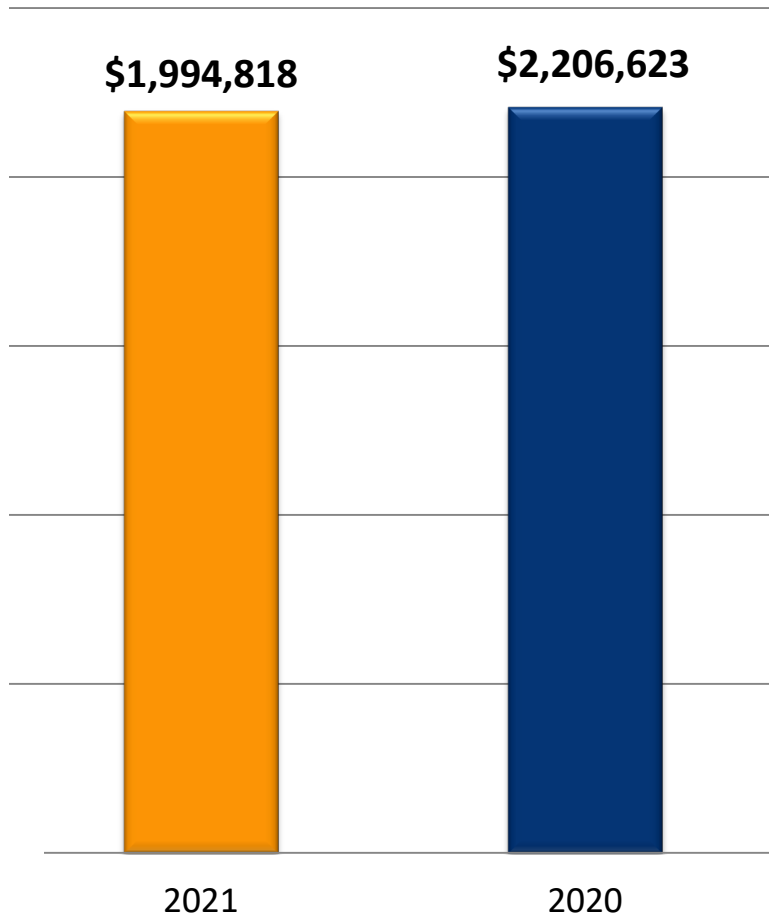
MARKETPLACE ENGAGEMENT

Accredited Business Applications Approved



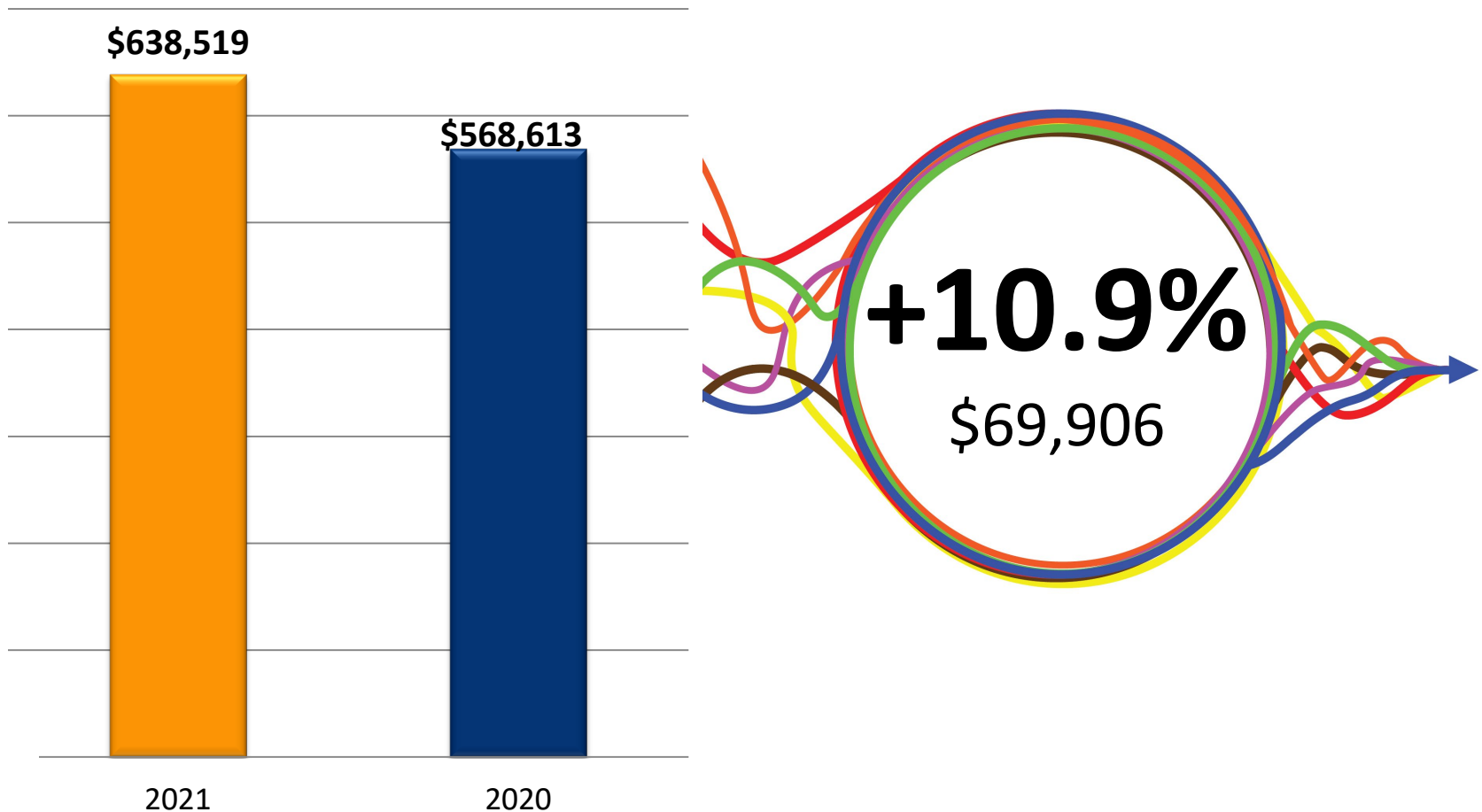
RETENTION FOCUSED OUTREACH

Retention Invoicing



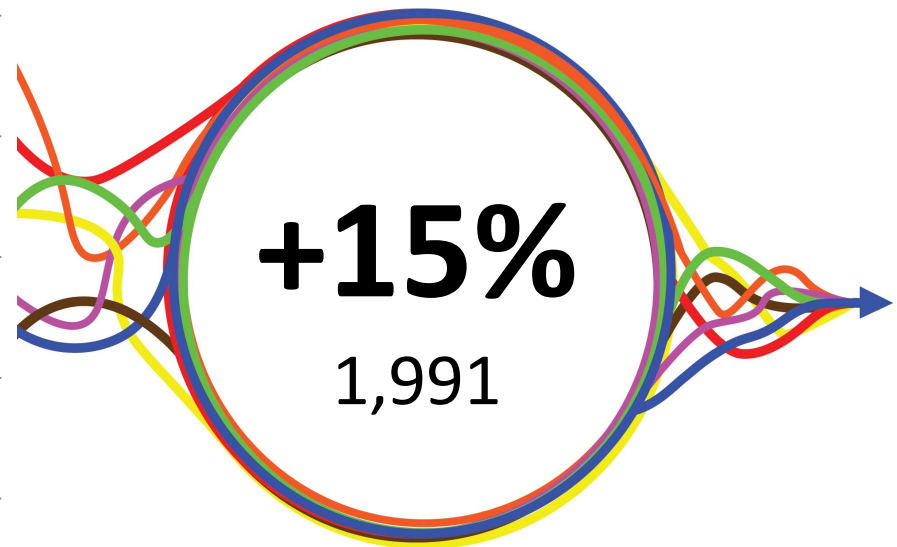
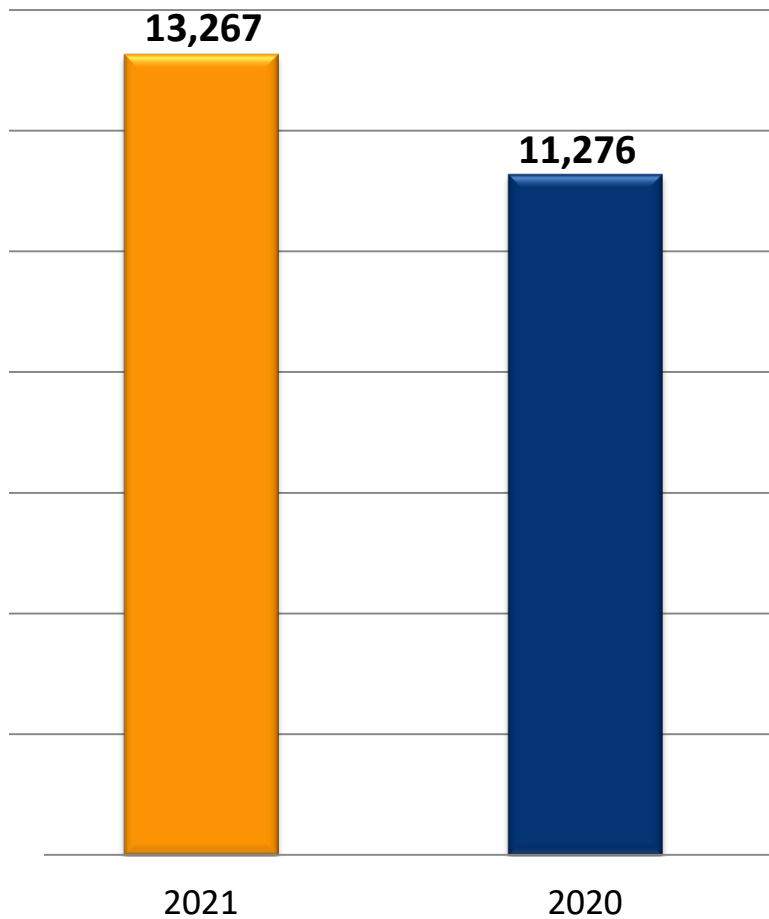
RETENTION FOCUSED OUTREACH

Retention Saves Collected



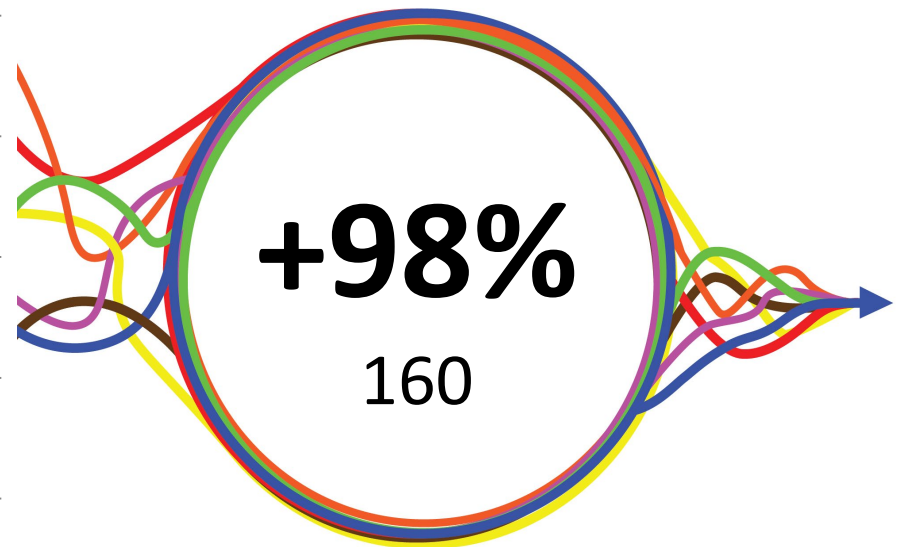
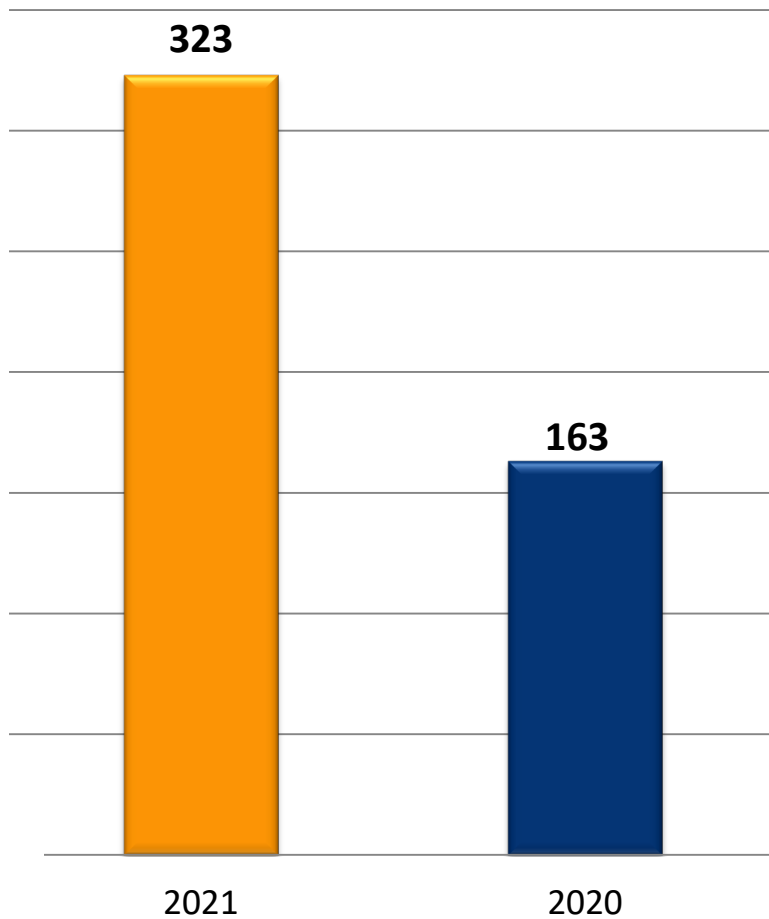
RESOLUTION THRU BBB

Complaints Processed



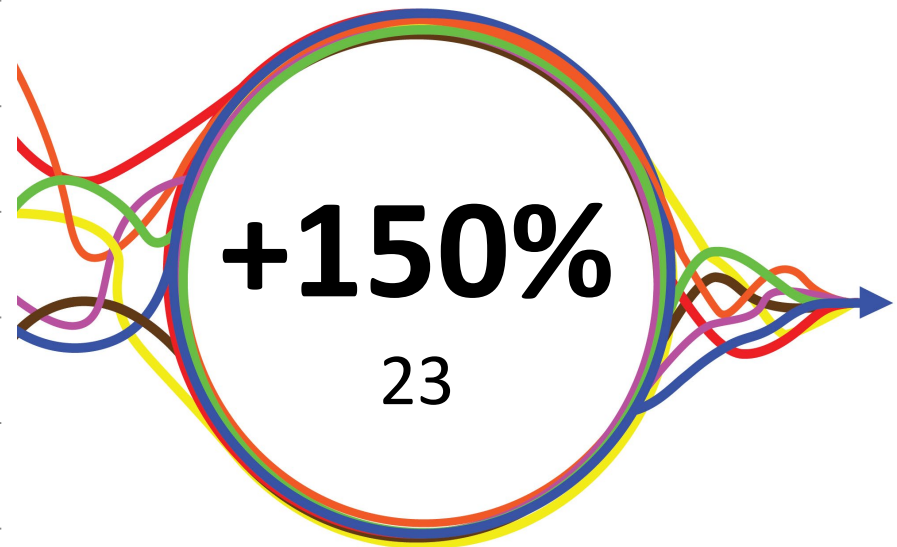
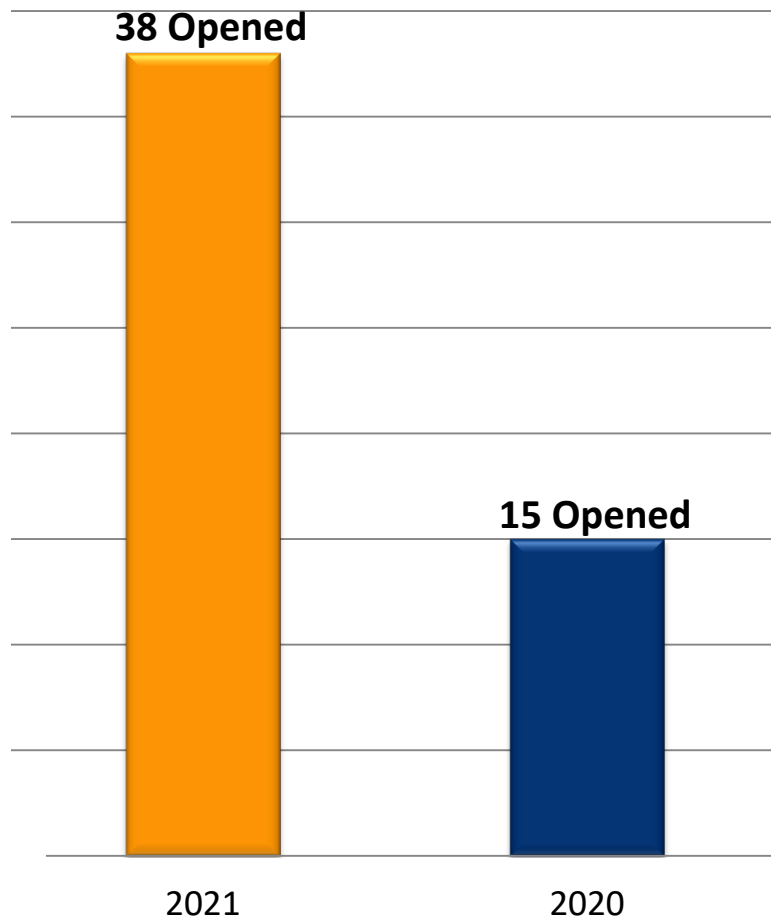
RESOLUTION THRU BBB

BBB Advertising Reviews



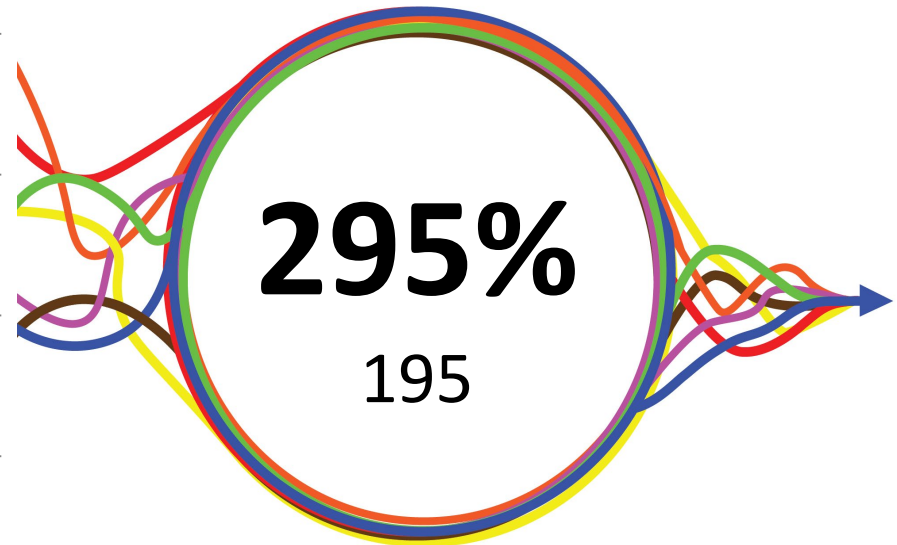
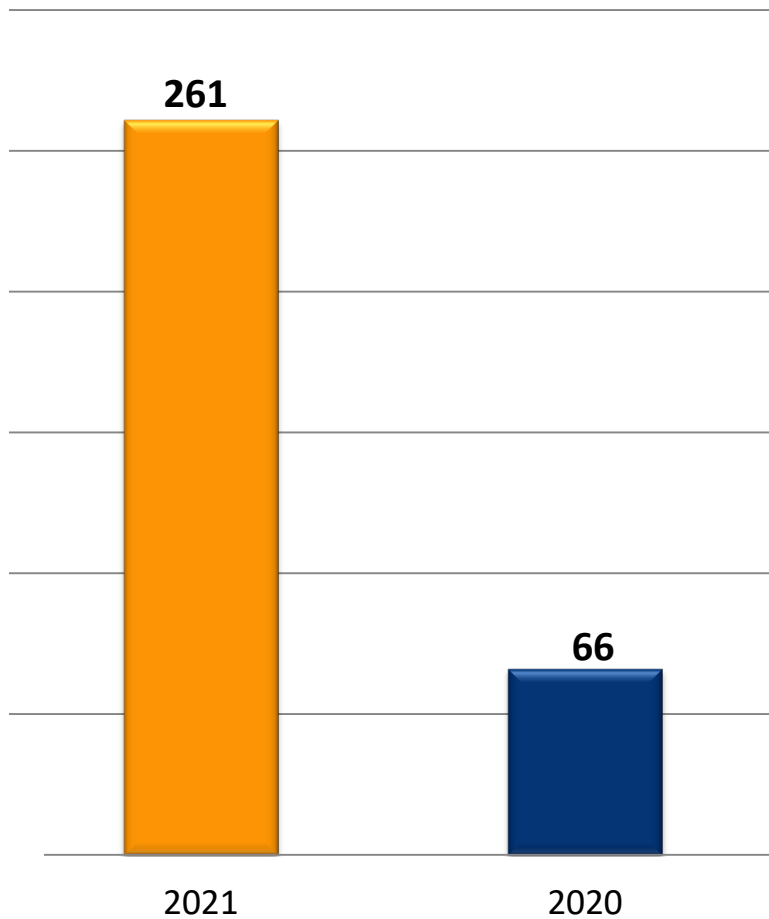
RESOLUTION THRU BBB

BBB Investigations



RESOLUTION THRU BBB

Auto Line



REVENUES & EXPENDITURES*

January 1, 2021 – December 31, 2021*

REVENUE		2021
Total	\$	3,428,410*

EXPENDITURES		2021
Total	\$	2,927,618*

Excess Revenue over Expenditure	\$	490,792*
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*Unaudited Year-end Financials

BBB® Standards For Trust

Honor Promises Build Trust
Tell The Truth Be Responsive
Be Transparent
Safeguard Privacy Be Transparent
Embodiment Integrity Tell The Truth
Advertise Honestly Advertise Honestly
Honor Promises Build Trust Be Responsive Honor Promises
Tell The Truth
Be Transparent Be Responsive Embodiment Integrity Build Trust Safeguard Privacy
Tell The Truth Be Responsive Embodiment Integrity Honor Promises
Safeguard Privacy
Build Trust Build Trust Embodiment Integrity Tell The Truth
Be Responsive
Safeguard Privacy Embodiment Integrity Be Transparent Advertise Honestly Honor Promises



